**To Get More Out of Social Media, Think Like an Anthropologist**

Eavesdropping on consumers’ social-media chatter allows marketers to economically and regularly peer inside people’s lives as they are being lived, without introducing biases through direct interaction. Clear indications from marketing science underline how chatter affects sales, brand health, and even stock performance. Social listening competency will be critical to competitive advantage in the digital age.

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<https://hbr.org/2016/08/to-get-more-out-of-social-media-think-like-an-anthropologist>