

Social and Cultural Influences in the Digital Age

Professor Richard Webber, Kings College London





The intellectual world I inherited



Behaviour driven by
Age
Class
Neighbourhood
Ethnicity



The contemporary digital world

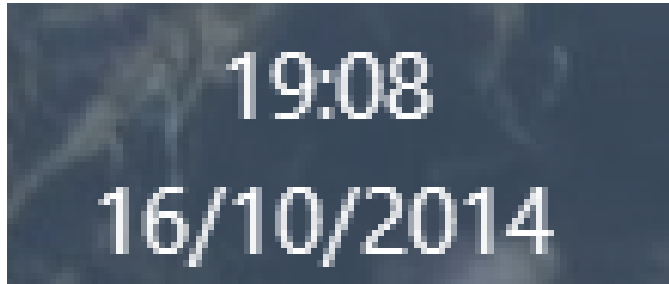
Behaviour driven by
Personal preferences
Digital messages
Social media
Friends



Displacement?



Specificity rules OK?



See how Booking.com rates

review centre
speaking from experience

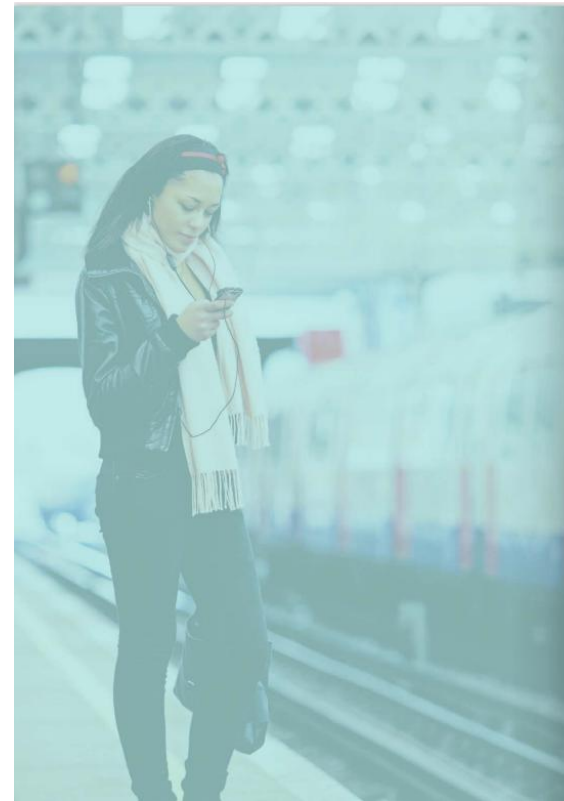
4.5/5 
From 9357 reviews

90.9%  of users recommended Booking.com



Relevance of census statistics

Behind every customer is an individual. Mosaic means you can start treating them that way.



Behind every customer is an individual. Mosaic means you can start treating them that way.
To find out how Mosaic could help you, contact us:
www.experian.co.uk/mosaic
0844 481 9911

About Experian Marketing Services
Experian Marketing Services is a global provider of integrated consumer insight and targeting, data quality and cross-channel marketing. We help organisations from around the world intelligently interact with today's dynamic, empowered and hyper-connected customers. By coordinating seamless interactions across all marketing channels, marketers are able to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximise profits.

Why Experian?
Over the last 30 years, Experian has established itself as a leading global provider of consumer classifications. Our unique combination of consumer insight allied to our understanding of local markets and economies means we can identify the best sources of data and methodologies to build truly innovative segmentation. This latest version of Mosaic UK takes its place amongst a family of consumer segmentation that is available in 29 countries and classifies over a billion consumers worldwide.

Sources
* <http://www.experian.co.uk/assets/messaging-services/fragments/ico-integrated-first.pdf>
* <http://www.experian.co.uk/assets/messaging-services/fragments/ico-integrated-secure-mosaic.html>
* <http://www.experian.co.uk/assets/messaging-services/fragments/ico-integrated-first.pdf>
* <http://www.experian.co.uk/assets/messaging-services/fragments/ico-integrated-first.pdf>

Prediction or understanding?



