



Building trust, or eroding trust?

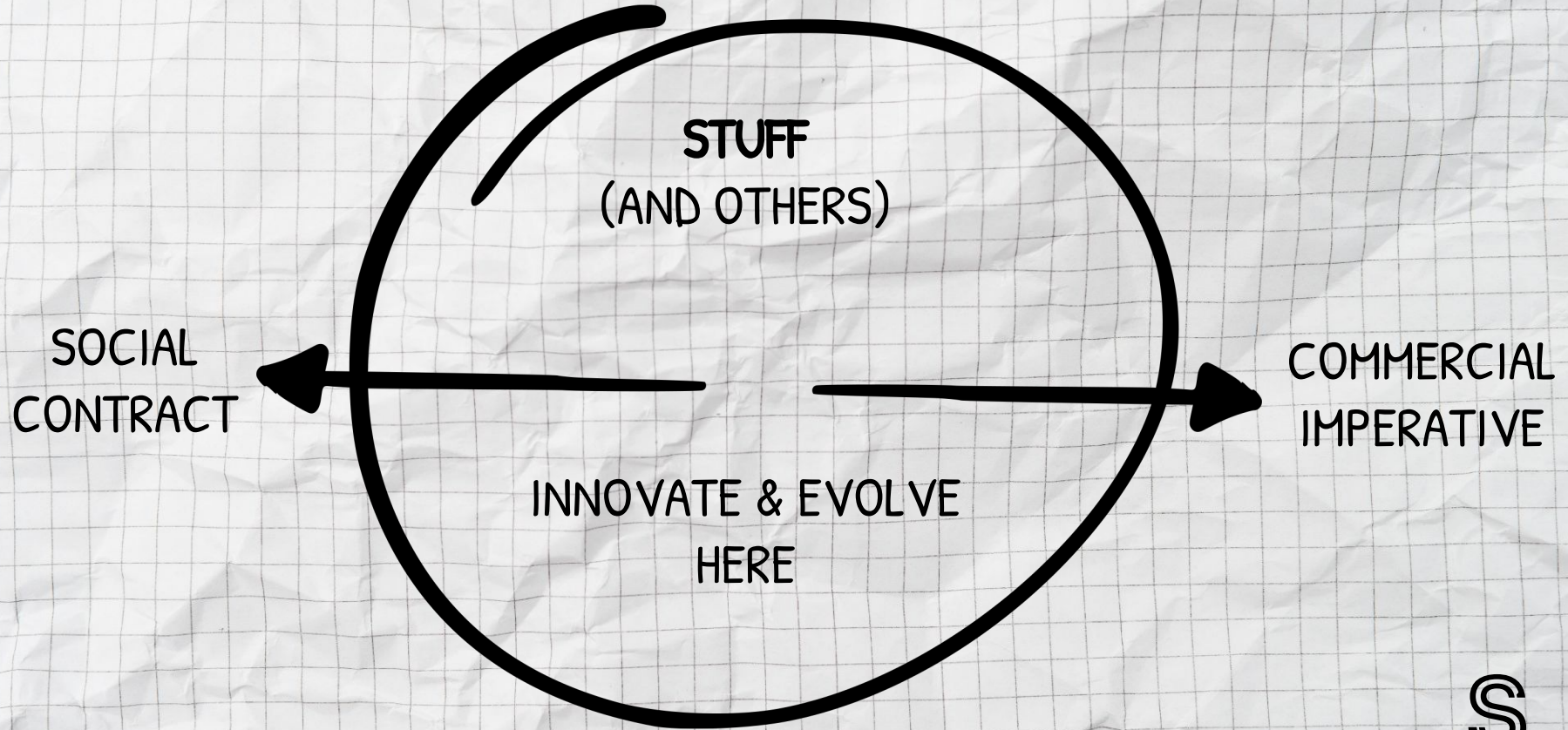
How to innovate and evolve to enable
faster delivery of trusted
customer-focussed solutions

