

Content curation and competitive intelligence: a new concept for an old practice?

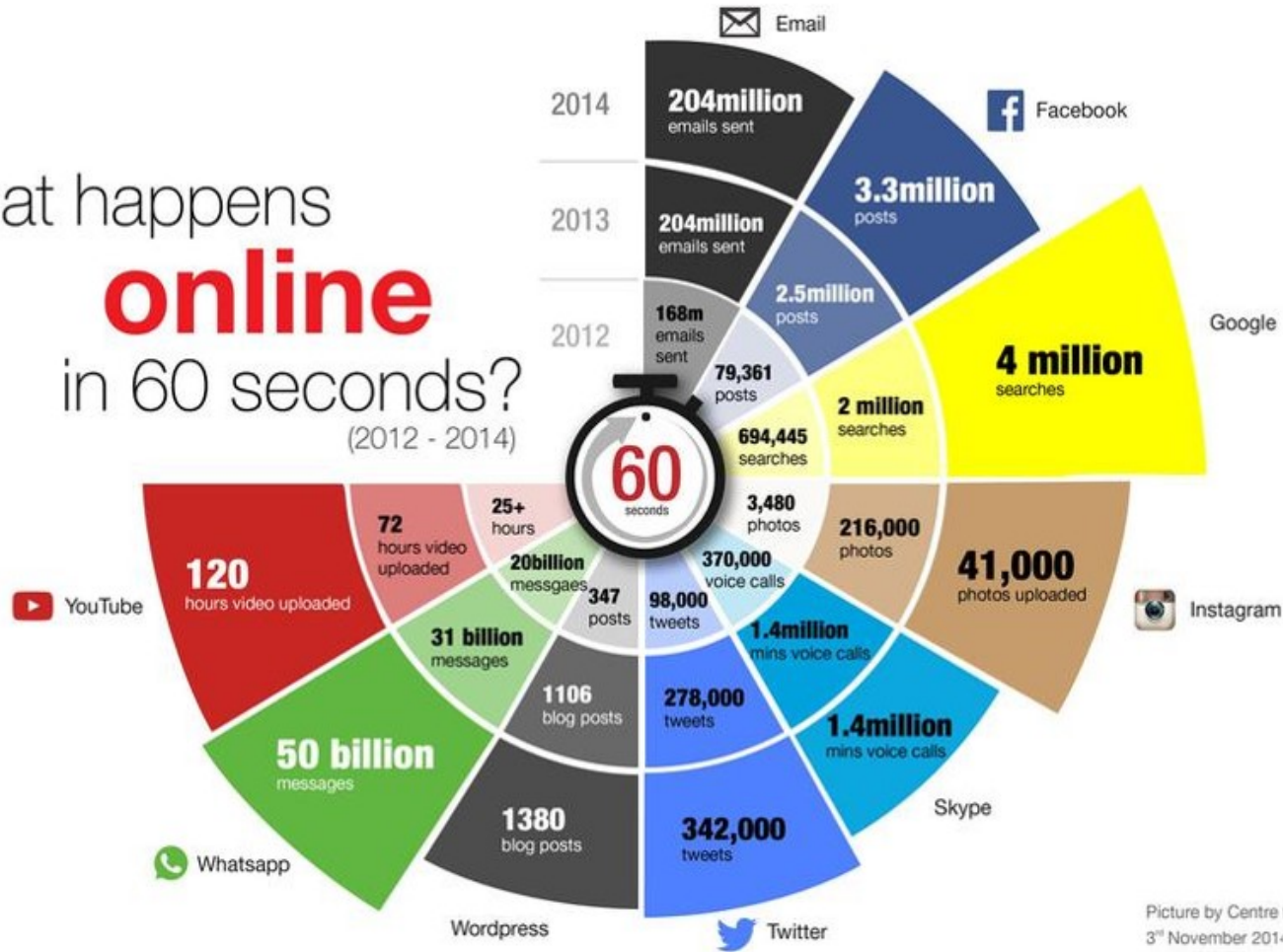
*43rd Annual Conference of
the Canadian Association for Information Science
June 4th, 2015*

