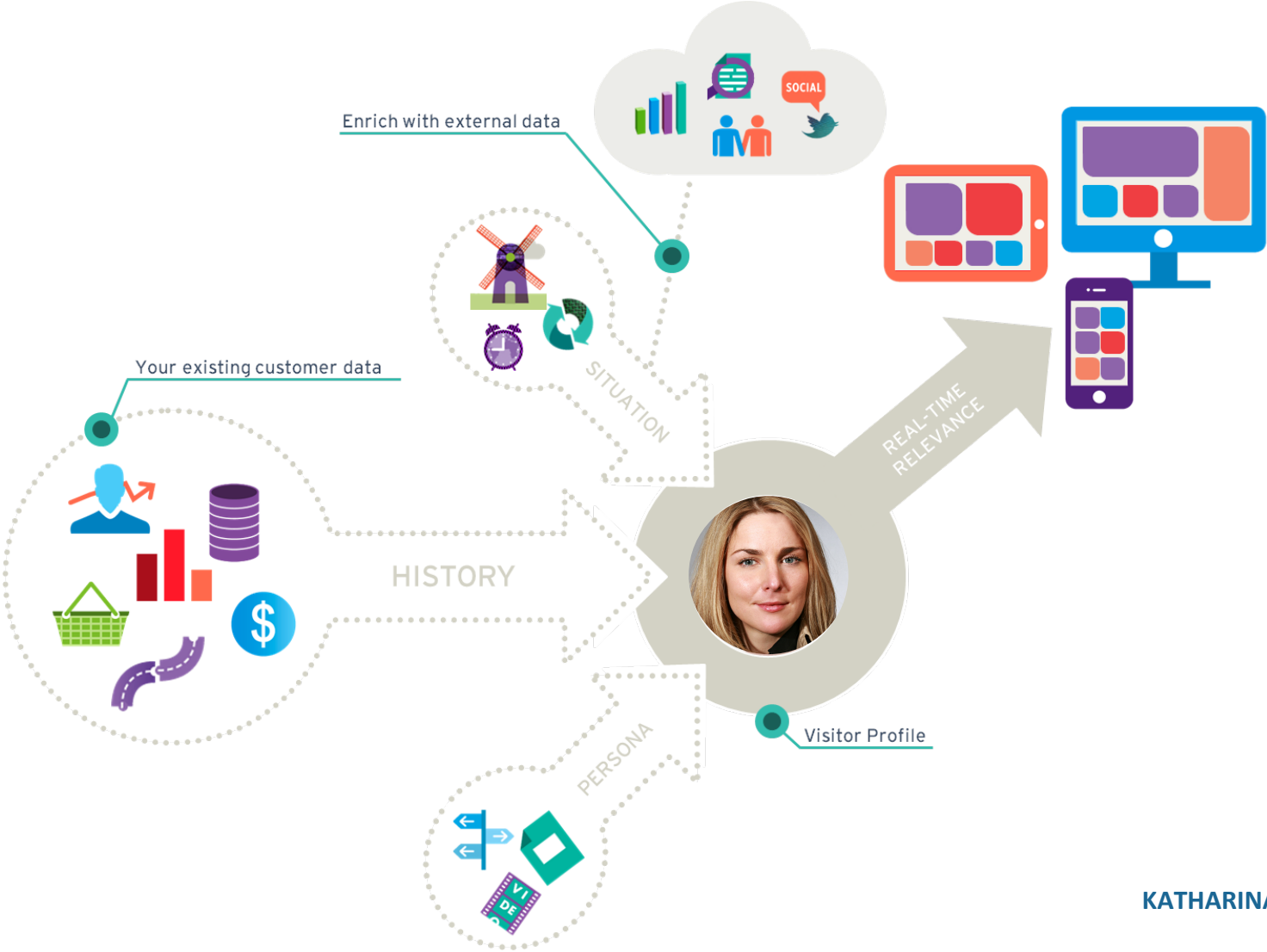


# RESEARCH ENTLANG DES DIGITALEN BEDÜRNISKREISLAUFES



# PERSÖNLICHE DATENQUELLEN

(EINES CONVERSATIONALIST)



**Katharina Kieck** @kkieck · 12. Sep.

Why creating a risk allowing business attitude is crucial for innovation -  
[@HarvardBiz blogs.hbr.org/2014/09/the-re...](https://blogs.hbr.org/2014/09/the-re...)