J54 : Grey Perspective / Bungalow Retirement



Nottingham Road, Clacton on Sea, CO15 1P



Hazeldown Road, Teignmouth, TQ14 8QB



Fife Road, Herne Bay, CT6 7RE

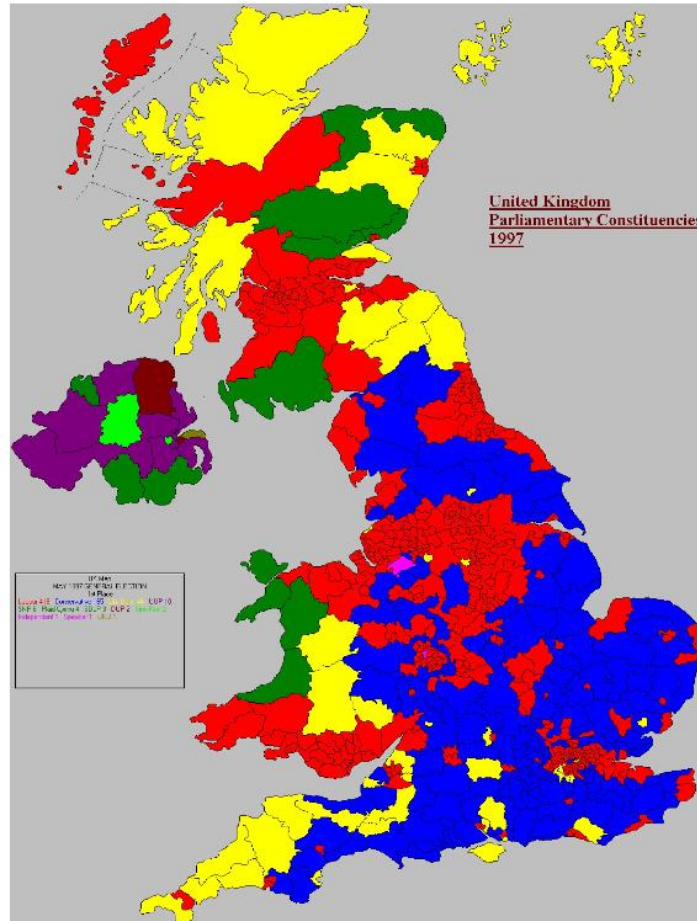


Haysom Close, New Milton, BH25 6PN

How does context manifest itself?

- Neighbourhood effects
- Cultural inheritance
 - Taste
 - History
 - Identity

Context : Neighbourhood effects, Voting



Context : Neighbourhood effects, Unemployment

Liverpool Inner Area Study : 1971 census statistics

National average unemployment by SEG

Liverpool average unemployment by SEG

SEG specific unemployment rates expressed as % of the city average for that socio economic group

Socio Economic Group	Better off	Areas of	Inner	Peripheral	Victorian
	suburbs	Subdivision	Estates	Council Housing	Terraces
Prof's / M'gers	70	185	246	139	72
Non Manual	38	174	219	127	115
Skilled Manual	55	191	168	88	98
Semi Skilled	39	137	181	93	89
Unskilled	33	166	150	86	75

