

Are you prepared?

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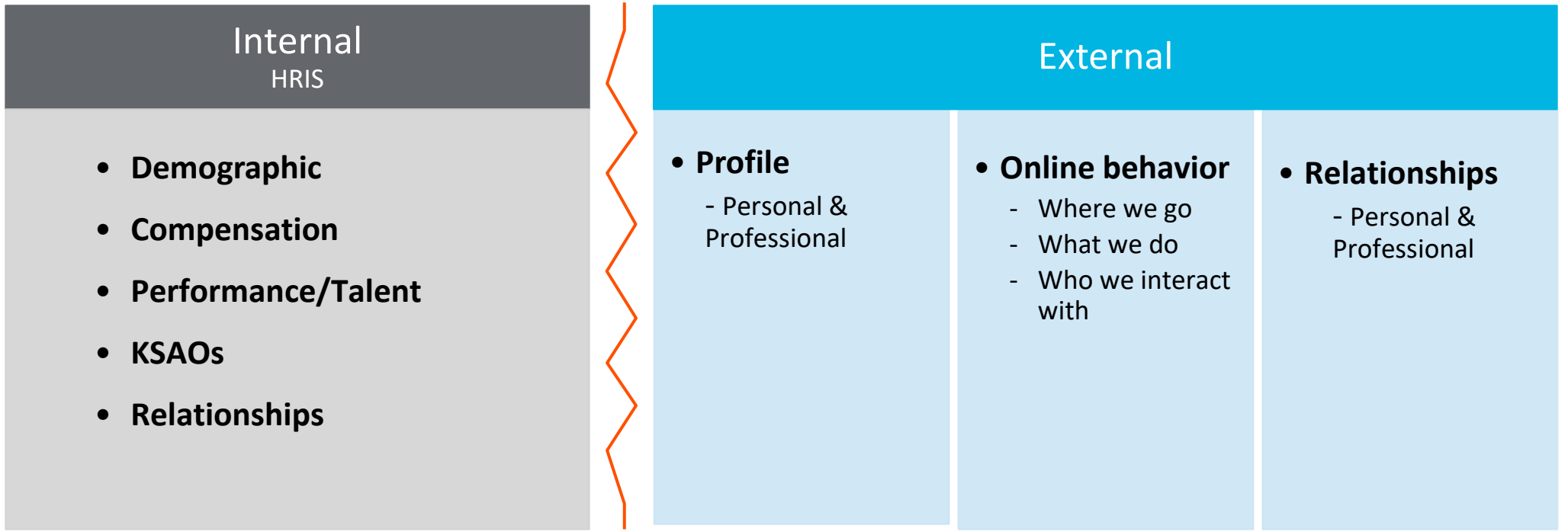
12th Annual SIOP Leading Edge Consortium
October 21, 2016

Topics

1. “Conventional” Data Sources
2. “Emerging” Data Sources
3. Reflections

“Conventional” ambient data sources

Ambient data are data that’s passively generated as a byproduct of living in a digital world



How do **current** data privacy rules within companies align with using these types of external data?

a) Company directly importing and using data
b) Third parties acting on behalf of company

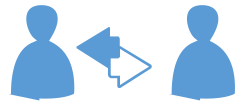
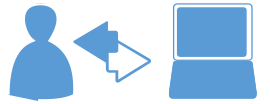
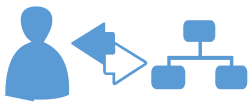
External sources capable of producing powerful insights about employees

