TAGGING CONTENT FOR EMPATHY

An Exploration

Content Strategy Seattle
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TOPICS FOR TODAY

- Introductions

- On Empathy

- Why Empathy?

- The Need for Context

- Is this Practical at Scale?

- Some Final Thoughts

About Myself

Helping you shape your content experience

Rebecca Schneider, Executive Director, Content
Organizer. Librarian. Gadget Lover. Owner of many, many pairs of black shoes.

- Expert in taxonomies, metadata, and enterprise content strategy.
- Thought leader in taxonomy development and metadata.
- Key Clients: Total Wine & More, Verizon Wireless, Bank of New York Mellon, Analog Devices

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Analyze. Organize. Optimize.
AvenueCX

- A consultancy providing enterprise content strategy solutions.
- Specializing in personalization, omnichannel and performance-driven content solutions.

Why This Topic?

I'm a bit curious!

- *I'd like to see empathy represented in tagging.*
- *OK, but how can we practically tag to scale? Is AI the solution?*

- This is a conversation, please contribute!

On Empathy

Rebecca's Story

Welcome to my world, Bucko.

Empathy Defined

- Cognitive
  - Recognize what the other person is feeling.
- Emotional
  - Feel what the other person is feeling.
- Compassionate
  - We want to help the other people deal with their specific situation and associated emotions.

In Short . . .

Being able to walk in another person's shoes . . .

No matter how much those four-inch heels hurt you.

— Margaret Magnarelli

Empathy as Skill

- **Empathy is a skill that can be taught and learned.**
- It is one of the building blocks of social intelligence.
- It is important for both personal and professional success.

The daily practice of putting the well-being of others first has a compounding and reciprocal effect in relationships, in friendships, in the way we treat our clients and our colleagues.

— Simon Sinek, Leaders Eat Last: Why Some Teams Pull Together and Others Don't

Why Empathy?

Why is empathy important?
Brand and marketing perspective

- Creates distinctive "in the moment" experiences by providing highly relevant content
- Increases brand loyalty, increasing customer lifetime engagement
- Amplifies interest in the brand, beyond initial customer base

Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time.

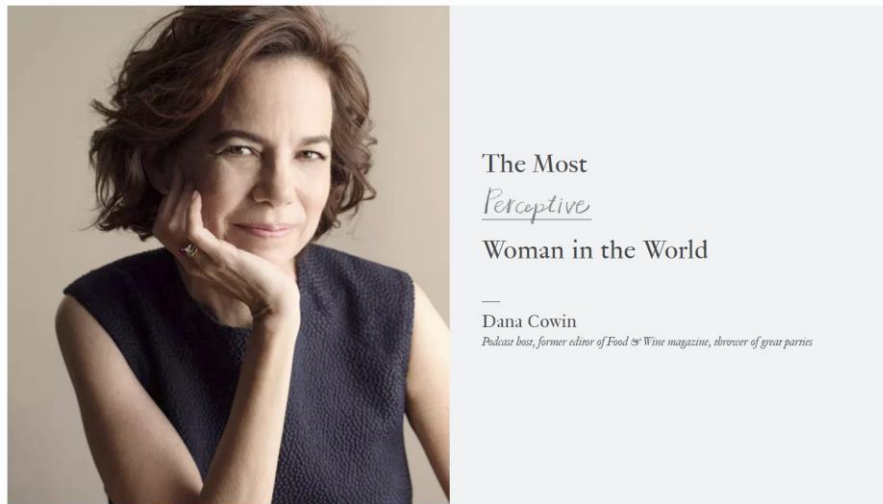— Ann Handley, Chief Content Officer at MarketingProfs

I miss the personalization that Vegas was - there were showroom captains and all the dealers knew the gamblers by their first names.

— Wayne Newton

Example: Clothing
MM.LAFLEUR

- Image and text.
- Relates compelling stories from individuals.
- Weaves in clothing recommendations based on their look.

The Most
Perceptive
Woman in the World

—
Dana Cowin
Podcast host, former editor of Food & Wine magazine, thrower of great parties

Example: Non-Profit

The National Autistic Society

- Virtual Reality Experience
- Self directed exploration
- Mimics how people with autism perceive their environment

Example: Athletic Footwear & Apparel
Under Armour | Misty Copeland

- Video
- Misty Copeland performs ballet while voice over reads her rejection letters.
- Copeland became the first African American woman to be promoted to principal dancer in American Ballet Theatre's 75-year history.

The Need for Context.

Context

- Culture
  - What is your way of life?
- Education
  - Where did you go to school?
- Income
  - What's your rough level of income?
- Ethnicity
  - How do you identify with others?
- Social Norms
  - What is acceptable in your world?

