

Staff

Rafe Mazer
Innovations for Poverty Action

Dani Madrid-Morales
Dani Madrid-Morales

Melissa Tully
The University of Iowa

Timeline

9 AM - 10 AM (EDT)

Date

September 29, 2020



Consumer Protection Research Initiative

Practitioner's Forum

Social Media and Consumer Protection: Meeting Agenda

September 29, 2020 | 9 AM (New York)

Rafe Mazer Initiative Director Innovations for Poverty Action	Welcome & Introduction 15 Min Welcome message to the Consumer Protection Research Initiative's Practitioner's Forum, forthcoming webinars, and introduction to today's program
Dr. Dani Madrid-Morales Assistant Professor of Journalism University of Houston	Listening to Consumers using Social Media 25 Min Social media channels add a vast and often underutilized source of information about the consumer's experience with financial products and services, but for actors working in financial services, adding up anecdotal comments, and monitoring responses systematically poses a challenge.
Dr. Melissa Tully Associate Professor School of Journalism and Mass Communications, University of Iowa	In this talk, researchers Dani Madrid-Morales and Melissa Tully will demonstrate how existing methods and tools can help organizations harness social media data to enrich our understanding of consumer sentiment.
Morayo Adebayo Technical Assistant to CEO Federal Competition and Consumer Protection Commission of Nigeria	Social Media in Market Supervision 10 Min Regulators and civil society organizations can leverage technology to further enhance their ability to protect consumers and improve their experiences with financial services and products. Morayo Adebayo will provide reactions from the practitioner's side.
Moderated by Rafe Mazer	Q&A and Closing Words 10 Min

Social Media as a Tool for Consumer Protection Monitoring

Dani Madrid Morales
Assistant Professor
University of Houston

Melissa Tully
Associate Professor
University of Iowa

September 29, 2020



CONSUMER PROTECTION RESEARCH INITIATIVE | Practitioner's Forum Meeting #1

Social Media as a Tool for Consumer Protection Monitoring Practitioner Comments by Ms. Morayo Adebayo

The comments below were provided by Ms. Morayo Adebayo, Technical Assistant to the CEO of the Federal Competition and Consumer Protection Commission (FCCPC) of Nigeria during the First Practitioner's Forum Meeting of IPA's Consumer Protection Research Initiative on Sept. 29, 2020. These comments reflect the practitioner's views and not those of Innovations for Poverty Action or the Federal Competition and Consumer Protection Commission (FCCPC) of Nigeria.

1. Share how the FCCPC has been building your social media presence and using it for your consumer protection mandate.

- At the FCCPC our mandate is the protection of Nigeria's market and her people - all 200 million of us. We understand that though the percentage of our population that is active on social media might be small in terms of numbers, social media remains big in terms of impact, because people generally have circles of influence that expands beyond social media, so getting our message to them, engaging them, and addressing their concerns gives us an indirect access to those within their circles of influence. Our use of social media is in addition to our use of traditional media and other forms of outreach.
- FCCPC is active on both Facebook and Twitter, and we are also present on Instagram. We use social media to raise awareness about the agency, to harvest consumer complaints, provide information to the public, educate and to engage. By doing these regularly, we convey our commitment to both consumers and operators. The result we have found is that as we engage more, people engage more with us as well.
- With regards to complaints, there is an in-house team that harvests complaints via social media and moves them to our complaints handling channels for resolution. In addition, even when we are yet to engage on a complaint, the mere fact that we have been tagged or mentioned in a tweet, seems to immediately propel operator response to the consumer.
- Observing trends on social media helps to identify burning issues that need to be addressed, and sometimes contribute to the determination of the best approach the commission should take on an issue - i.e. whether an issue requires an investigation, prosecution, sanctioning, or sensitization.
- With respect to digital financing a major concern we have is that there appears not to be adequate transparency to consumers, and we are particularly worried about

CONSUMER PROTECTION RESEARCH INITIATIVE | Practitioner's Forum Meeting #1

Social Media as a Tool for Consumer Protection Monitoring

Q&A

The questions below were received electronically during the first Practitioner's Forum Meeting of IPA's Consumer Protection Research Initiative on Sept. 29, 2020. These responses were prepared by Laura Kirchner, Alicia Leon, Dani Madrid-Morales, Raife Mazer, Melissa Tully, and Harry Wilson. The comments below reflect the responding team's views and not those of Innovations for Poverty Action.

A. Greenberg: Good morning. I have a question. For the application for funding to test solutions to consumer protection problems in the digital space, does the applicant have to be based in one of the four countries prioritized by the project, or could an FSP from a different country from Bangladesh, Kenya, Nigeria, or Uganda also apply?

The current priority countries are those four, but if there are particularly relevant opportunities outside those countries there may be room to consider. I would recommend reaching out to our team to discuss the idea informally for feedback. You may write to us at financialinclusion@poverty-action.org.

B. Magnoni: I have a question. How do you ensure that the consumer feels "heard" when you are working with the data on the back end and not responding and interacting in real-time?

We have seen some financial service providers using chatbots (these can be relatively easily set up on Facebook) to automate responses. So, if a provider wants to monitor user satisfaction/complaints automatically, they could provide automated responses to reassure the customer that they are being heard, while the issue is escalated to whoever can address the concern. Also, we have seen a few financial providers reuse set responses that are probably "copied and pasted" onto social media every time a consumer expresses some concern or complains about an issue.

M. Griffin: Did you pick up any non-individual tweets, e.g., consumer associations, gender groups

These groups (consumer associations, gender groups...) would be included in our dataset. The way we collected the data is to capture all mentions of digital finance service providers. So, if we are thinking of Twitter, that would be all messages (from individuals, organizations, groups...) that would have addressed an institution using the @username. On Facebook and Google Play Store, we collected all messages directed to the financial institutions. While we collected these data, we did not analyze the interactions between these groups and financial institutions specifically.

1

IPA's Consumer Protection Research Initiative Holds First Practitioner's Forum Meeting

On September 29, 2020, from 9 AM - 10 AM (EDT), IPA's Consumer Protection Research Initiative held its first Practitioner's Forum meeting, focusing on **"Social Media as a Tool for Consumer Protection Monitoring."** The [Practitioner's Forum](/event/consumer-protection-practitioner%E2%80%99s-forum-webinar-series) is a new global community where IPA will share innovative new research projects from across our network of consumer protection researchers. There is demand from practitioners to learn from their peers about how data can be leveraged to improve in-house capabilities and consumer protection outcomes for clients. This Practitioner's Forum responds to that demand by presenting a webinar series with curated content from researchers working on innovative uses of data that directly address consumer protection outcomes in developing countries. In this first one-hour meeting, [Dani Madrid-Morales](http://www.danimadrid.net/) (University of Houston) and [Dani Madrid-Morales](#)

<https://clas.uiowa.edu/sjmc/people/melissa-tully>>Melissa Tully (University of Iowa) presented a case study of how social media data can be used to learn from consumers directly about their challenges with digital financial products and how institutions can leverage this information to respond to those demands. Morayo Adebayo of the Federal Competition and Consumer Protection Commission of Nigeria (FCCPC) provided comments and reactions, followed by an interactive Q&A session, moderated by Initiative Director, Rafe Mazer. Watch the meeting recording below:<h2>City</h2>Webinar<h2>Country</h2>United States