Third party capabilities





Used internal data sources to implement "consumer-like" recommender systems

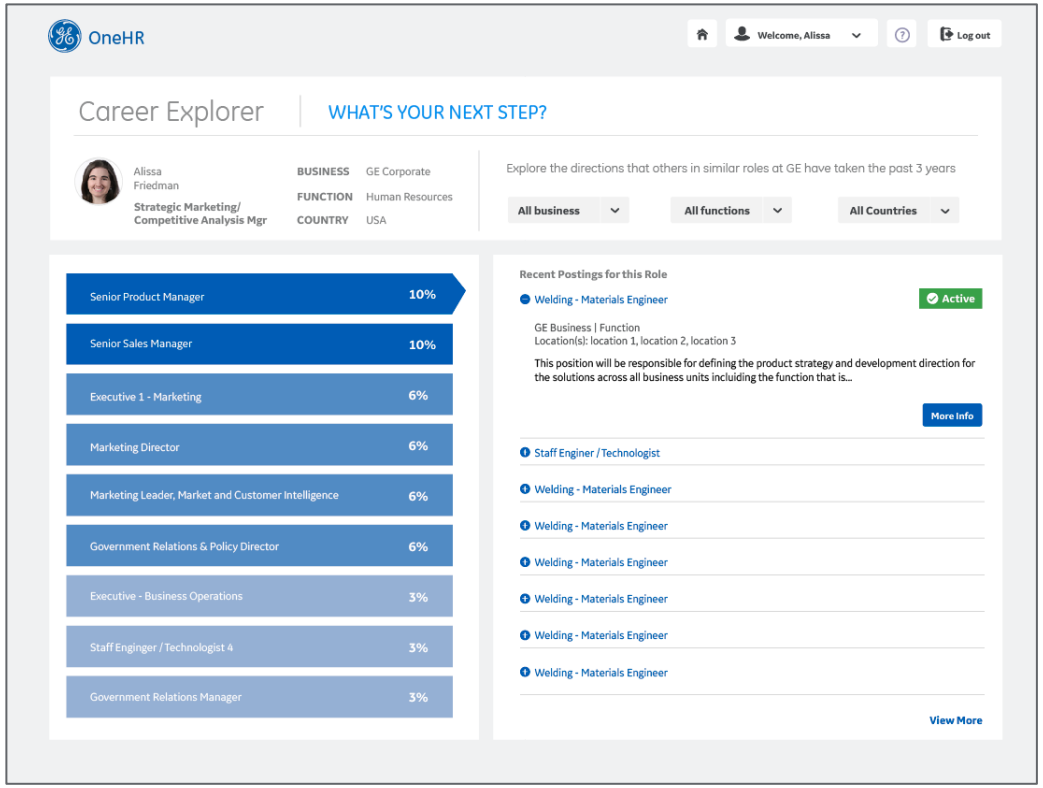
In the wild		GE	Match
amazon	**Product Recommendations** *"Here's a product you may like…"*	Creating CONNECTIONS Buddy Program *"Here is a GE colleague you may not yet know…"*	 Person to Person
edX	**Learning Suggestions** *"Here's popular learning in our network…"*	BrilliantYOU *"Popular learning modules at GE"* *"More assets like the one you're currently viewing"*	 Person to Learning
in	**LinkedIn Jobs Recommender** *"People with your profile might like these jobs..."*	**GE Career Explorer** *"People like you went onto jobs like this…"*	 Person to Job

GE Career Explorer

Purpose: Provide personalized information about GE career possibilities and opportunity to apply

Key Features:

- Driven by employee feedback using Lean Start Up techniques
- Based on employee's recent GE job history compared to others + current vacancy information
- Link to GE Job Portal for open roles