The Veldt by Ray Bradbury. a mother and father struggle with their technologically advanced home taking over their role as parents, and their children becoming uncooperative as a result of their lack of discipline.
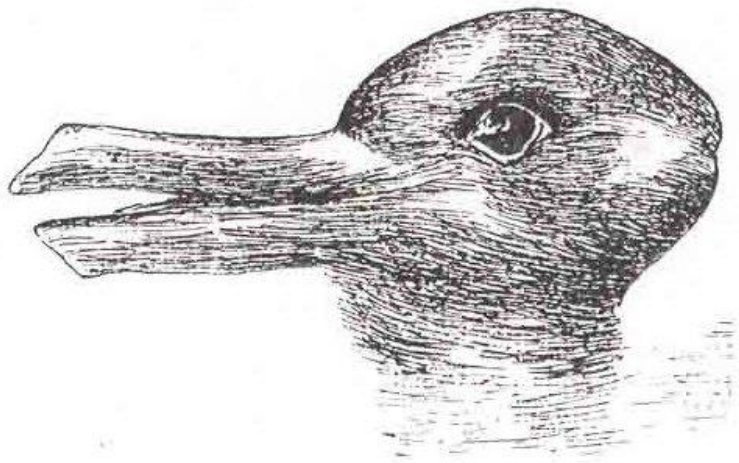
Perceptions and Reality

Words matter

- Terms we use impact the content experience
  - Semiconductors/Computing: Master, Slave
- Terms can require a historical context
  - Korean Conflict, Korean War
- Terms are very much dependent on region, culture
  - Rocket, Arugula
- Lack of precise language can cause great harm, particularly in the medical/pharma world
  - Intoxicado = being sick after ingesting something (Cuban Spanish)
  - Misconstrued as intoxicated

Perceptions and Reality

One image can have multiple interpretations

Perceptions and Reality

Images tell stories, as do words

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Context Gone Awry

Kim Possible
@kimlockhartga

Creepy marketing: My dad is in assisted living. Today, he received a Christmas basket from the local mortuary.

12:36 PM - Dec 23, 2016

♡ 28   See Kim Possible's other Tweets

3,500,399 views | Feb 16, 2012, 11:02am

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

Kashmir Hill Forbes Staff
Welcome to The Not-So Private Parts where technology & privacy collide

TARGET

It's Not What You Meant

It is what's perceived. The best of intentions can go wrong.

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Representing Content & Context
Empathy metadata

- Think in terms of an empathy map
  - Who is the user and their context?
- Audience (and context)
  - Segment
  - Persona
- Communication Goal
  - Empowerment, Understanding, etc.
- Emotional Mindset
  - Needs Validation, Got to Be First, Buy and Be Done, etc.

EMPATHY MAP

SAYS | THINKS
USER
DOES | FEELS
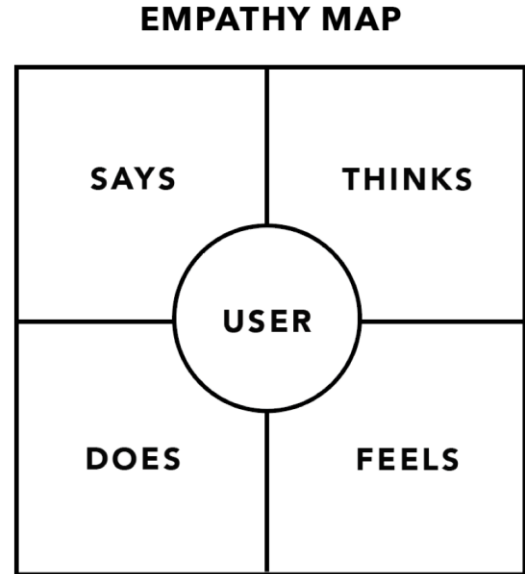
NNGROUP.COM NN/g

Empathy: Metadata Example

What would an empathy metadata structure look like?

- Context (and descriptive metadata)
  - Train, Travel, Snow
  - Young
  - Female
  - Friend
  - Cat, Pet
- Audience (and context)
  - Segments – Pre-Teens, Parents
  - Persona – Sally the Searcher
- Communication Goal
  - Understanding
- Emotional Mindset
  - Wants Inspiration

Empathy Inputs
Put yourself in their shoes

- Walking the customer journey.
- Relaying customer stories.
- Using qualitative success measures.
  - Sentiment, focus groups, in-depth interviews, etc.
- Gathering customer support feedback.
- Leveraging sales team input (point of sale – B2C; direct sales – B2B).

Is This Practical at Scale?

