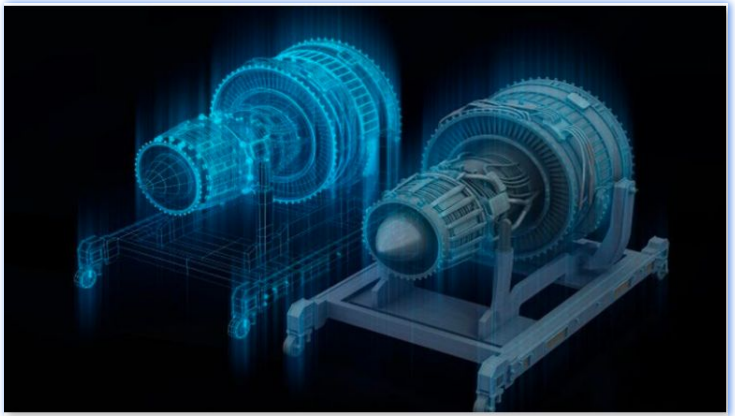
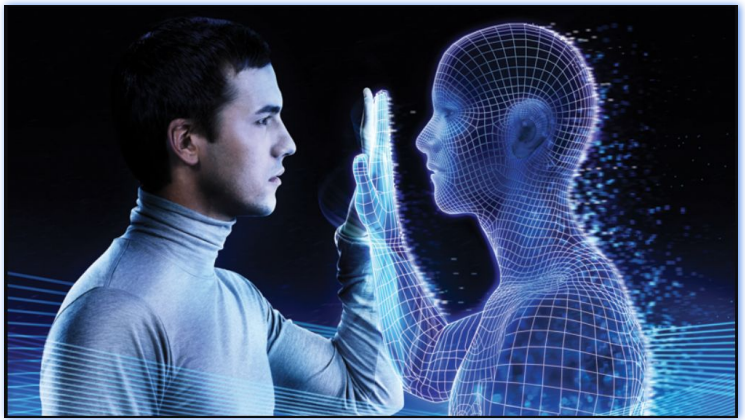
Leveraging Passive Data: From Creepy to Cool

SIOP 2023 - Boston

Digital twin (circa 2014)





Agenda

Introduction & Scenario Quiz

First hand applications of passive data

Pro-tips/considerations

Conversation with audience - key takeaways

Final Thoughts - panel speed round

What's passive data?

Data generated as a **byproduct** of living in a digital world (aka "Ambient Data")

- **"Digital exhaust"**
- **"Created in the flow of work"**

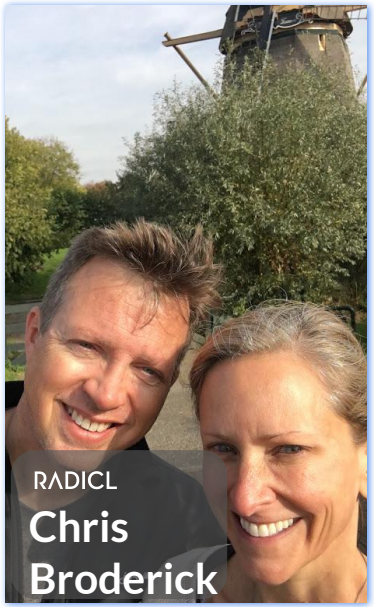
We may not even know/realize data are are being collected

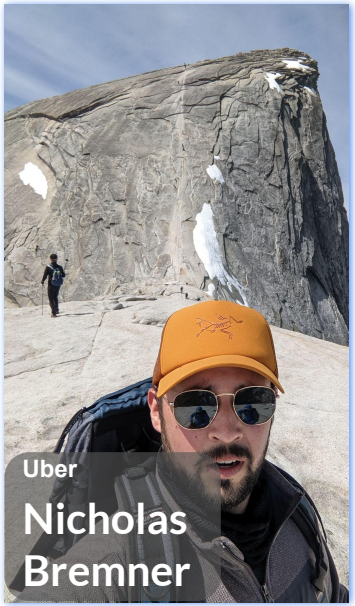
Antonym:
Active data - data explicitly requested from and actively provided by a user **for a specific purpose**

