

Data Smog Activity

Group Questions

1. How does the 2x4 effect manifest itself in e-commerce marketing? Give examples
2. How do you personally handle sifting through all of the information you receive to get to that which is of most importance? List your strategies.
3. Can political/legal means be used to help reduce the “two-by-four” effect? Is so, in what ways? If not, why not?
4. Might there be a marketing approach to reducing the “two-by-four” effect and turn the tide in the other direction?
5. The Internet is a great tool for commerce. Has data smog reduced its effectiveness? If so, in what ways? Do you have any ideas as to how technology might be applied to reduce the smog?
6. How do you think that the “two-by-four” effect has led to often dangerous oversimplification with regard to things that are characteristically complex? Examples?
7. How has data smog impacted the way we manage in the business world?
8. What does data smog have to do with electronic commerce and how might you set up a site and attract customers without resorting to using the 2x4 effect or should we try to use the 2x4 effect to attract customers?