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MEDIA MANAGEMENT RECENT TRENDS, ISSUES AND DEVELOPMENT

Edited By:

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Surveillance, Social Media and the Over

The Top media platforms

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Abstract

In the past decade commodification of the individual interests has taken shape through data mining and social media intelligence metrics than ever before. By measuring the sentiments attached to the product through its attribute, the individual is constantly being monitored through the web. An attentive integration of this data through constant monitoring of the individuals enable marketing and communications to the individual through over the top media tools. The invasion of smart watches/bands and GPRS are not only capable of tracking the individual but also intervene in to ones privacy. Michel Foucault's concept of pan-opticon was earlier applied to the surveillance cameras which can presently be extended to cyber technology and empowered data mining tools that collects, organises and markets by peeping through the privacy of an individual. This paper analyses various data mining methods and the corresponding behavioural changes in the contemporary society.