1.80%

2.20%

4.00%

4.00%

9.10%

2.80%

4.10%

7.80%

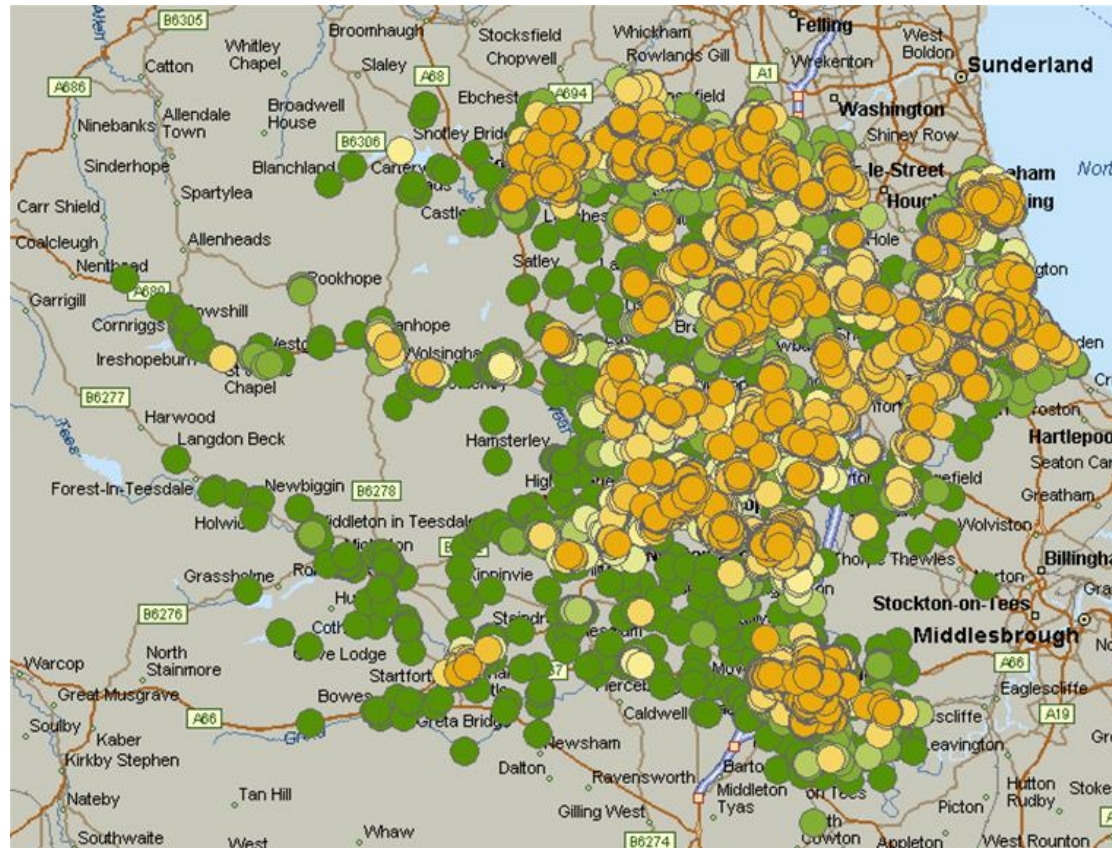
9.60%

18.40%

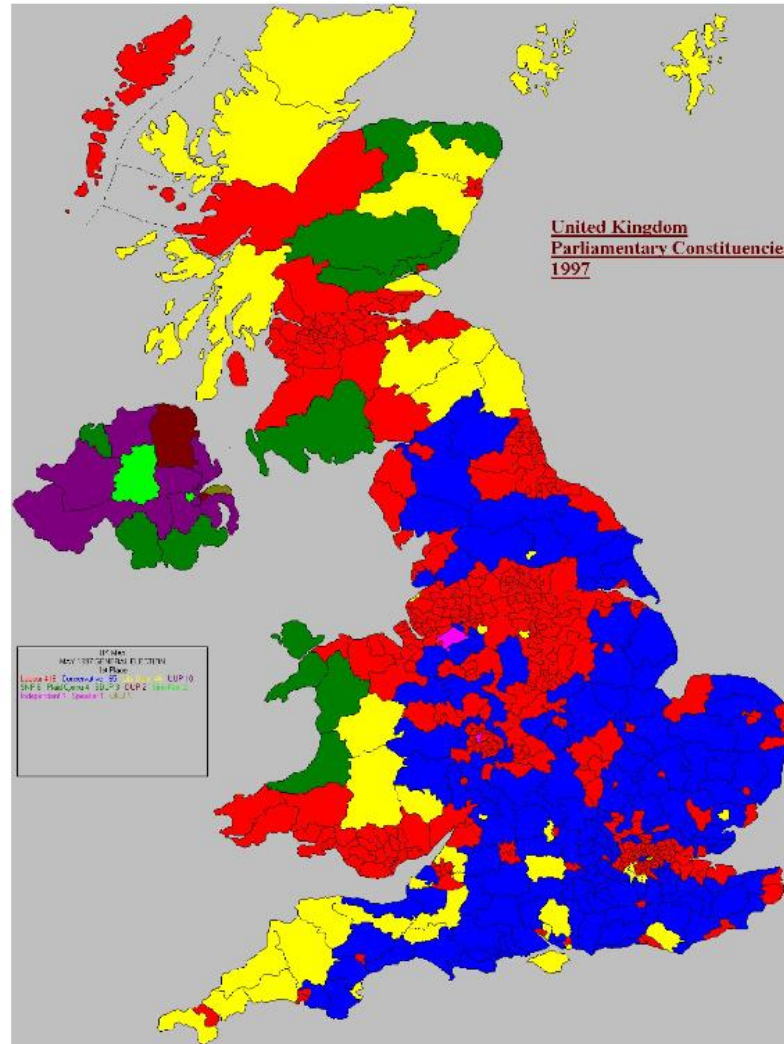
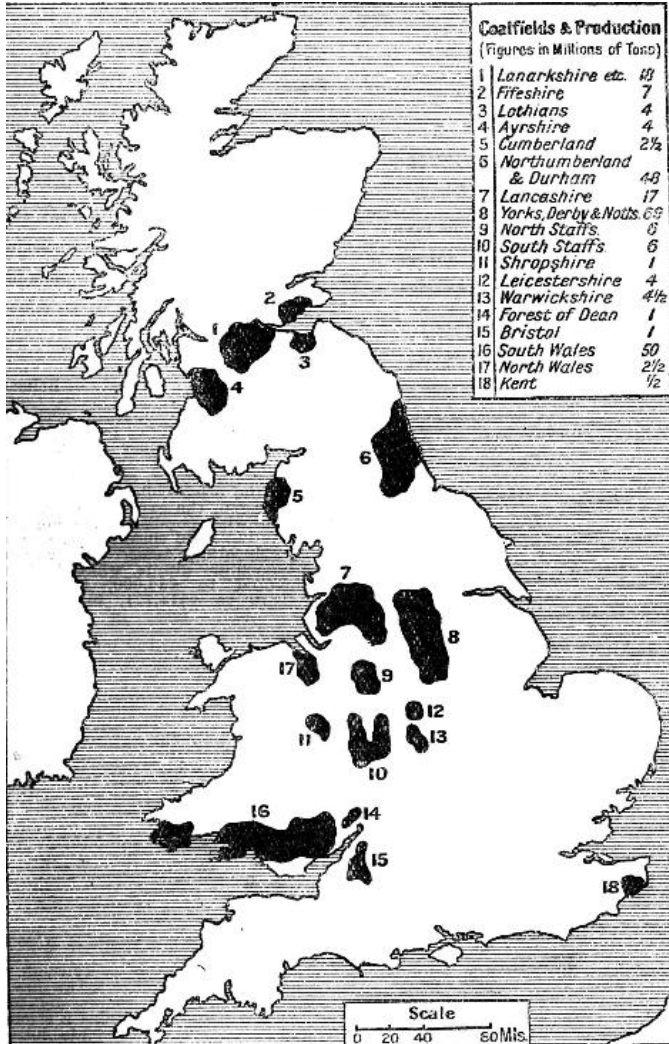
Context : Neighbourhood effects, Education

		Geodemographics of the school					Mean
		Highest	High	Average	Low	Lowest	
Geodemographics of home postcode	Highest	57.2	53.8	52.3	51.7	47.8	55.6
	High	53.4	49.9	47.9	45.4	44.1	49.8
	Average	50.0	46.9	44.9	42.7	41.5	45.3
	Low	45.3	41.5	39.9	37.7	35.7	38.6
	Lowest	41.3	37.1	35.0	32.3	29.8	32.7
	Mean	50.0	47.4	43.9	39.5	35.2	44.3

Context : Neighbourhood effects, Policing



Context : Historical effects



The world of Cameron's childhood

K58 : Rural Isolation / Greenbelt Guardians



Church Street, Staverton, Northampton, NN1



Lower Stoke, Limpley Stoke, Bath, BA1



West View, Minskip, York, YO51 9HZ



Back Lane, Souldern, Bicester, Oxon, OX27 1JG

Context : Identity effects

Parkhead

Capacity : 60,000
Scots with Irish identity : 53,000
Scots with Irish Catholic names : 530,000

Origin of family name	"Yes" vote deviation from Scottish mean
Scotland	3.4
Irish Catholic	13.5
England and Wales	-10.0
Other	15.3
All respondents	0.0