Elsa Drevon, Christine Dufour and Dominique Maurel
École de bibliothéconomie et des sciences de l'information
Université de Montréal

elsa.drevon@umontreal.ca

CONTEXT

What happens
online
 in 60 seconds?
 (2012 - 2014)



Picture by Centre for Learning and Teaching
 3rd November 2014

RESEARCH PROBLEM

- Competitive intelligence is well implemented in organizations (Garnier, 2012), whereas content curation is misunderstood in organizations (Dale, 2014)
- Goal: to understand the place of content curation in organizations
 - Theoretical reflection in order to compare competitive intelligence and content curation
- Research question: what are the differences and the similarities between competitive intelligence and content curation?

METHODS

LITERATURE REVIEW

- Literature review
 - Cairn, CINAHL, ELIS, ERIC, Érudit, GoogleScholar, LISA, LISTA, LLI&S Index, Medline et Taylor & Francis
+ pearl growing technique
 - 108 documents
- *Veille, intelligence économique, competitive intelligence and environmental scanning*
 - **27 definitions (1988 to 2014)**
- *Curation de contenus and content curation*
 - **2 definitions (2009 and 2011)**

METHODS

ANALYSIS FRAMEWORK

1. **Activity's goals:** aim to realize the activity of competitive intelligence or content curation
2. **Clients:** users of the activity
3. **Process:** steps to achieve the objectives of the activity
4. **Information sources:** types of information sources used in the activity
5. **Actors:** players involved in the process, other than clients

RESULTS

ACTIVITY'S GOALS

Competitive intelligence

- Several goals identified
 - Maintain a competitive advantage
 - Take strategic decisions
 - Actionnable knowledge
 - Etc.



Content curation

- No goal identified in the definitions
- « Par envie, passion ou égo »
(Deschamps, 2012)

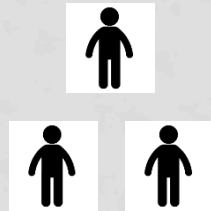


RESULTS

CLIENTS

Competitive intelligence

- Managers
- Members of the organization



• “Their information needs were NOT from their personal level, but from the needs of their organizations and clientele”

(Jin & Bouthillier, 2008, 5)

Content curation

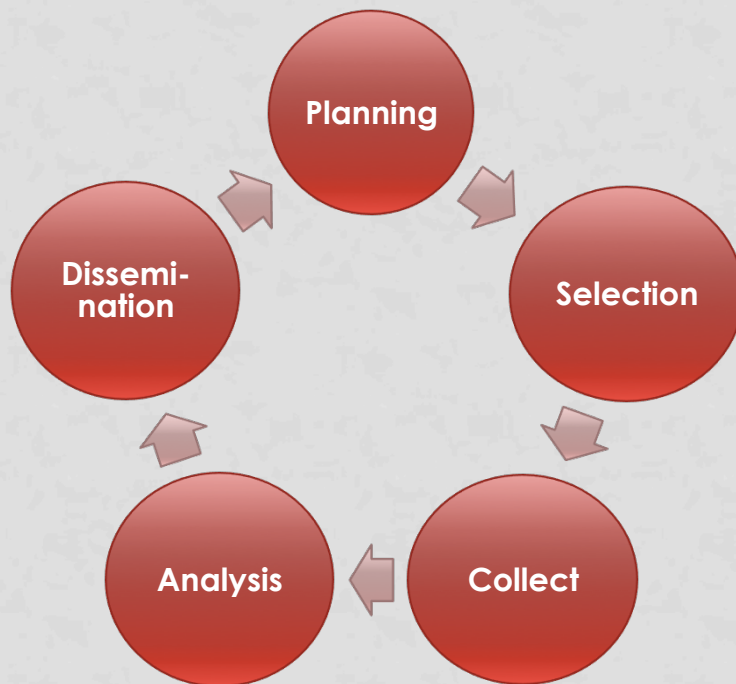
- No client identified in the definitions