CDAO Conference
22-11-22

Dina Hay
Chief Data & Insights Officer
Stuff



ECOSYSTEM OF TRUST AND DATA ETHICS



3.5M
PEOPLE
EACH MONTH

Stuff

play stuff

S



StuffEvents

Neighbourly





86%





$\frac{1}{4}$





5%





aotearoa new zealand





Körper

GLOBAL FORCES AT PLAY



FRAGMENTATION

TECHNOLOGY CHANGES



→ **SAFETY AND SECURITY**

→ **NEWS AVOIDANCE**

→ **DEVELOPING ATTITUDES**

→ **MISINFORMATION / DISINFORMATION**







FOLLOW NO ONE DOWN NO ONE

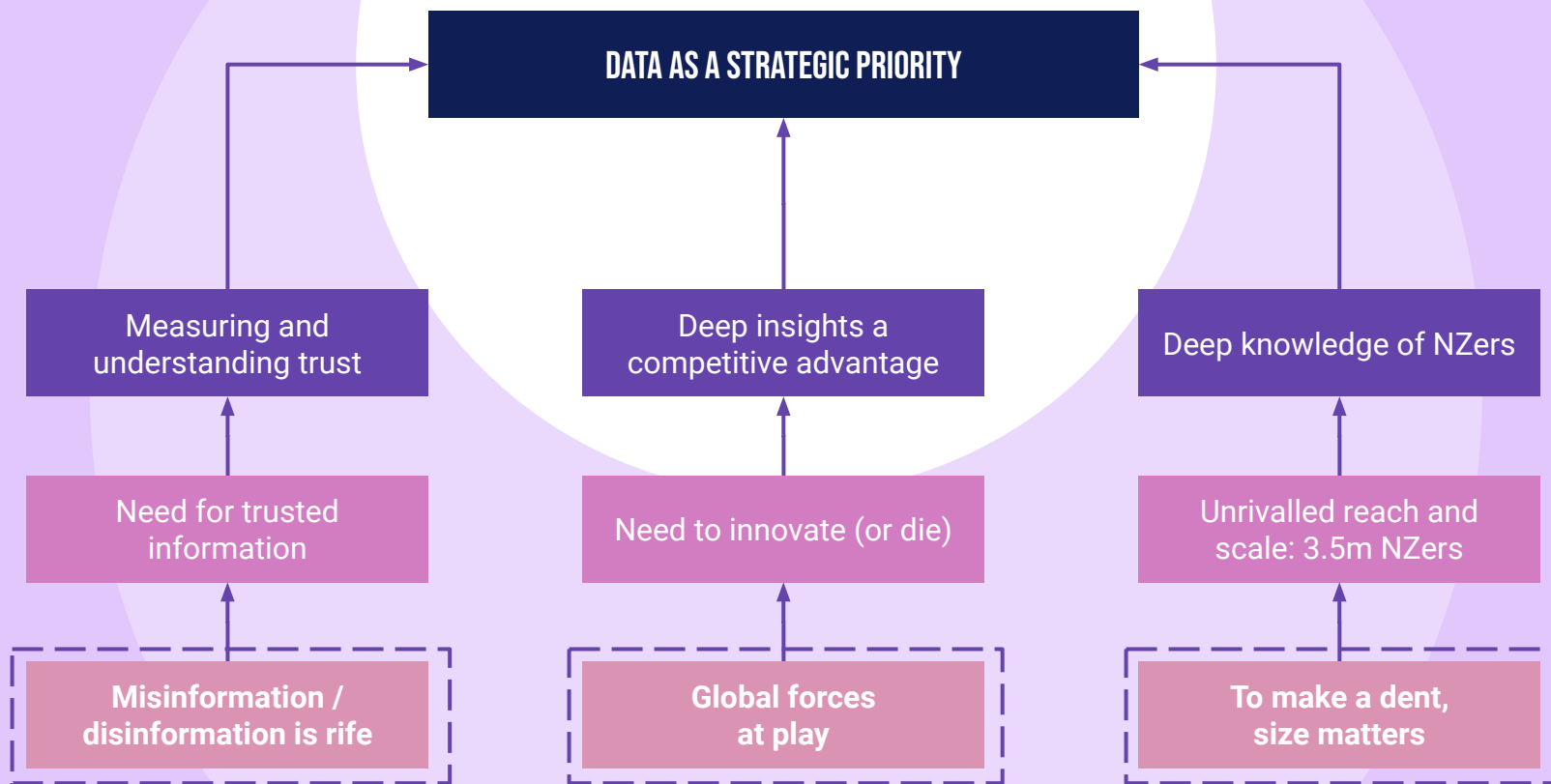
VISION

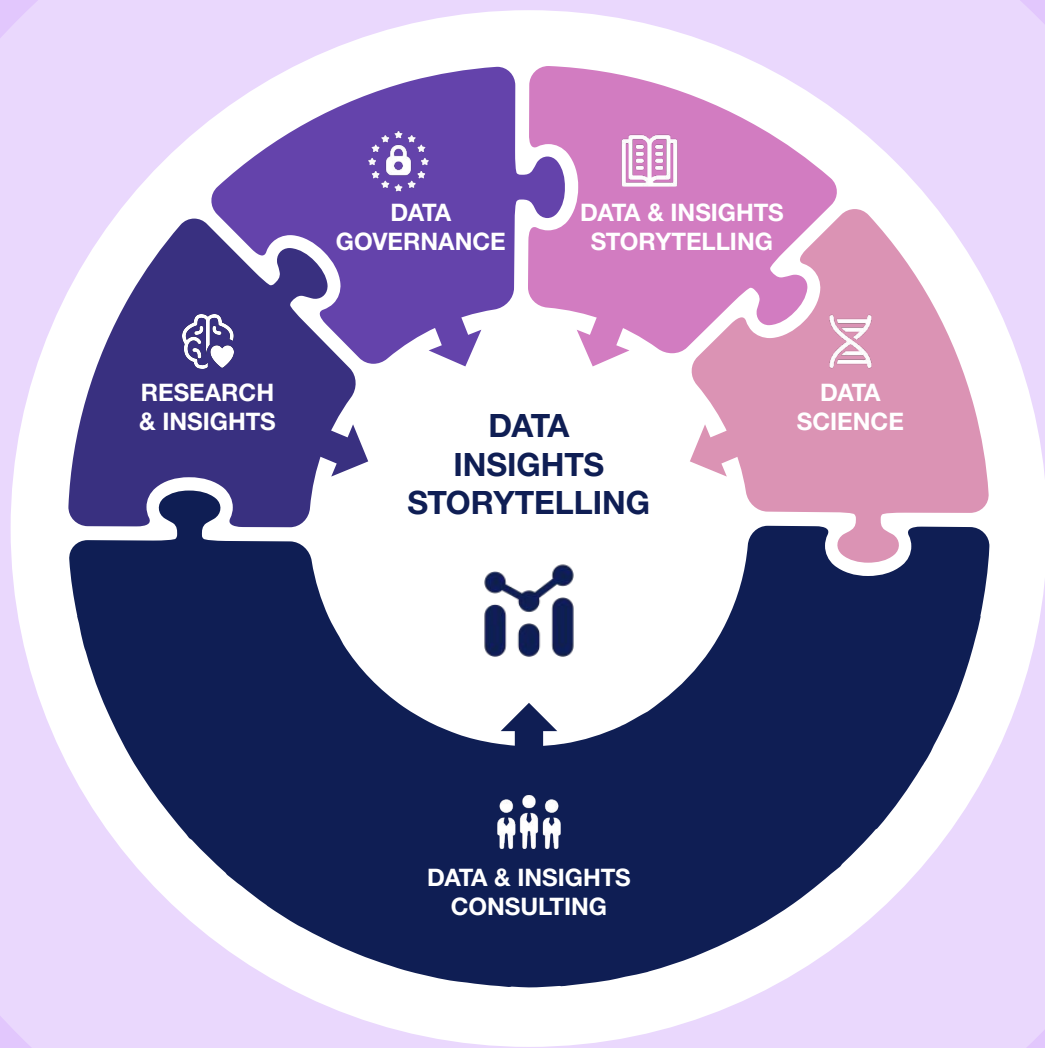
TO BE THE MOST TRUSTED
ORGANISATION IN AOTEAROA