US trends



Small area homogeneity

Most uniform

- Housing type and tenure
- Housing age
- Density and access
- Ethnicity

Less uniform

- Age
- Household composition
- Employment sector

- Car ownership
- Unemployment
- Health
- Education

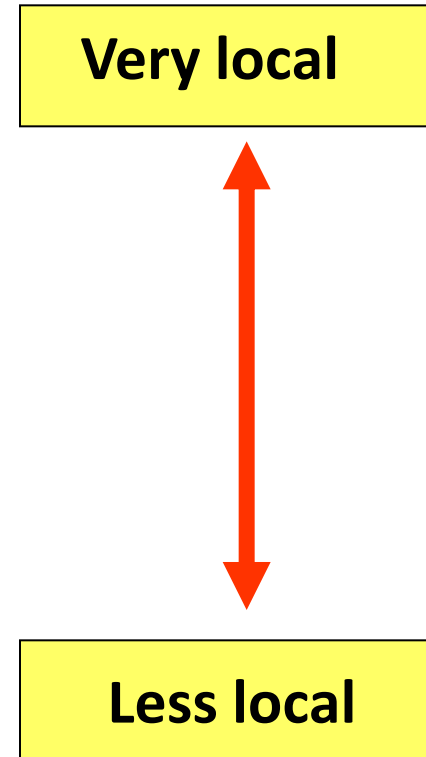
Trends in small area homogeneity

- Private renting, renting by older people and sharing of rented houses by older groups
- Young people staying at home
- High house prices force younger people into less prestigious areas (graduates in council flats in East London)

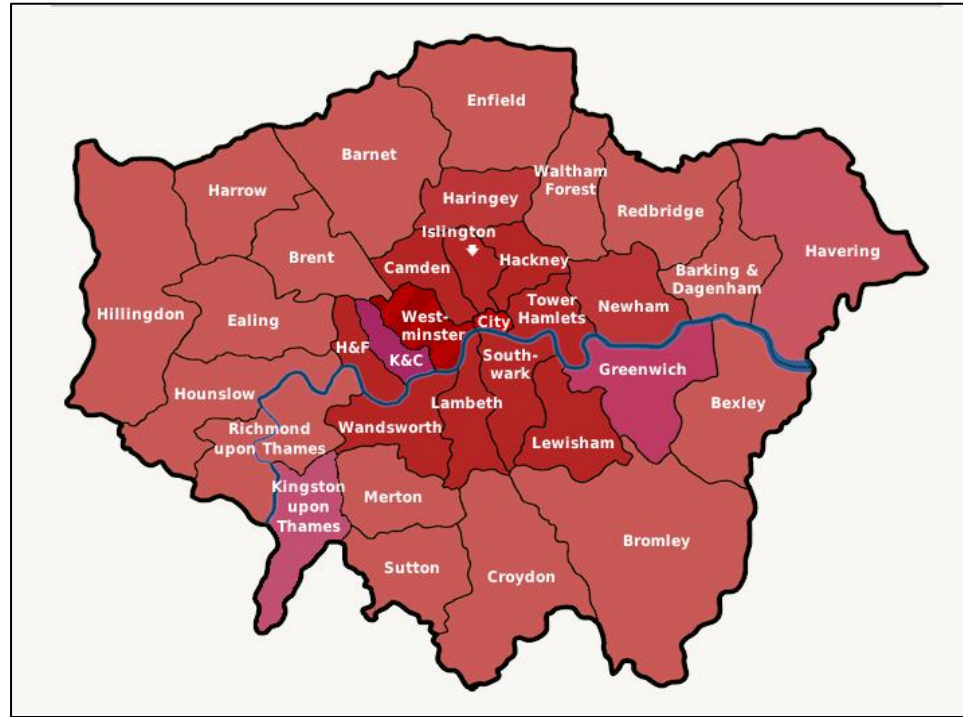
Scale in analysis

- **Causes**

- Interaction with neighbours
- Discussion at the school gate
- Conversations at the pub
- Sermons at the church
- Influence of cultural events
- Contacts at the golf club, rotary
- Discussions with colleagues