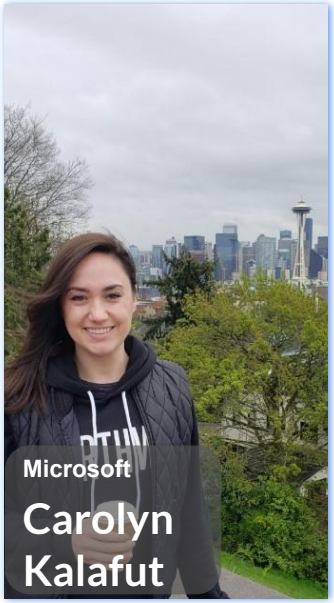
	Passive	Active
Internal	• Doc Permissions • Calendar • Teams/Slack • Yammer • Badging • Courses in LMS • Browser history	• Surveys (engagement, lifecycle, etc.) • Assessments • Crowdsourcing • Health & well-being (e.g., nutrition, smoker, exercise)
External	• LinkedIn • Connections • Likes • Comments • Posts	• Reviews of employers on external sites (e.g., Glassdoor)

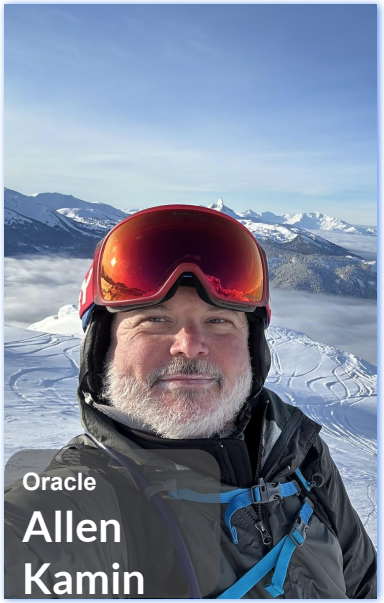
Adapted from Madhura Chakrabarti and Elizabeth A. McCune, Is the Engagement Survey the Only Way? In: Employee Surveys and Sensing. Edited by: William H. Macey and Alexis A. Fink, Oxford University Press (2020).

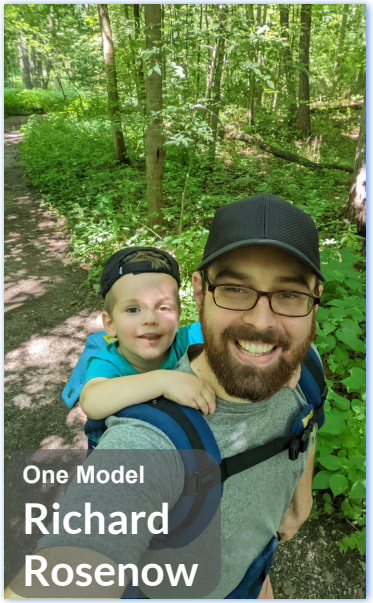
Panelists


RADICL
Chris
Broderick


Uber
Nicholas
Bremner


Microsoft
Carolyn
Kalafut


Oracle
Allen
Kamin


One Model
Richard
Rosenow

Let's take a quiz:

How creepy or cool are the scenarios?