**Katharina Kieck**

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# DATA GRIOTING BEI LAST FM

DATENBASIERTES STORYTELLING



## Discover more music

Last.fm is a music discovery service that gives you personalised recommendations based on the music you listen to.

[Start your profile](#)

Search for an artist, album or track...



**Daft Punk**

3.220.167

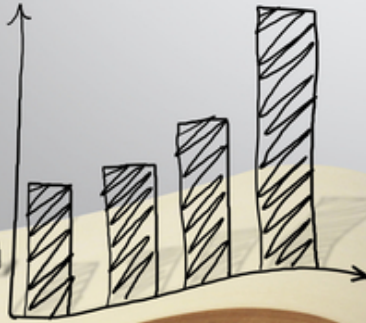
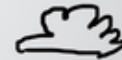


**David Guetta**

2.114.862



# DATA GRIOT – DATENBASIERTES STORYTELLING



# PLAYLIST – DATENSET BEISPIEL

*Most added*

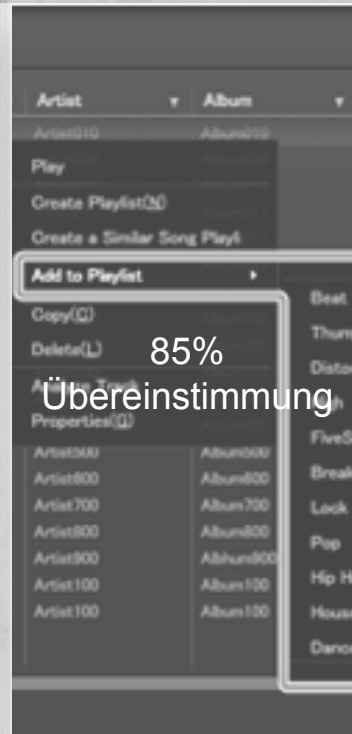


Katy Perry - Hot ´n Cold

Lady Gaga – Pokerface

Marit Larsen – If a song could  
get me you

David Guetta feat. Akon –  
Sexy Bitch



*Most deleted*



Lady Gaga - Pokerface

David Guetta feat. Akon – Sexy  
Bitch

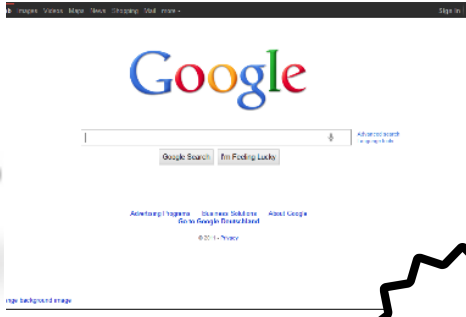
Aura Dione – I will love you  
monday

Katy Perry – Hot n´Cold

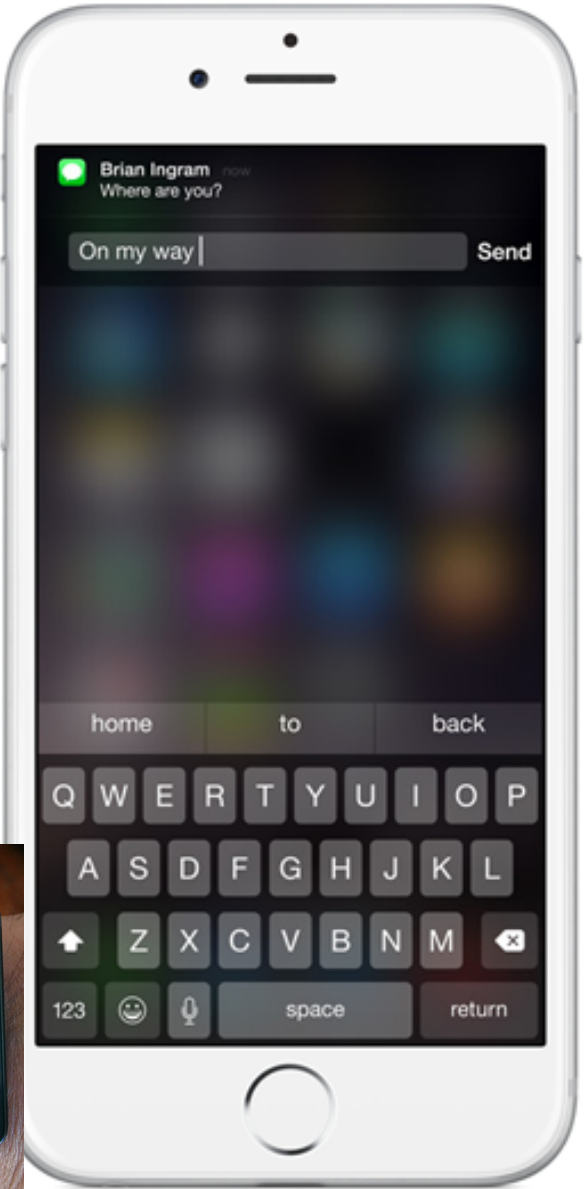
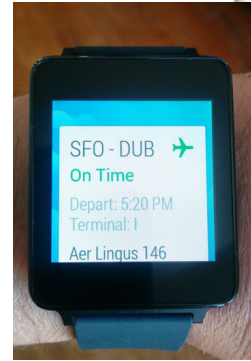
# GUILTY PLEASURES LIST