AI & Metadata

- AI and machine learning is already used for tagging assets.
- Many focus on specific verticals and associated objects (including people).
  - Security
  - Healthcare
  - Retail
- Affective AI creates intelligence that responds to our facial expressions, vocal undertones and other nonverbal cues.
  - But how does this help us tag assets using empathy?

Textual Content is One Thing, But Images?

Interpreting images is complex
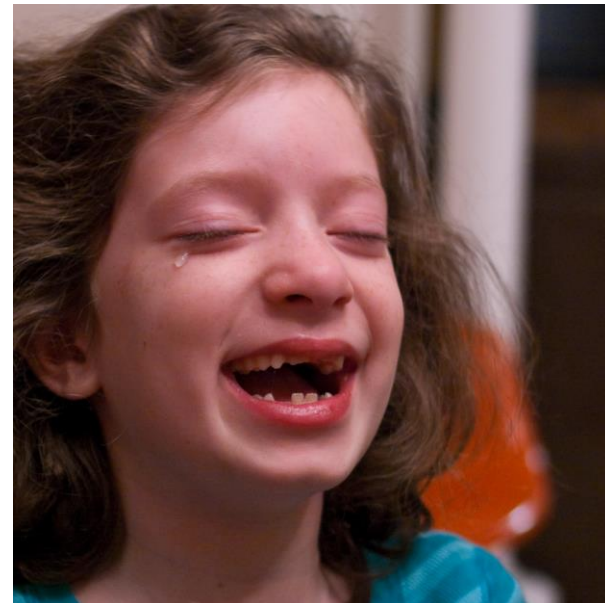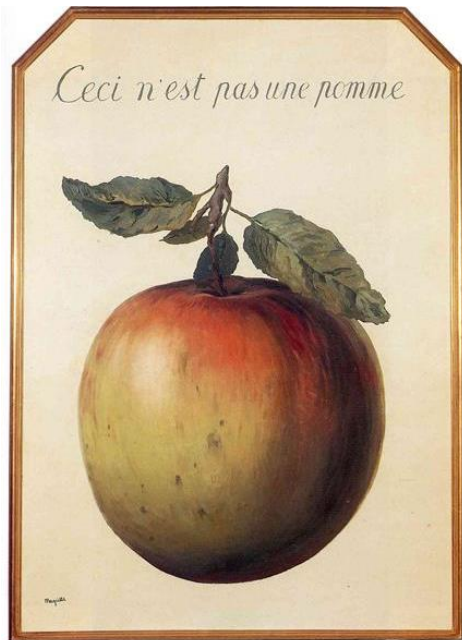
Importance of Datasets

- Reference datasets can vary
- Breadth vs. depth affects quality depending on coverage
- "Training" and review is paramount

ImageNet
Lessons learned

- A 'canonical' training set, launched in 2009.
- Grew to 14 million images (including those harvested from Google Images).
- Images were organized into over 20k categories.
- Used for computer vision research.
- Exposed bias, issues with judgement.
  - Machines are only as unbiased as the training sets they work with.

*Datasets aren't simply raw materials to feed algorithms, but are political interventions. As such, much of the discussion around 'bias' in AI systems misses the mark: **there is no 'neutral,' 'natural,' or 'apolitical' vantage point that training data can be built upon**.*

— Kate Crawford and Trevor Paglen
(Emphasis mine.)

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Multiple Opportunities for Bias