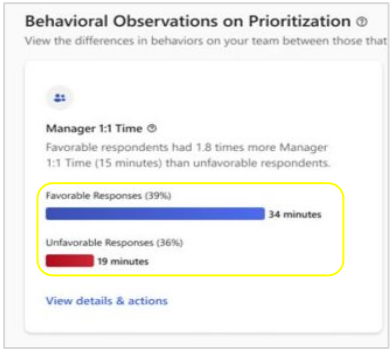
Quiz Results

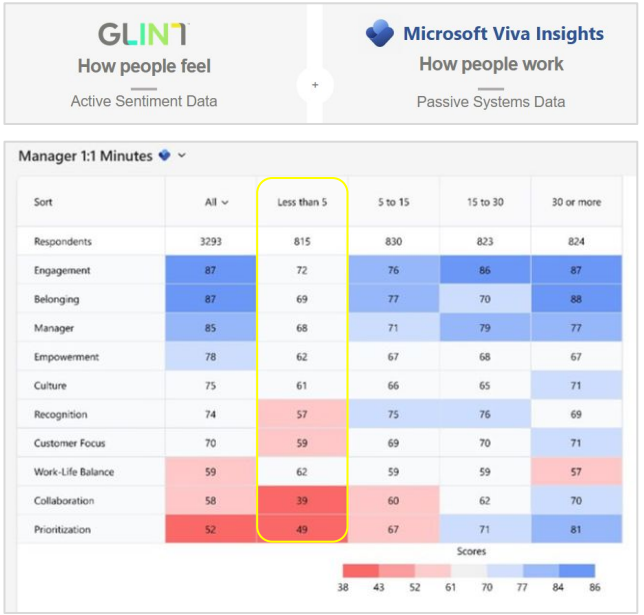
https://docs.google.com/forms/d/1e2Tuu6Qe_sal_S4QhC7JG6eva7sGhyHntV6Zsyn2DC0/edit

Understand how work patterns impact experience

Case Study 1: Application of Passive Data

*Paired **Glint engagement data with Viva Insights** data to better understand the nuances of the employee experience, identify how ways of working are fostering (or inhibiting) success and determine the best actions for leaders to take .*

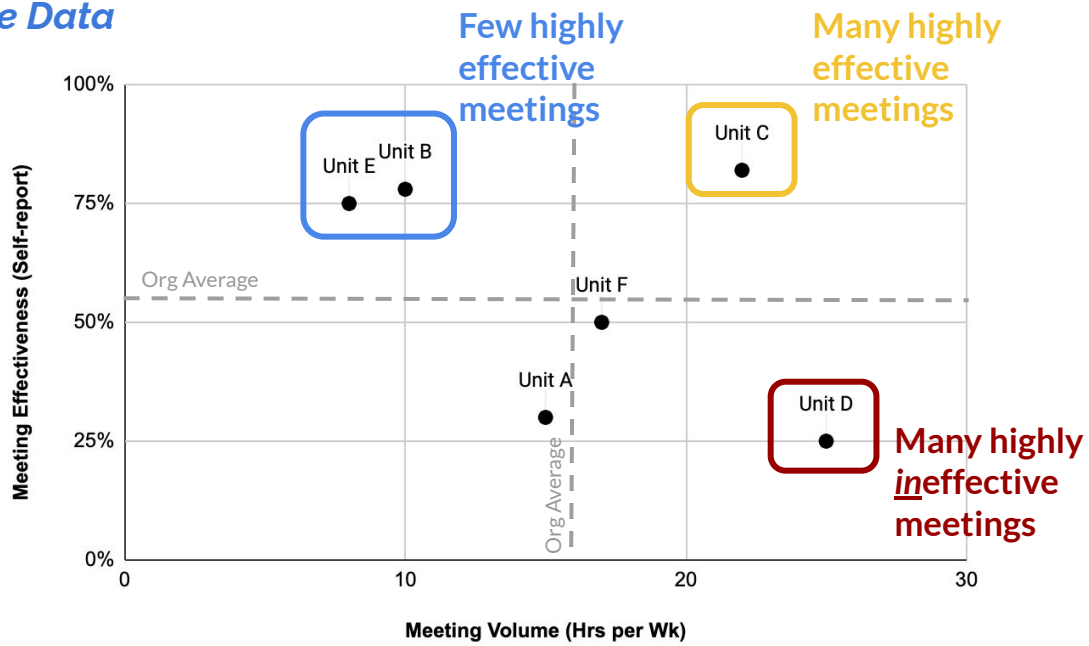




Understand meeting effectiveness

Case Study 2: Application of Passive Data

To improve organizational collaboration and meeting overload, we paired ***self-report data on meeting effectiveness with meeting volume****.*

