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

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

2014
- 204 million emails sent
- 3.3 million posts

2013
- 204 million emails sent
- 2.5 million posts

2012
- 168 million emails sent
- 79.361 million posts
- 3.480 million searches
- 694,445 searches

2012
- 4 million searches

- 120 hours of video uploaded
- 98,000 tweets
- 370,000 voice calls
- 1.4 million voice calls

- 1106 blog posts
- 72 billion messages
- 25+ hours
- 20 billion messages

- 347 posts
- 342,000 tweets
- 1380 blog posts
- 50 billion messages

60 seconds

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
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

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Competitive intelligence</th>
<th>Content curation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>Several</td>
<td>Not specified</td>
</tr>
<tr>
<td><strong>Clients</strong></td>
<td>Direct</td>
<td>Not specified</td>
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<td><strong>Actors</strong></td>
<td>Information professionals</td>
<td>Content curator</td>
</tr>
</tbody>
</table>

- A competitive advantage?
- Impact in the organization?
- Role of information professionals?
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

Thank you!

Questions?

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