MISSION

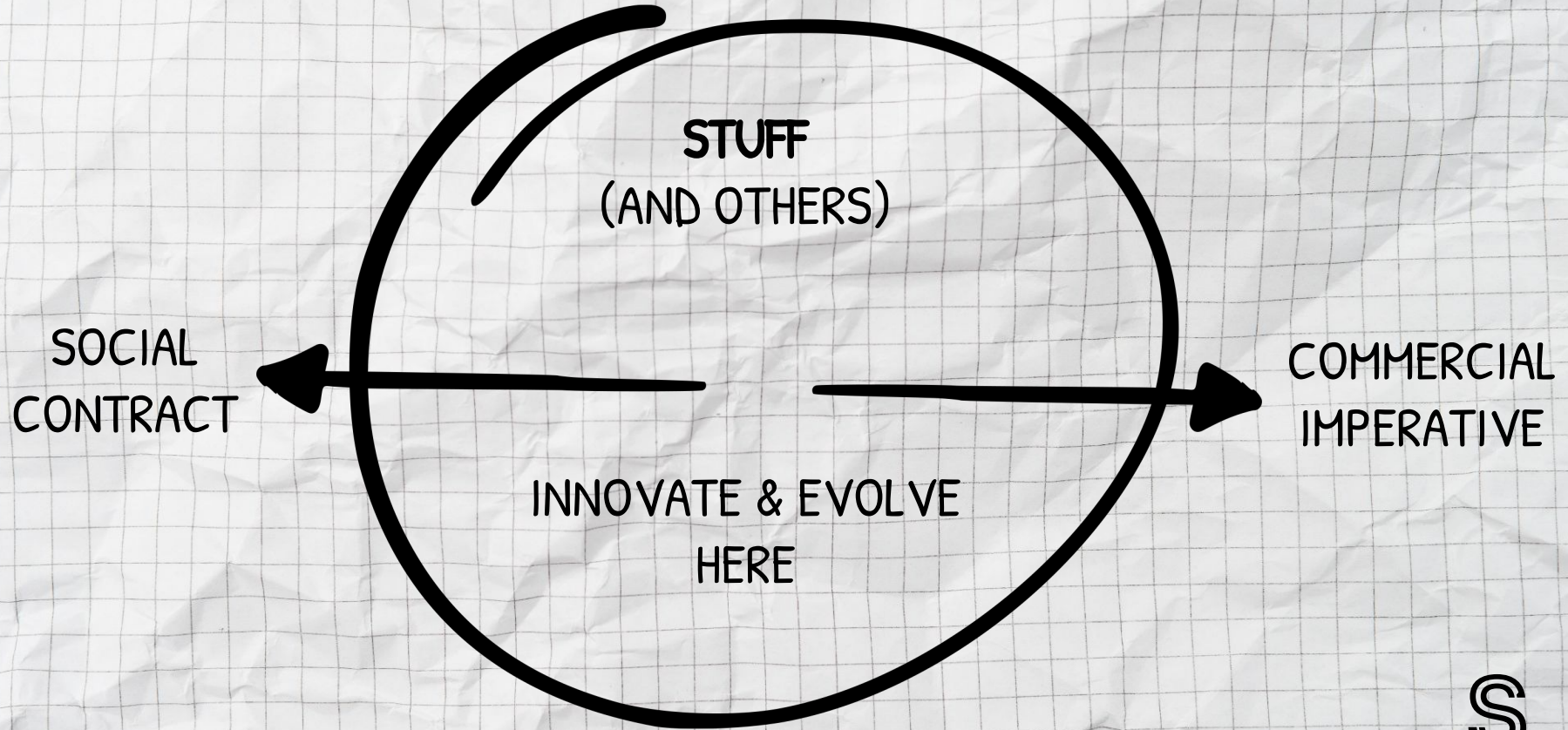
TO MAKE NEW ZEALAND A
BETTER PLACE







ECOSYSTEM OF TRUST AND DATA ETHICS



A man with a beard and glasses is shown in profile, looking thoughtfully to the left with his hand on his chin. The background is a soft, warm glow. Overlaid on the image are numerous semi-transparent digital icons and data visualizations, including line graphs, bar charts, pie charts, world maps, and various numerical values. These elements are scattered across the frame, particularly concentrated around the man's head and shoulders, creating a sense of being immersed in a digital or data-driven environment. The overall color palette is dominated by warm, golden-brown tones from the background light, contrasted with the cool blues and greys of the digital overlays.

