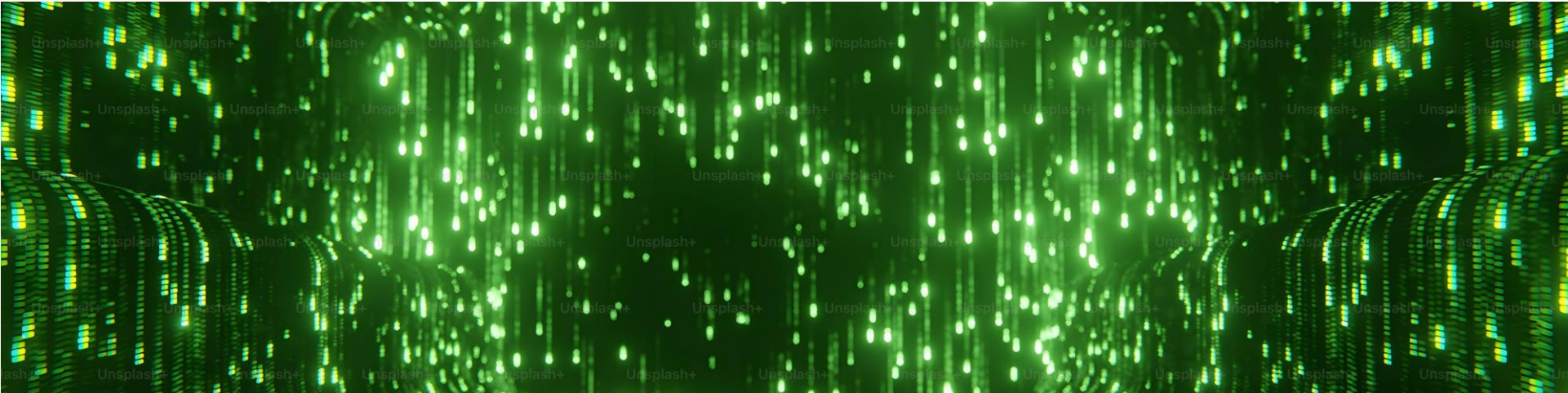


Using Big Data to inform practice

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Career Development Practitioner

Erm, 'Big Data' ...?



- The three Vs: volume, velocity, variety (Laney, 2011; 2017)

Background to my Big Data project

My research interest

Research question: what does a linguistics-based examination of contemporary English language data reveal about current perceptions of career?

Big Data methodology – corpus linguistics (CL)

Existing scholarly work

Ideas about career: Arthur and Rousseau(1996) Adamson et al., (1998) Baruch and Vardi (2016), Bergmo-Prvulovic (2015), Cohen and Duberley (2021), Coupland, Ng et al. (2004), Young and Collin (2004)

Metaphor & career: Inkson (2004)

Narrative & career: Reid (2014)

Quantitative linguistic analysis: Vahidi (2021)



Method – how I used big data

Sourcing the data:

- Parliament – *Hansard*
- Business media – *Nexis*

Analytical tool:

- Corpus Linguistics software - *Sketch Engine*



How Big Data is informing my practice

Objective evidence

Increasing my confidence in taking a critical gaze

Helping me recognise my own conditioning

Speedy results

Distinctive linguistic patterns easily revisited to gain new insights

Alternative source of CPD/lifelong learning

Enabling pursuit of my personal research interest

Opportunities to discuss with fellow CPDs!

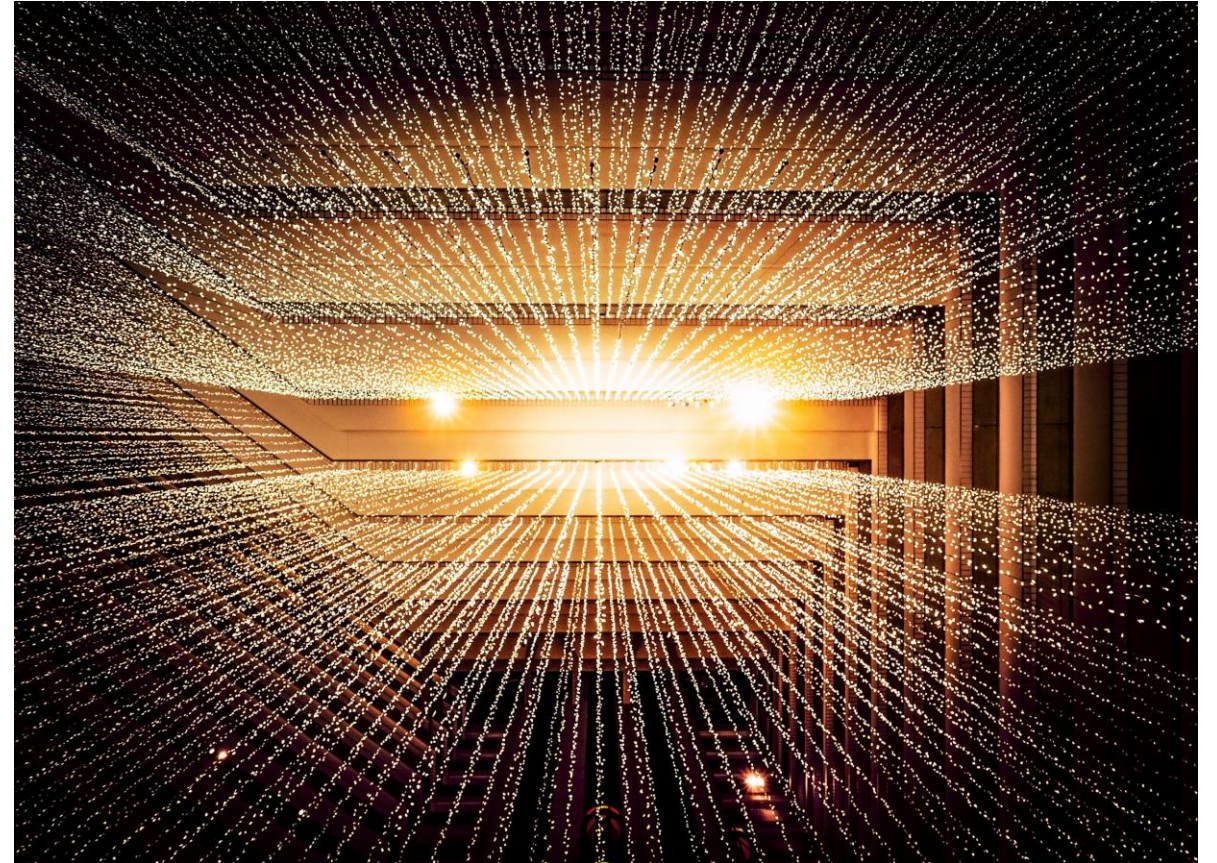
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Thank you