Context : Density effects



Cost of Space

Cost of time

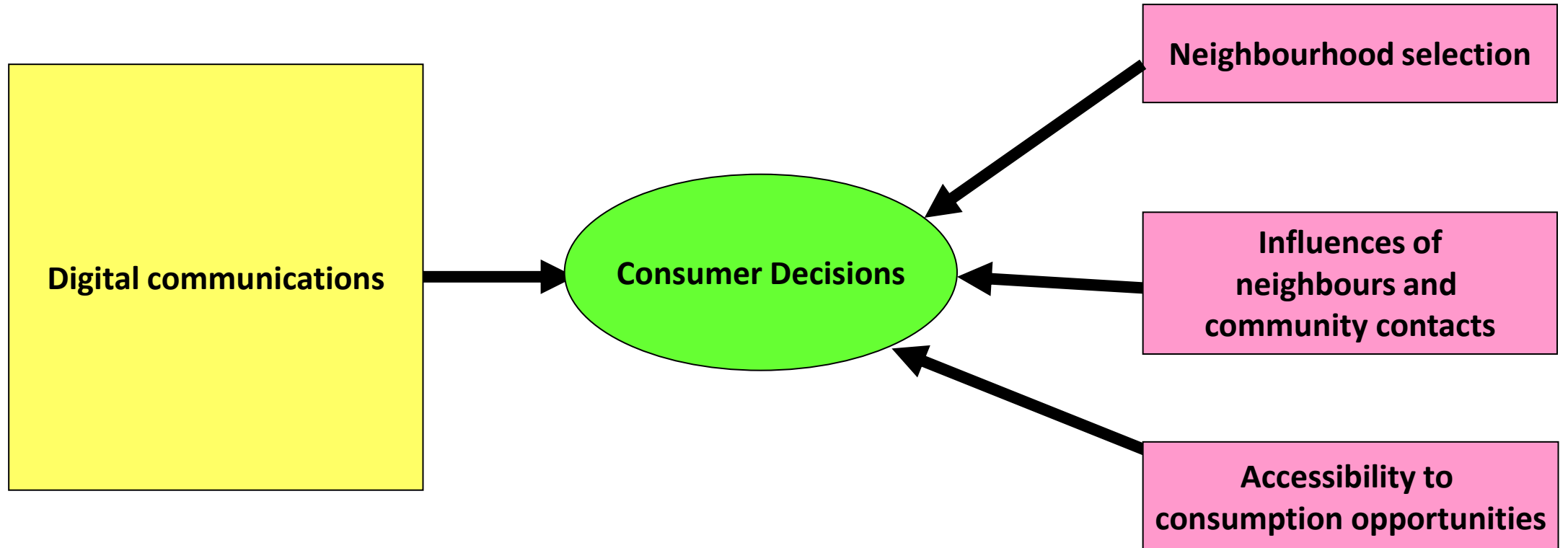
Interpretation

- Creation of models
- Understanding processes
- Deciding on actions

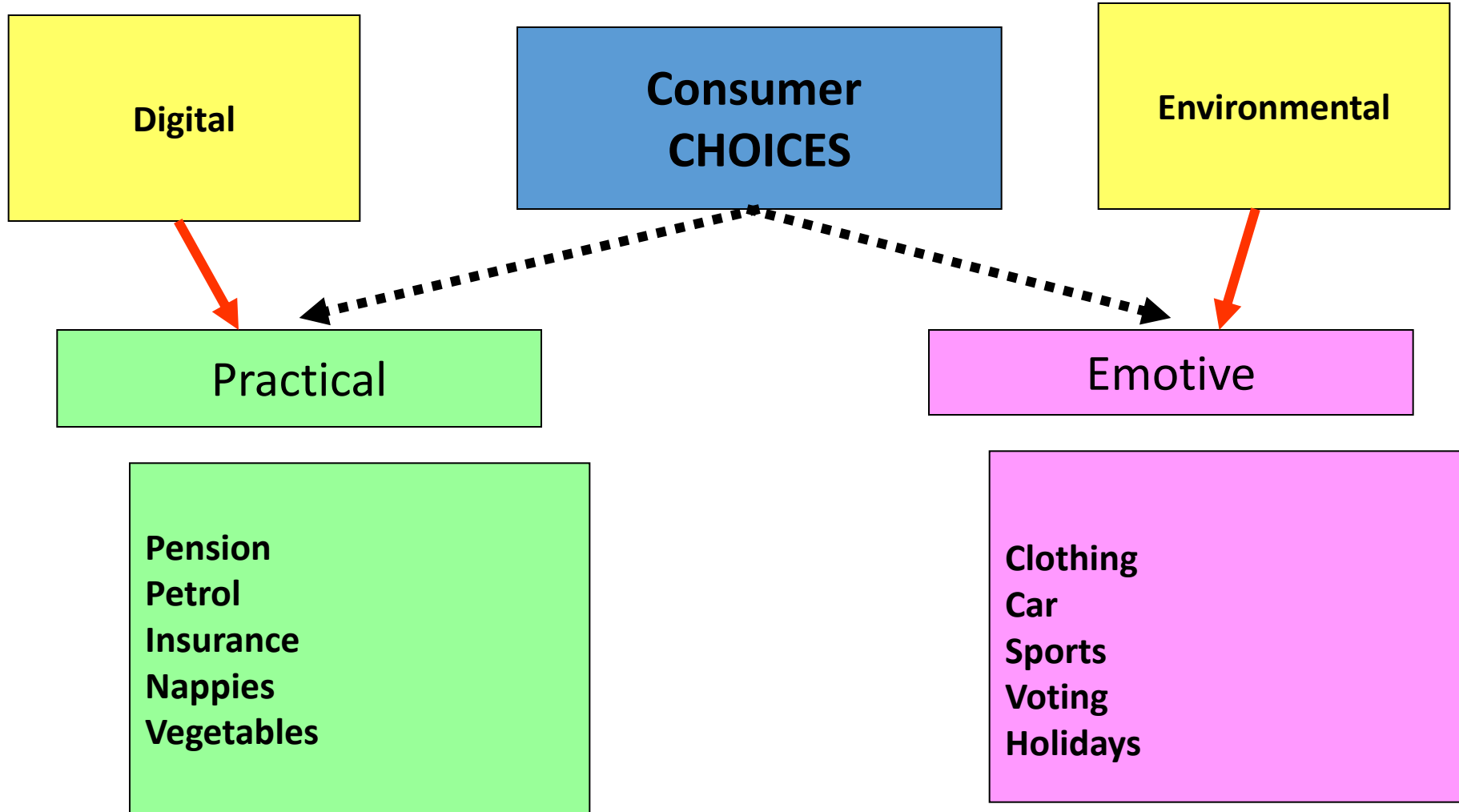
Linking to other contextual information : Strongest correlates with low KS2 attainment

Correlation with proportion of grades in KS2 : Level 5	Data source	Question	Response
-0.934	lifestyle surveys	Newspapers	Sun
-0.918	lifestyle surveys	Interests	Competitions
-0.907	experian	Indebtedness	Customer Indebtedness Index
-0.895	lifestyle surveys	Reasons Store Visited	Prices
-0.894	lifestyle surveys	Types of Banking	Pay bills at Post Office
-0.871	lifestyle surveys	TV Viewing	Heavy
-0.862	lifestyle surveys	State Benefits	Income Support
-0.839	lifestyle surveys	Interests	Bingo
-0.825	lifestyle surveys	Interests	Betting
-0.792	hes	Hospital Episode Statistics	Hospital admissions (standardised)
-0.791	bcs	10 : How worried about mugging?	Very worried
-0.888	census	Social grade	D Working class
-0.811	census	Occupation	Personal service
-0.802	experian	Health	Smoker or buys tobacco products
-0.789	census	Occupation	Process, plant operatives
-0.770	census	Health	Permanently sick
-0.765	census	Employment status	Unemployed
-0.764	census	Tenure	Public rented
-0.760	census	Qualifications	No qualifications
-0.737	census	Number of Cars	No access to car
-0.729	census	Household Composition	Lone parent
-0.713	census	Health	Working age people with long term illness
-0.706	census	Marital Status	Divorced

Contributors to consumer decisions



Realms of the digital and the environmental



Social and Cultural Influences in the Digital Age

Professor Richard Webber, Kings College London

