



Consumer Protection Research Initiative

Practitioner's Forum

Social Media and Consumer Protection: Meeting Agenda

September 29, 2020 | 9 AM (New York)

Rafe Mazer [Welcome & Introduction](#) | 15 Min

Initiative Director
Innovations for Poverty Action

Welcome message to the Consumer Protection Research Initiative's Practitioner's Forum, forthcoming webinars, and introduction to today's program

Dr. Dani Madrid-Morales [Listening to Consumers using Social Media](#) | 25 Min

Assistant Professor of Journalism
University of Houston

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 [Social Media in Market Supervision](#) | 10 Min

Technical Assistant to CEO
Federal Competition and Consumer
Protection Commission of Nigeria

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