Behavioural Science

Data vs. Free Will

Roundtable Summary

What happens when behavioural science and data science comes together – move away predictive models, this is the age of emotional models, we are entering the age of data science algorithms building real human connections, creating a "choice architecture" for us to follow. Is it exciting, or concerning?

what is behavioural data science?

Behavioural Data Science (BDS) is a new type of science that is developing at a crossroad of behavioural science, statistics and data science. BDS helps us understand human behaviour via examining algorithmic and systems behaviour. In short, BDS is less about predicting WHAT will happened, its rather about WHY certain things happened, understanding emotions and reasoning behind decisions. Through understanding human emotions and reasonings, we can create better models and algorithms. To put it in real life, if you are selling nappies, behavioural studies will tell you about new parents' traits and behaviours, data science will help you to predict purchasing cycles, and behavioural data science can help you understand what drove a choice of a particular nappy, motivations, choices and drives behind a particular choice.

This kind of insight is THE golden nugget that every brand is looking for, and is also the hardest one to achieve. In this roundtable, we will i) outline the position of behavioural data science in the current advertising community. ii) Discuss the future of behavioural data science *and machines vs people role in it* iii) Spotlight the responsibilities of the behaviour data science practitioner towards the consumers and the brands.

real life examples of behavioural data science

There are great emerging examples of BDS: Emotional analysis on movies that helps to create better and more engaging films, improving attitudes towards global trends – sustainability, security, etc, more detailed understanding of geographical and ethnical attitudes. Yet we have seen a number of worrying examples of BDS applications in real world as well: Banks freezing customer cards, offering higher credit rate to women, service pricing algorithms fueling discriminatory choices. And we will see more and more applications in the future, as this science continues to develop. And develop it will …

the future of behavioural data science

As our lives and our environments change, so will our behaviour over time, BDS techniques will have to continue to improve and adapt to the evolving behaviours, personal tastes and appropriateness. BDS practitioners need to combine deep data science knowledge with a contextual knowledge of human behaviours, preferences and drives. As the we learn more about individual behaviour and continue to refine data science algorithms, we are creating pathways and nudges, creating a "choice architecture" to influence behaviours and achieve a desired outcome. With that, brands and practitioners would have to have a very clear stance of the ethical implications of "choice architecture" they are creating by applying behavioural data science.

Join us to discuss what behavioural data science can offer to consumers and the brands. How we can think consumer decision making through the lens of relevance - the place, the time, the human emotion, and what best practices we should establish for inclusivity and equality.

Roundtable Chairs
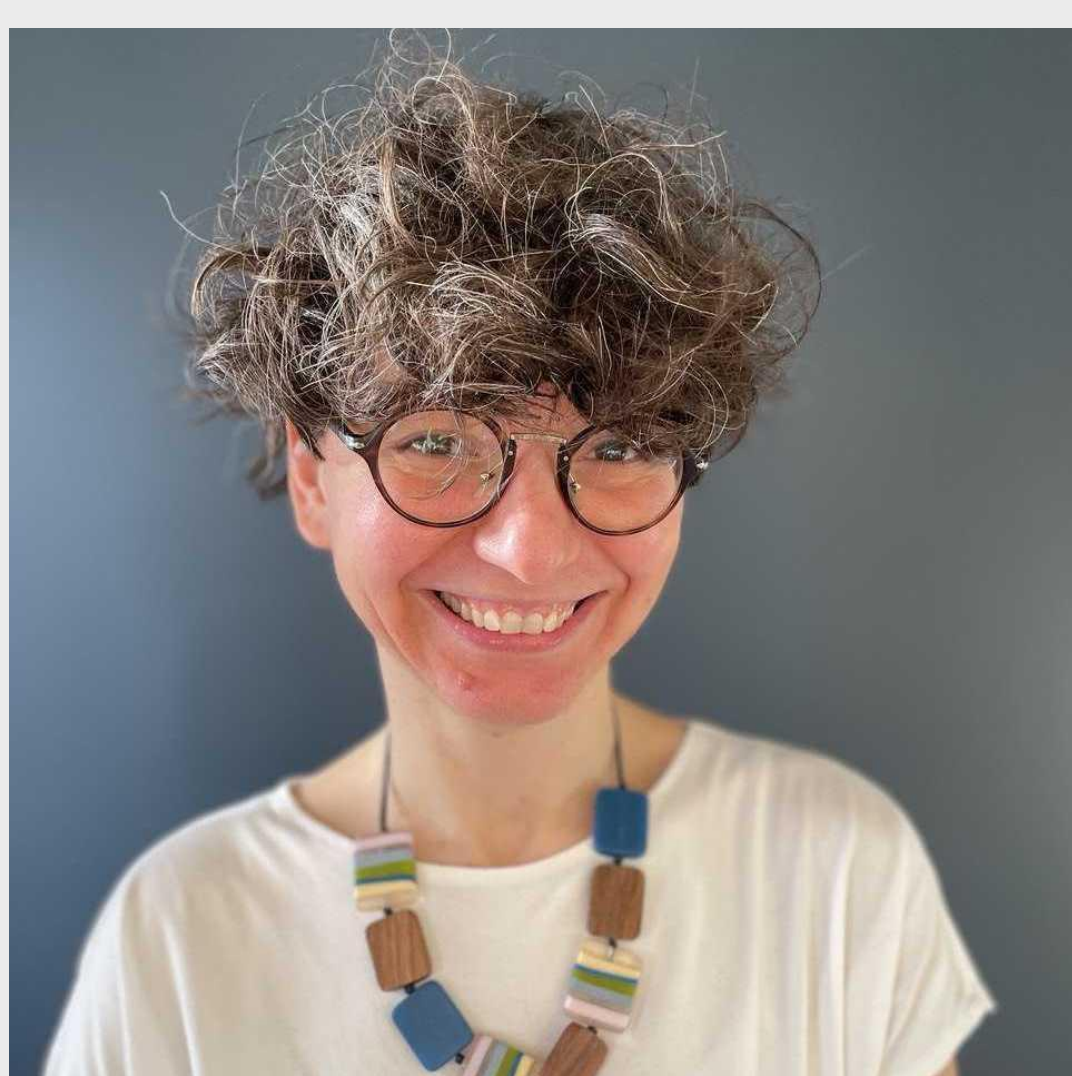
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Melda Tozluoğlu is the director of strategy simulations group in Choreograph, building models of human behaviour to provide data driven marketing strategy decisions. With a PhD in computational biology from UCL, Melda has a long history of simulating all things living, from micro-scale to humans, translating data and computing into behaviour.

Eveline Bettels is the Consumer & Market Insights Director at L'OCCITANE GROUP. Eveline heads up global research for the brands, focused on understanding consumer attitudes and behaviour as well as shifting trends. These insights are turned into actionable recommendations to support business and strategic decisions.Eveline has worked in CMI for over 20 years, in various roles at large international companies such as P&G and L'OCCITANE. She brings extensive knowledge and expertise on insights and data analysis techniques and is a trained Design Thinking facilitator.