RESULTS PROCESS

Competitive intelligence

- Cyclic
(Pellissier & Nenzhelele, 2013)



Content curation

- Linear
(Bhargava, 2009)



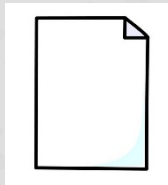
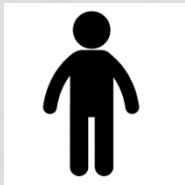
- No analysis
(Lehmann & al., 2013; Abram, 2014)

RESULTS

INFORMATION SOURCES

Competitive intelligence

- Human (Fuld, 1995)
- Printed
- Online



Content curation

- Exclusively online (Bhargava, 2009)



RESULTS ACTORS

Competitive intelligence

- Information professionals
(Bergeron & Hiller, 2002;
Moreau & Rodrigue, 2008)

Content curation

- A content curator?
Which profile?



DISCUSSION

		Competitive intelligence	Content curation
Indicators	Goals	Several <i>A competitive advantage?</i>	Not specified
	Clients	Direct <i>Impact in the organization?</i>	Not specified
	Process	Cyclic	Linear No analysis
	Information sources	Human, printed, online	Exclusively online
	Actors	Information professionals <i>Role of information professionals?</i>	Content curator

DISCUSSION AND TIME?

- Competitive intelligence:
« Providing the right information, to the right person, **at the right time**, for the right decisions » (Porter, 1982)
- Content curation: **Being the first to share!**



CONCLUSION

- Content curation is:
 - **A new concept and a new practice**
 - **Different from competitive intelligence**
- Content curation could complement competitive intelligence in organizations
- Empirical research is needed to gain a better understanding about players and the role of content curation in organizations

REFERENCES

- Abram, S. (2014). Curation: buzzword or what? *Information Outlook*, 18(5), 25–27.
- Bergeron, P., & Hiller, C. A. (2002). Competitive intelligence. *Annual Review of Information Science and Technology*, 36(1), 353–390.
- Bhargava, R. (2009, September 30). [Blog]. Manifesto for the content curator: the next big social media job of the future?
- Dale, S. (2014). Content curation: the future of relevance. *Business Information Review*, 31(4), 199–205.
- Deschamps, C. (2012). Les multiples facettes de la curation. *Documentaliste-Sciences de l'Information*, 49(1), 22–23.
- Garnier, A. (2012). La curation au coeur de l'entreprise 2.0. *Documentaliste-Sciences de l'Information*, Vol. 49(1), 46–48.
- Fuld, L. M. (1995). *The new competitor intelligence: the complete resource for finding, analyzing, and using information about your competitors* (2nd ed.). New York: Wiley.
- Jin, T., & Bouthilier, F. (2008). *Information behavior of competitive intelligence professionals: a convergence approach*. Proceedings of the 36th annual conference of the Canadian Association for Information Science (CAIS), Vancouver.
- Lehmann, J., Castillo, C., Lalmas, M., & Zuckerman, E. (2013). *Finding news curators in twitter*. Proceedings of the 22nd international conference on World Wide Web companion, 863–870.
- Moreau, I., & Rodrigue, J. (2008). La situation de la veille informationnelle dans les organisations gouvernementales. *Documentation et Bibliothèques*, 54(1), 5–14.
- Pellissier, R., & Nenzhelele, T. E. (2013). Towards a universal competitive intelligence process model. *South African Journal of Information Management*, 15(2), 1–7.
- Porter, M. E. (1982). *Choix stratégiques et concurrence: techniques d'analyse des secteurs et de la concurrence dans l'industrie*. Paris: Economica.

Thank you!

Questions?

Elsa Drevon, Christine Dufour and Dominique Maurel
École de bibliothéconomie et des sciences de l'information
Université de Montréal

elsa.drevon@umontreal.ca

@elsadrevon

<https://ca.linkedin.com/in/drevonelsa>