Public data—emotions ---misuse

Data analysis is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Businesses today need every edge and advantage they can get. Thanks to obstacles like rapidly changing markets, economic uncertainty, shifting political landscapes, finicky consumer attitudes, and even global pandemics, businesses today are working with slimmer margins for error. Companies that want to not only stay in business but also thrive can improve their odds of success by making smart by collecting as much useful, actionable information as possible, then using it to make better-informed decisions!

This strategy is common sense, and it applies to personal life as well as business. No one makes important decisions without first finding out what's at stake, the pros and cons, and the possible outcomes. Similarly, no company that wants to succeed should make decisions based on bad data. Organizations need information; they need data. This is where data analysis enters the picture.

The first stage in data analysis is data collection. Sources include case studies, surveys, interviews, questionnaires, direct observation, and focus groups. Many recommendation systems are using public data in the form of tweets, Instagram posts, YouTube posts, Facebook and so on. One important point which is being missed or ignored here is misuse of public data. The social media has become a huge platform where humans share their emotions, opinions. The companies are using this data for their business analysis, to find requirements and interests of public without their direct consent. Artificial intelligence and machine learning techniques are used to analyse human verbal and non-verbal behaviour. These techniques can be used for the good of people or for the bad. It is important to respect human sentiments and protect own behavioral data from corporate misuse.

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