“Emerging” Data Sources



2004 Facebook launched

2006 AWS launched

2007 iPhone introduced

2008 App store platform launched

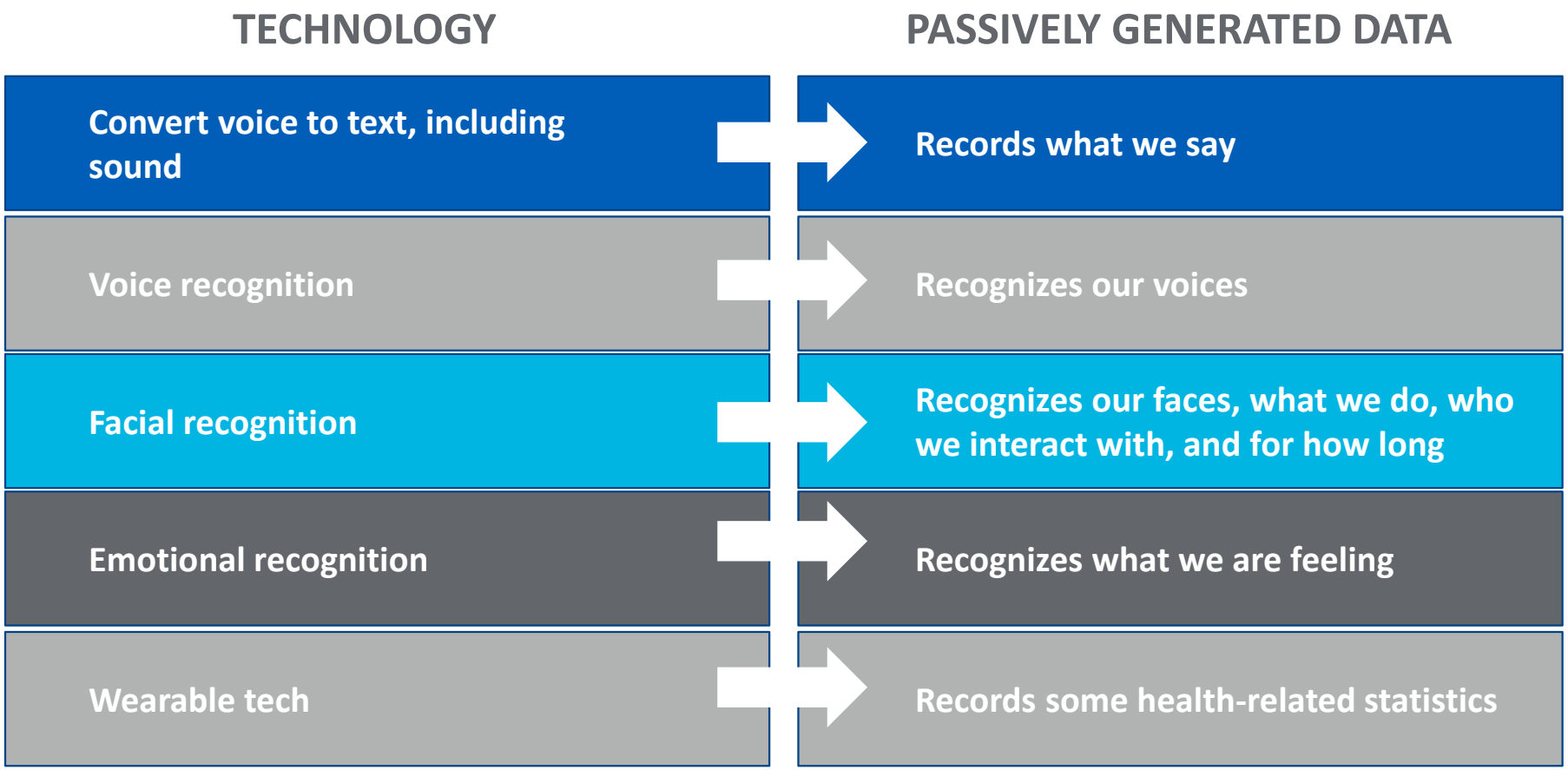
2011 Watson wins Jeopardy

2014 Google introduces driverless car

Today is slowest rate of technological change you will likely experience in the rest of your life

Emerging data sources

Computers + Cameras + Microphones + Cloud + AI



Reflections

Importance of language and metaphors

“Digital Footprint”



Importance of language and metaphors

“Digital Footprint”



“Digital Twin”



Lots of practical issues core to our discipline

- Evolution of I-O psych skill set
- Importance of powerful questions, not simply big data
- Theories of performance vs dust bowl empiricism
- Privacy
- Applicant/employee reactions
- Attraction: Recruitment, Selection, Promotion
- Learning & Development
- Retention/turnover
- Compliance with legal guidelines (e.g., UGESP) and professional standards (e.g., SIOP Principles)
- Development/maturation/change
- Employee attitudes/surveys
- Diversity & Inclusion
- Real time analysis
- Intra individual measurement/diagnostics



