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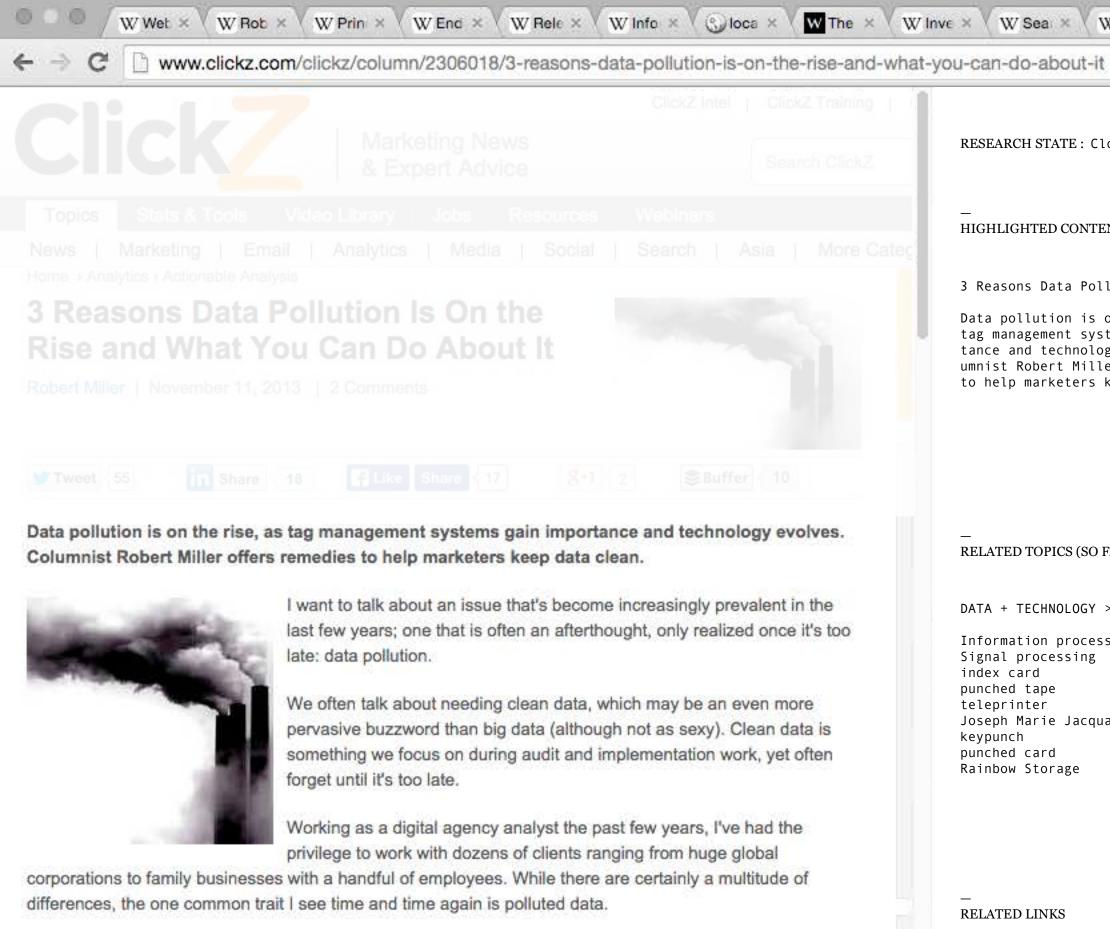
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Here are three reasons I believe data pollution is on the rise, and some ideas on where to start to keep your

The digital analytics space is evolving rapidly. New tracking and targeting functionality is constantly being

engagement are frequently changed, as well. For most organizations, this innovation is hard to keep up with.

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The digital analytics space is evolving rapidly. New tracking and targeting functionality is constantly being added to analytics tools. The methods by which we track things like campaign performance and user engagement are frequently changed, as well. For most organizations, this innovation is hard to keep up with.

2. Easy Access to Tagging Tag management systems are becoming widely adopted and with many of the barriers to entry being removed, such as cost and ease of use, the adoption of this technology is likely to continue. Don't get me wrong, I think this is a great thing; however, we still need to be cognizant of what exactly our organizations are doing within these tools. Similar to the emergence and adoption of content management systems, tag management systems are tools that are tremendously valuable, but also need

