

Mental Health and Data

DQ Seminar All Things Emotional

WORLD
ECONOMIC
FORUM

COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

New York, USA 14 February 2020

Overview

On paper, data often looks like cold hard numbers. A closer look reveals the stories that unlock a deeper understanding of human behaviour and emotion. All Things Emotional will explore how tech companies and digital businesses use data to understand their communities and harness big data to manifest change in the world.

The DQ Institute and Crisis Text Line, in association with the World Economic Forum, is pleased to host a morning of conversation that reaches to the heart of human emotion and data.

Location

World Economic Forum
350 Madison Avenue
New York, NY 10017

Time and date

Friday 14 February 2020 08.30 - 12.00

About DQ Institute

DQ Institute (DQI) is an international think-tank dedicated to setting global standards for digital intelligence education, outreach and policies. Working together with international agencies and local partners, DQI builds multi-stakeholder coalitions that advance its mission and help people worldwide.

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Data exudes an aura of objectivity. A number is a number, right? But behind the scenes, emotions are the puppet master - emotions shape what questions we ask, what data we collect, and how we interpret information. And that's great! Humans are ruled by emotions; data is the digital track record of our emotions. Let's dig in.

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Bob Filbin, Co-Founder and Chief Data Scientist, Crisis Text Line

About Crisis Text Line

Crisis Text Line provides 24/7 crisis support through a medium people know and love, text message. In just over six years, Crisis Text Line has processed over 120 million messages from people in crisis and unlocked a trove of data informing how, when and why people experience mental health crises.

Meeting agenda and structure

08.30 - 09.00 **Breakfast**

09.00 - 09.15 **Opening Remarks**

- **Joan Ai**, Seconded, World Economic Forum (DQ Institute)
- **Jana French**, Business Development Manager, Crisis Text Line
- **Laurel Schwartz**, Growth Marketing Manager, Crisis Text Line

09.15 - 09.45 Session 1: Emotional Algorithms – Understanding How Companies Encourage Individuals to Make Meaningful Peer Connections

Today, you can friend, connect with, like, and swipe right on people with the tap of a finger. With seemingly endless opportunities, the keys to meaningful human connection are right in front of us – in the palm of our hand. So, how to decide who to invite into your digital professional circle, take on a date, or who to help first in a moment of crisis? Our panel members will discuss how data drives product decisions to optimize meaningful human connection.

- **Dr. Courtney Cogburn**, Associate Professor, Member (Data Science Institute), Columbia University
- **Michael Linares**, Senior Product Manager, Crisis Text Line
- **Jerry Reed**, Senior Vice President for Practice Leadership, Education Development Center (EDC)

Moderated by

- **Camilo La Cruz**, Chief Strategy Officer, sparks & honey

09.45 - 10.00 Community Break

10.00 - 10.45 Session 2: Storytelling Through Emotional Data – How Does Real-Time User Feedback Affect Business Decisions?

It's easy to let numbers such as revenue and number of users drive business decisions. But what happens when you add emotional data such as customer comments and emotion state change? What about real-time feedback? In which cases can a snapshot of users' sentiment represent your broader community? Can big data be used for good?

- **Michael Affronti**, Senior Vice President of Product, Dataminr
- **Bob Filbin**, Co-Founder and Chief Data Scientist, Crisis Text Line
- **Roni Frank**, Co-Founder and Head of Clinical Services, Talkspace
- **Etie Hertz**, CEO, Loris.ai

Moderated by

- **Taryn Bird**, Director, Social Impact, Kate Spade New York

10.45 - 11.00 Community Break

11.00 - 11.45 Understanding Data with a Soul – a Fireside Chat with Nancy Lublin

In her years of social entrepreneurship, Nancy Lublin has built a career on building people up. As the co-founder and Chief Executive Officer of Crisis Text Line, she launched an organization dedicated to using technology and data to put help at people's fingertips. This discussion will explore how we use tech to cultivate meaningful human connection.

- **Jessi Hempel**, Senior Editor at Large, LinkedIn
- **Nancy Lublin**, Co-Founder and Chief Executive Officer, Crisis Text Line

11.45 - 12.00 Closing Remarks

- DQ Institute and Crisis Text Line

12.00

Seminar Concludes

Contact:

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Invitation

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