

FACTBEAST TIMES

UNREST SURROUNDS FOURTEENTH GENERAL CENSUS

On 10 May, every household in the Kingdom of the Databeasts was due to be visited by a census collector to conduct a survey. Each citizen would have been required to answer questions about various topics such as their income, qualifications, job function and pet ownership. A census has been held every ten years since 1829. This time, the list of questions was much longer than in previous editions of the survey. The government wanted to align its future policies with the data obtained. The bill was passed by parliament relatively easily in spring 1970. However, the planned census caused a wave of social unrest a few months later.

The Farmers Party had opposed the census in the Lower House. Their objections were mainly related

to the questions concerning fur colour and the potential dangers associated with those records being leaked, especially because the information from the survey could easily be linked to the respondent's name and address, and that information could fall into the wrong hands. However, Anderson, the key elected representative of the Factbeasts, viewed the likelihood that the government 'doesn't take privacy seriously' as 'fairly small'.

Tetteroo, the elected representative of the Hippo (Highest Paid Person's Opinion) Party recently appeared on the *Talk with the minister* radio programme together with Minister of Internal Affairs Hofland. When the interviewer asked whether there was a risk of the fur colour data being leaked, the

minister replied: 'Needless to say, the Factbeasts don't have to worry about their fur colour being recorded because they are all purple. I understand the Farmers Party's concerns, but everyone who lives in an affluent nation and expects the government and society to pursue policies in salient aspects must accept that the government needs to gather basic information.'

The Farmers Party has indicated that it wants to submit questions to parliament about safeguarding the anonymity of the information. With the slogan 'personal privacy at risk', the Farmers Party is trying to mobilise the Kingdom and raise awareness of the topic of privacy.

Southern Districts: 'Lack of standardisation in our census'

It will only be possible to hold the census in line with the General Royal Factbeast Spelling (AKFS) rules in 27 of the 34 provinces of the Southern District. Until recently in the Southern District, Factbeast was written as *Factbees* according to local spelling rules.

The information obtained will be standardised in order to obtain reliable data. Minister Cox from the Southern Gut-feeling Giraffe Party (ZGGP) recently gave the following reaction during a press conference: 'I was not sufficiently reassured that those spelling rules were accepted in all corners of the Southern District. But there probably aren't many Factbeasts living in our region, so I don't think it will be a big problem.'



'The future will be more personalised'

Marketing specialists need to get their hands dirty again, according to Rolf vandenBreemer, Central Executive Databeast (CED) from Joined Table Enterprise. After all, we can only optimise the customer journey by working with short cycles – forming a hypothesis, testing, analysing, adjusting and starting again. At the same time we need to maintain an overview, because personalisation only makes sense when it is done across all channels. Furthermore, we also need to stay human. Those are the challenges in contemporary marketing.

IN DEPTH

ONLINE MARKETING it is not yet clear how Adwords can contribute in the test environment. **T3**

JUDGE from ALTONIE accidentally sues himself. **T6**

WEATHER FORECAST possibly from the Cloud **T7**

TRAFFIC SIGN REMOVED due to skirt being too short. **T8**

EARLY BIRD OR LAST MINUTE? The data analyst's opinion **T14**

CHILD DATABEASTS Databeasts can have any function but children can't be Factbeasts. **T15**

PENSIONERS TURN OUT TO BE TEENAGERS

Minister Gaus from Probability Distribution and Field Research admits that he made a mistake. He was not only warned about the incorrect information by the Databeasts, as the minister previously announced, but the Experiment API's also alerted him to the situation.

This admission comes at an extremely unfortunate time. The debate on the fourteenth census was abandoned prematurely yesterday evening because Gaus had insufficient answers. Parliament wanted to know all about the age demographics of the Databeasts. The initial results from the fourteenth census seemingly reveal that some of the Databeast population are over a hundred years old. It has now become apparent that the Experiment API's have also approached the minister with data from their own research. Their studies show that Databeasts cannot live beyond 99 years of age. 'We noticed that when the data was integrated from the Northern District a number 1 had been placed in front of the age. This means someone who is 11 became 111 in the final data. To correct the data, 100 will have to be subtracted from the ages of everyone listed as being older than 100.'

Gaus himself claims that the information he provided earlier is correct. 'It's just substantiated differently.' He does not intend to resign because of the error. 'That would benefit no one.'