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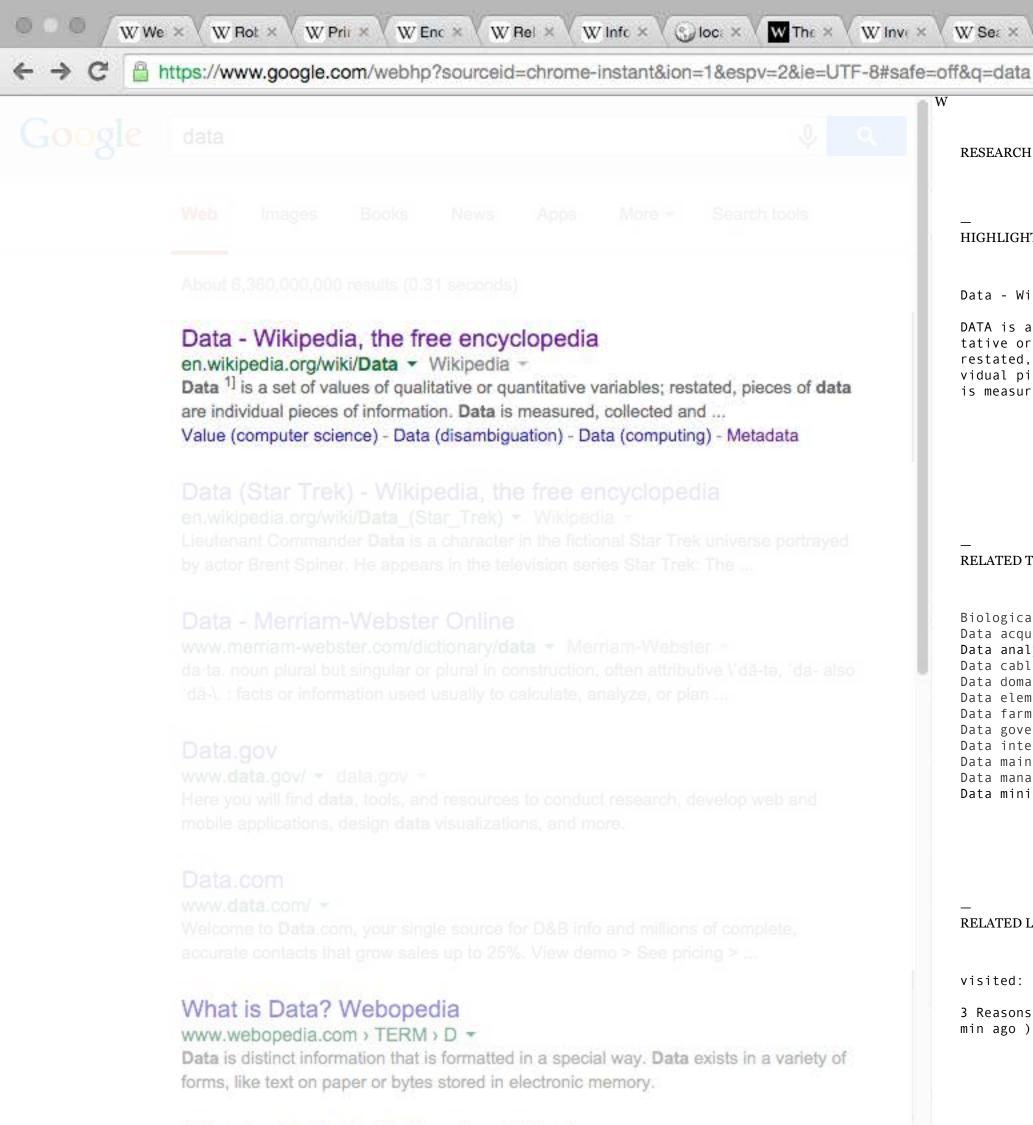
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en.wikipedia.org/wiki/World_Wide_Web

The World Wide Web (abbreviated as WWW or W3,[1] commonly known as the Web) is a system of interlinked hypertext documents that are accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other multimedia and navigate between them via hyperlinks.

ally realised the concept could be implemented

Berners-Lee and Belgian computer scientist Robert Cailliau proposed in 1990 to use hypertext "to link and access information of various kinds as a web of nodes in which the user can browse at will",[6] and Berners-Lee finished the first website in December of that year. [7] The first test

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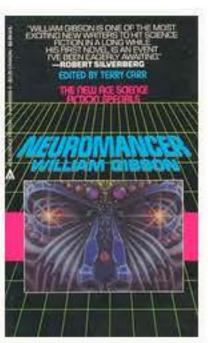
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www.theverge.com/2014/8/20/6046003/a-history-of-metaphors-for-the-internet



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Cyberspace

William Gibson popularized what became the basic spatial metaphor of the internet in his 1984 novel Neuromancer. Cyberspace, he wrote, is a "consensual hallucination experienced daily by billions of legitimate operators... A graphic representation of data abstracted from the banks of every computer in the human system. Unthinkable complexity. Lines of light ranged in the nonspace of the mind, clusters and constellations of data. Like city lights, receding."

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"So much of the internet has been branded," says Cohen, "what's interesting now is what different brands end up with as metaphors."

Take "cyberspace," the founding spatial metaphor, popularized by William Gibson in 1984's Neuromancer. Going online wasn't just sitting down at your computer and transmitting signals through a network, it was jacking into another dimension, leaving your physical body behind and entering a utopian space of pure information, one that was typically visualized as buildings literally constructed from neon data. Cyberspace became the chosen metaphor of the libertarian and countercultural strains of the early internet. A ...

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