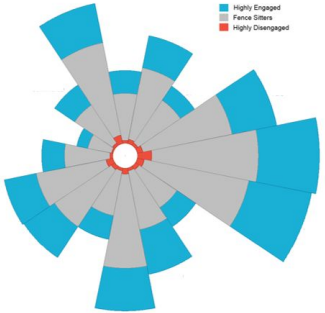


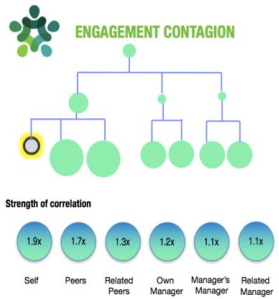
Understand engagement contagion within org hierarchy

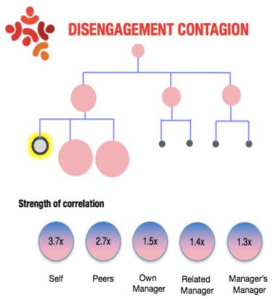
Case Study 3: Application of Passive Data

*Gained an understanding of positive and negative engagement contagion by analyzing **network data and engagement results** over time*

- Organization network analysis helps spot potential for cultural contagion
- Employees are more influenced by peers than by their first line or second line manager
- A chronically disengaged peer has 3x the impact of a highly engaged peer
- Chronically disengaged first line managers are a priority





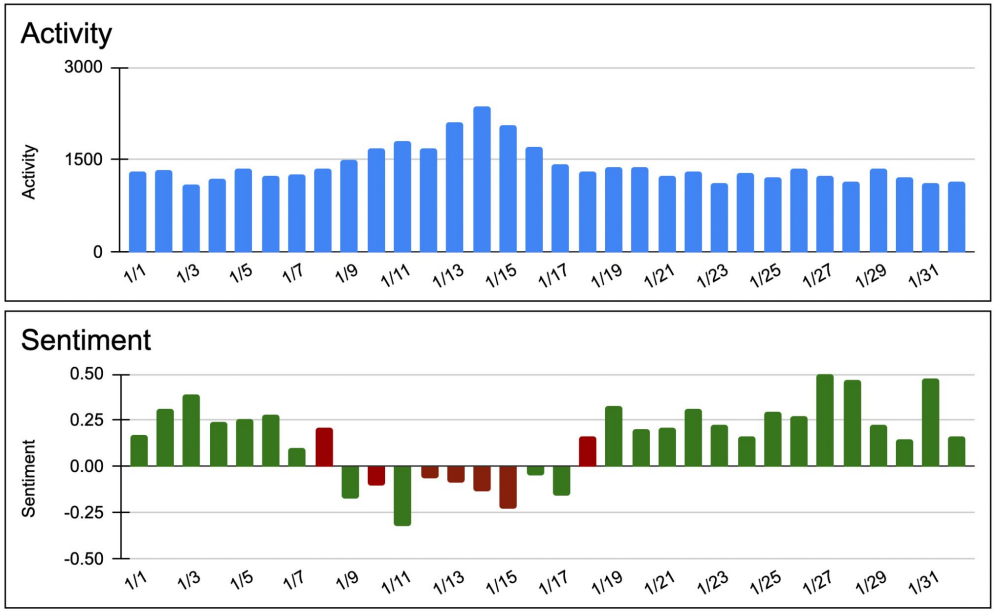


Understanding organizational dynamics in a crisis

Case Study 4: Application of Passive Data

To identify and understand the crisis management cycle and the effectiveness of interventions we used ***collaboration system activity*** *(e.g. tools like slack)*

1. *Crisis Awareness*
2. *Scope and depth of crisis*
3. *Start and end of crisis*



Pro-tips/Considerations

Carolyn

- Passive data isn't perfect
- Active data still has its place

Nicholas

- Metrics influence behavior
- "Creepiness" is subjective
- Measure with a plan

Chris

- Consent/ Transparency
- Right to opt out and/or be forgotten

Richard

- "Overton window" of what is acceptable
- Humanize the data

Conversation:

Volunteers to share a key takeaway (50 words or less)

Panel Parting Thoughts - Speed round

Carolyn

- Our work is evolving and will continue to be multidisciplinary

Nicholas

- Increasing availability of passive data highlights a greater need for a robust validation process prior to making big decisions

Chris

- The Golden Rule applies to data
- “Do unto others as you would have them do unto you”

Richard

- Data operations and process environment needs to be built to handle this well.