

Activity: Unpack the Unstructured

Your Challenge

In this task, you will explore different types of unstructured data and think about how organisations can use them to understand people's experiences and opinions.

Step 1 – Identify the Unstructured Data (5 minutes)

You will be given a sheet with examples of data:

- A tweet from a customer about poor service
- A product review from Amazon
- A doctor's note about a patient's symptoms
- A video clip description from YouTube
- A company sales report

■ With your group, decide which examples are **unstructured** and which (if any) are structured.

Step 2 – Spot the Qualitative Information (5 minutes)

From the unstructured examples, **highlight or underline the qualitative details** (opinions, descriptions, experiences).

- Example: "The app keeps crashing and is frustrating to use."

Then discuss:

- How could an organisation use this type of feedback?
- What changes or improvements could it lead to?

Step 3 – Share Your Insights (5 minutes)

Pick **one example** and be ready to share:

1. Why is it unstructured?
2. What qualitative information did you find?
3. How could an organisation act on this information?

What You'll Learn

By the end of this activity, you should be able to:

- Recognise examples of unstructured data.
- Understand how qualitative data provides meaning and context.
- Explain how organisations use unstructured data to improve services or products.