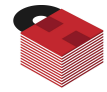
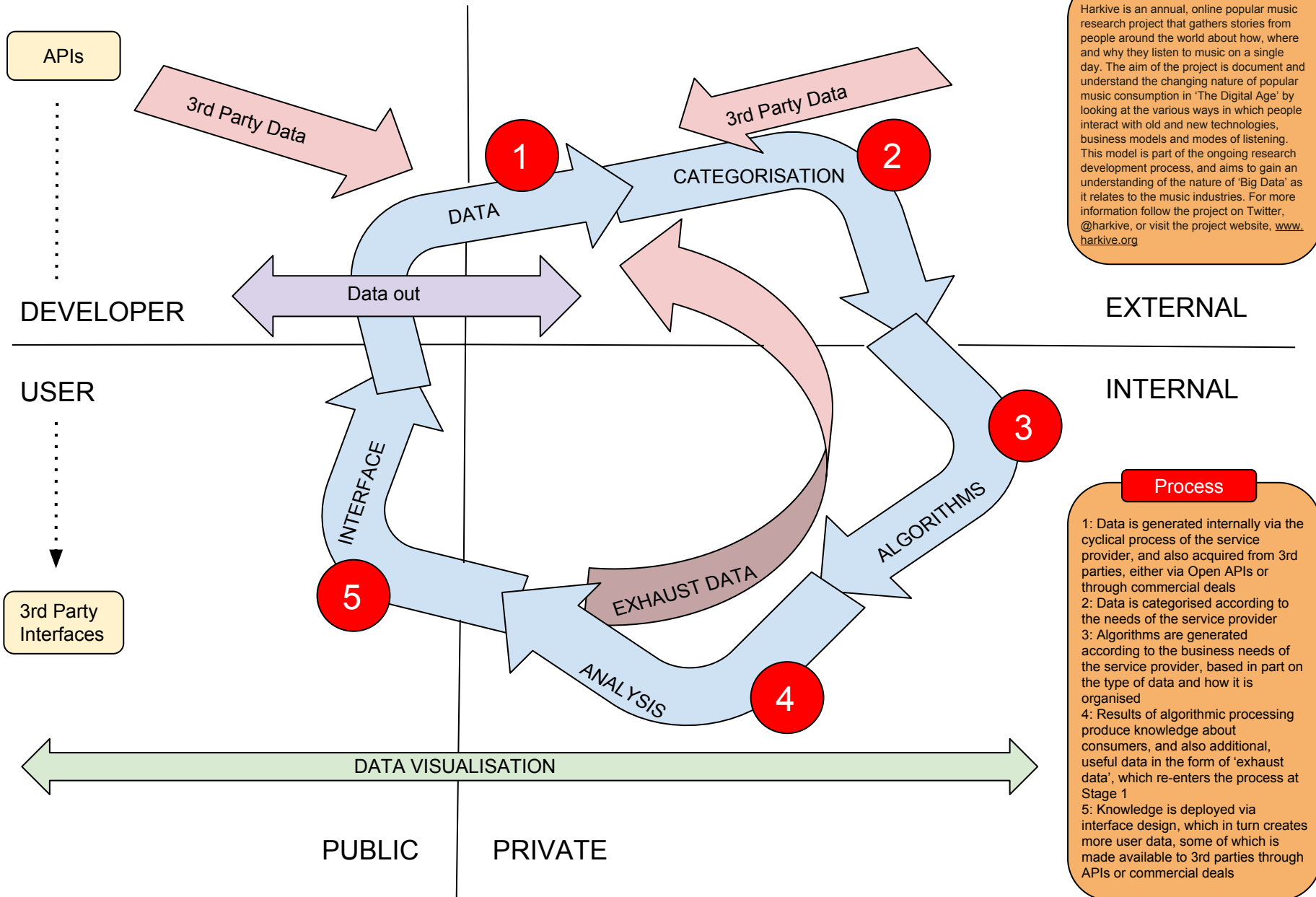


# A model for understanding the Big Data journey



H A R K I V E

Harkive is an annual, online popular music research project that gathers stories from people around the world about how, where and why they listen to music on a single day. The aim of the project is to document and understand the changing nature of popular music consumption in 'The Digital Age' by looking at the various ways in which people interact with old and new technologies, business models and modes of listening. This model is part of the ongoing research development process, and aims to gain an understanding of the nature of 'Big Data' as it relates to the music industries. For more information follow the project on Twitter, @harkive, or visit the project website, [www.harkive.org](http://www.harkive.org)



## Process

- 1: Data is generated internally via the cyclical process of the service provider, and also acquired from 3rd parties, either via Open APIs or through commercial deals
- 2: Data is categorised according to the needs of the service provider
- 3: Algorithms are generated according to the business needs of the service provider, based in part on the type of data and how it is organised
- 4: Results of algorithmic processing produce knowledge about consumers, and also additional, useful data in the form of 'exhaust data', which re-enters the process at Stage 1
- 5: Knowledge is deployed via interface design, which in turn creates more user data, some of which is made available to 3rd parties through APIs or commercial deals