THE COGNITIVE BIAS CODEX
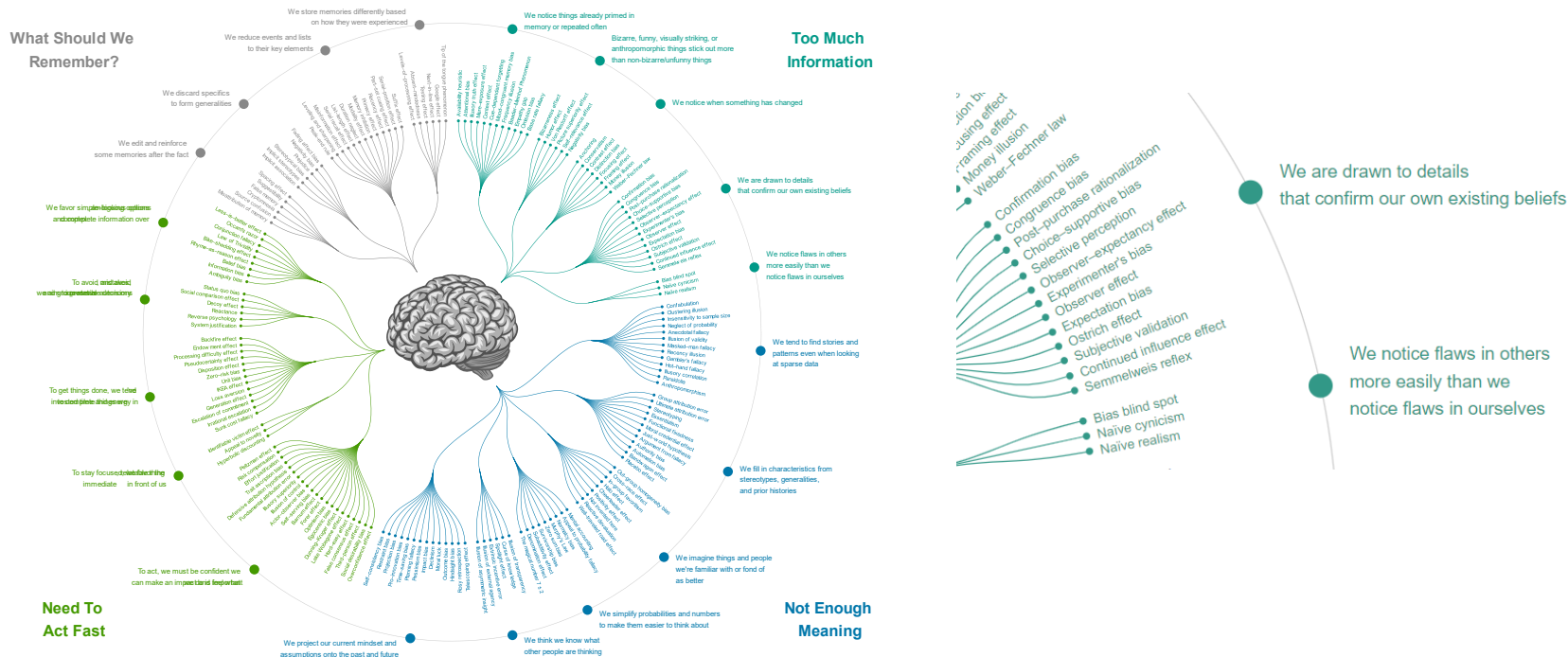
Remember Our Girls on the Train?

Some Final Thoughts

Tagging for Empathy at Scale?

- Now? No
- Future? Maybe
- It will require well-defined datasets.

- What if we consider bias as part of the context?
  - Mitigates risk (we know it is there)
  - Creates more data (potentially a bad or good thing)
  - Could provide more relevant experiences

THANK YOU!

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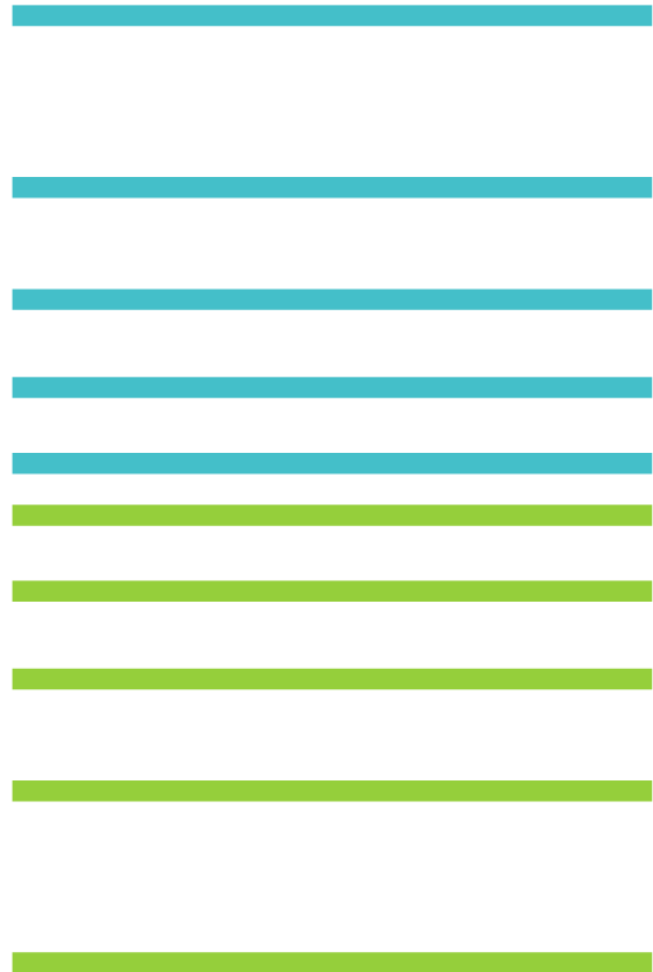
APPENDIX

Resources

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