1. AI VS. HUMANS IN THE NEWSROOM

POU TIAKI

**2. NATURAL LANGUAGE PROCESSING
MEETS OUR POU TIAKI MATUA**





3. ML ENABLING RECORD EVENT ATTENDANCE

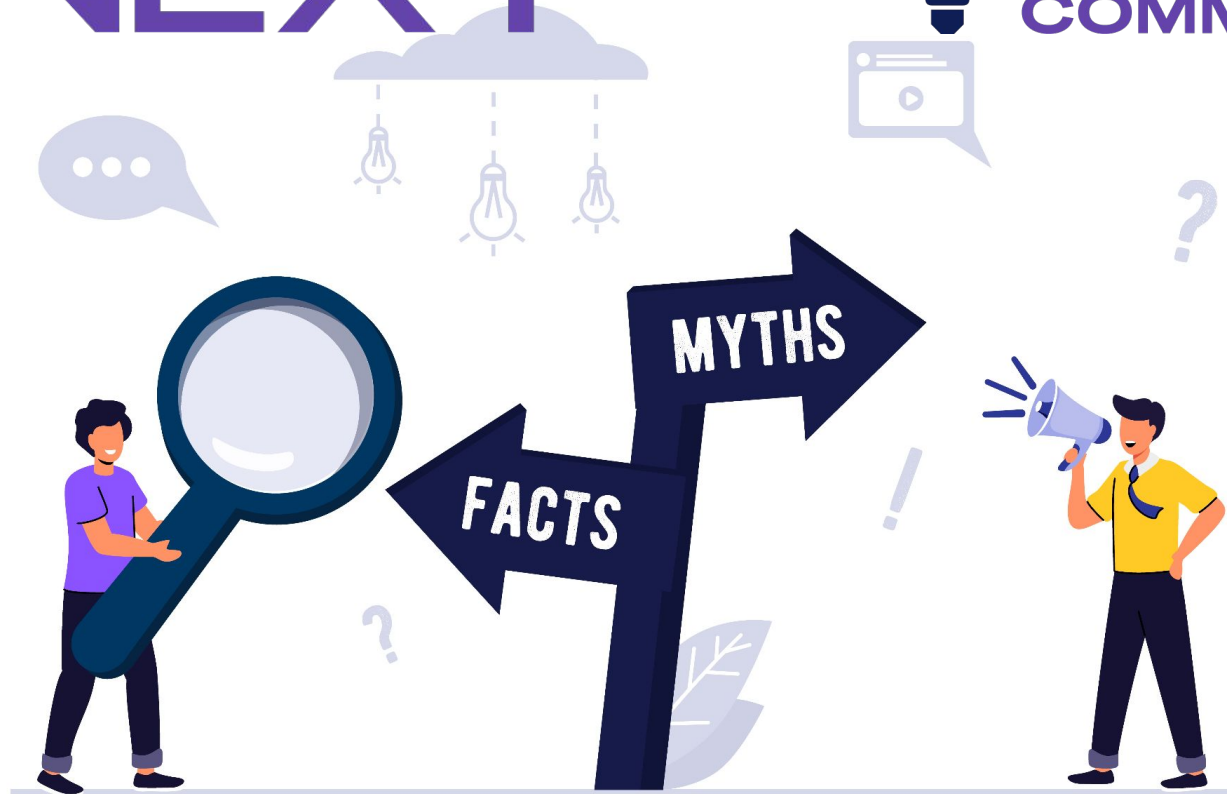


NOWNEXT



Stuff

RESEARCH
COMMUNITY



4. NOWNEXT UNCOVERING HUMAN TRUTHS



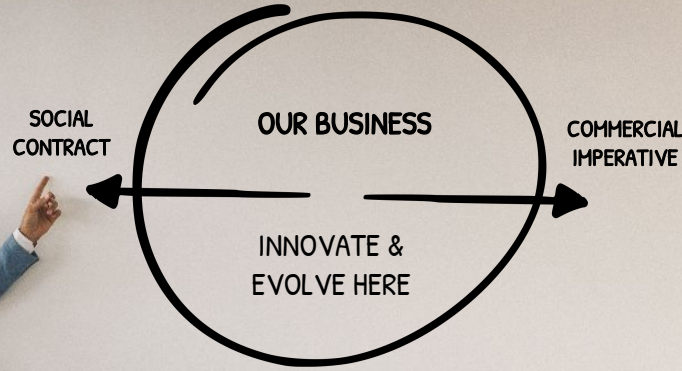


CUSTOMER

TRUST



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Q: Cognisant of the trust eco-system?

Q: Data as a strategic priority?