WIE AUS EINEM DATENBASIERTEN INSIGHT EIN FEATURE WIRD



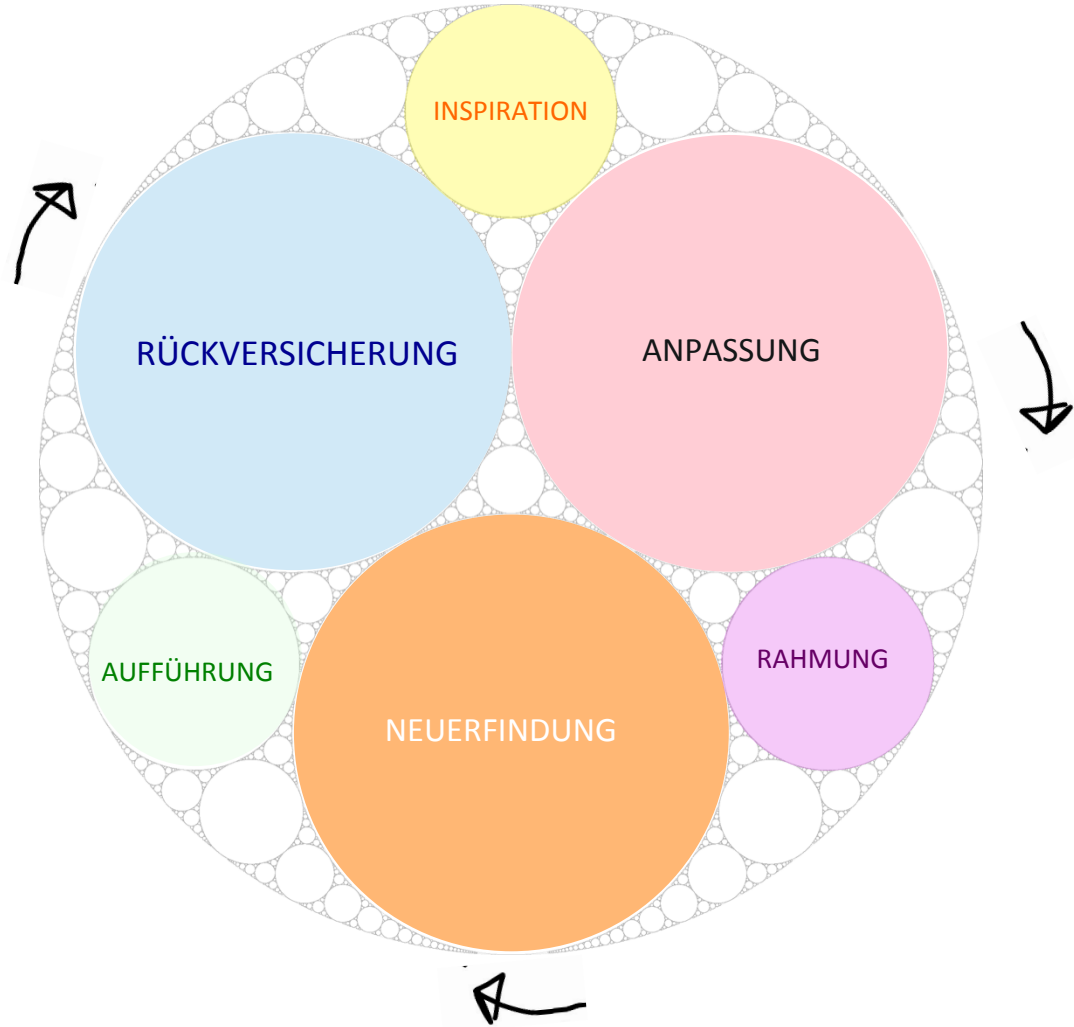


*Brand*

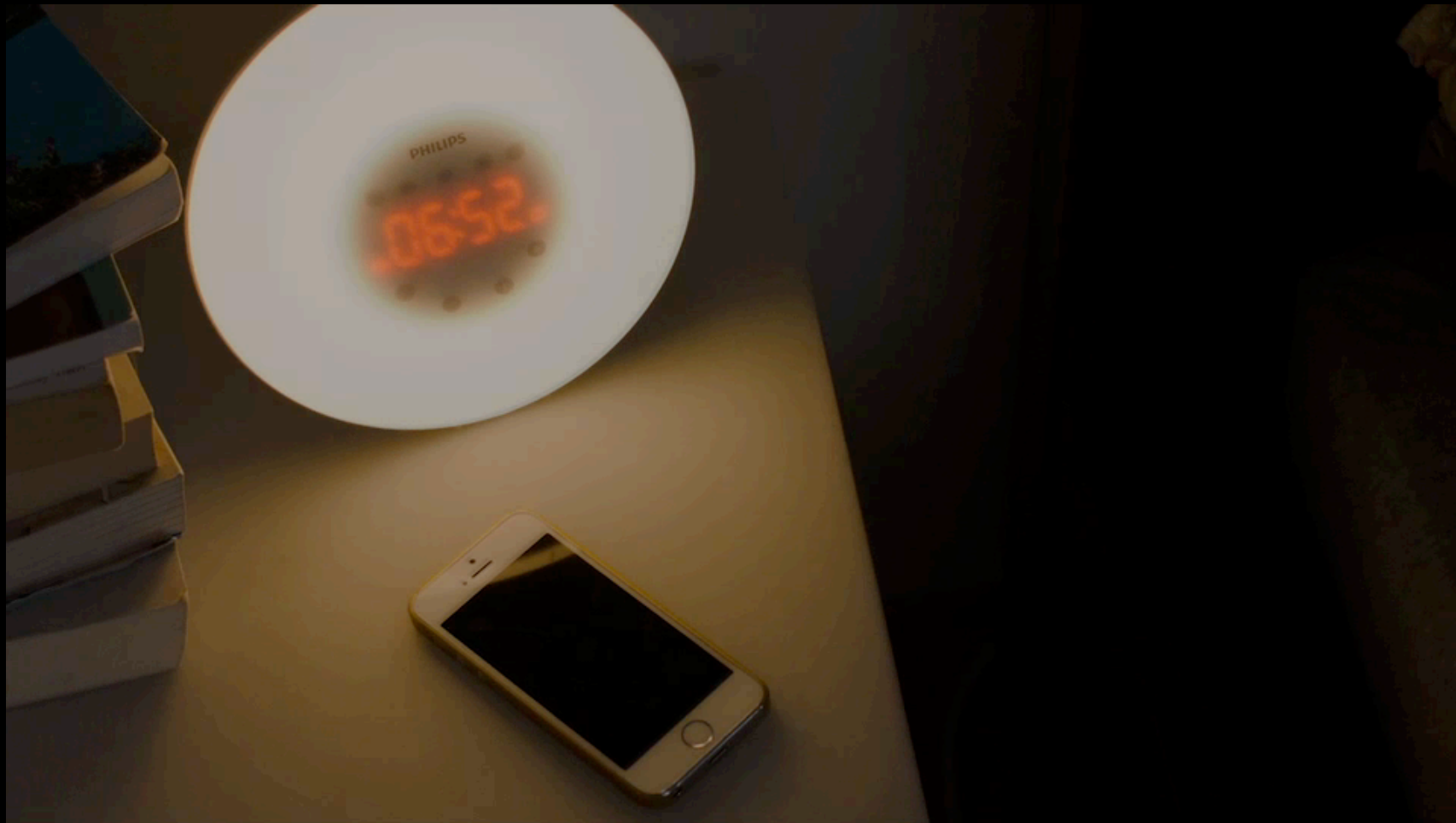


# ITERATIVE DIGITALE BEDÜRFNISSEKREISLÄUFE

RÜCKVERSICHERUNG STATT PRODUKTSUCHE









**YOU ARE NOT YOUR BROWSER HISTORY!**

**THANK YOU!**