

# BIG DATA AND CONTEXT MANAGEMENT

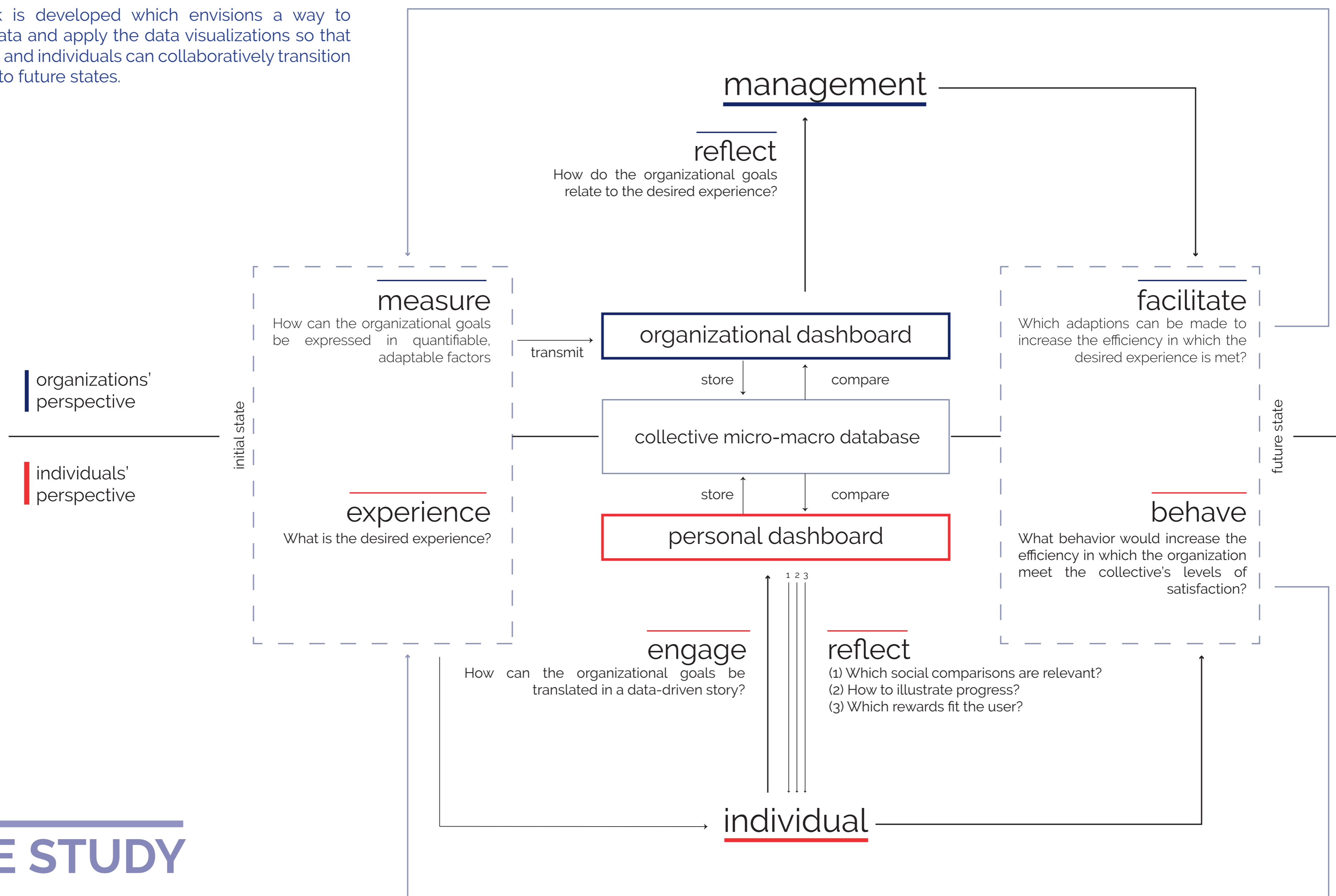
This thesis explores different perspectives on the added value of data and data visualizations in context management practices. The thesis argues that individuals' lack of control over a context becomes an opportunity for encouragement of a sense of environmental mastery. Organizations' ability to make changes in the environment creates awareness of their disadvantage and stimulates a reaction.

For organizations it becomes relevant that individuals choose a context which increases the efficiency in which organizations meet the levels of satisfaction. Data visualizations can provide individuals with meaningful data insights which encourage the interaction and provoke individual changes in behavior in favor of the collective. Gamification elements which respond to social belonging, such as social anchoring, are drivers for the data-driven platform to evoke behavioral changes which are initiated by the collective. They are supported by elements which evoke a sense of esteem, such as leaderboards and progress bars, and mastery of feedback and creativity, such as direct feedback and meaningful choices. Moreover, random and unexpected rewards evoke a sense of curiosity, which promotes a sense of urgency in the interaction.

A data driven platform, which consist of a personal and organizational dashboard, allows for communication between individuals and organizations and evokes a sense of control. Through individuals' input, organizations are able to change the context in a way that it meets the variety of needs, and express managerial success in levels of satisfaction.

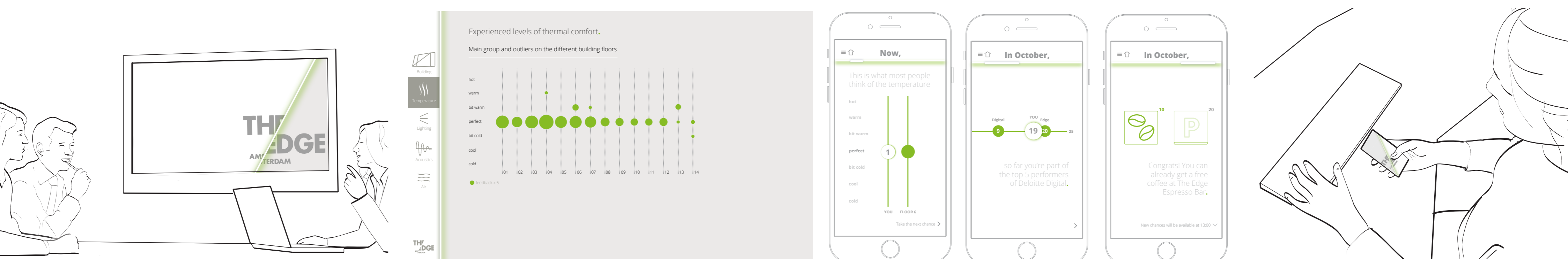
## FRAMEWORK

A framework is developed which envisions a way to handle the data and apply the data visualizations so that organizations and individuals can collaboratively transition from current to future states.



## CASE STUDY

Case study "The Edge" specifies the framework and illustrates the application. This resulted in the development of a concept proposal in which energy conservation and experienced levels of comfort are connected.



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