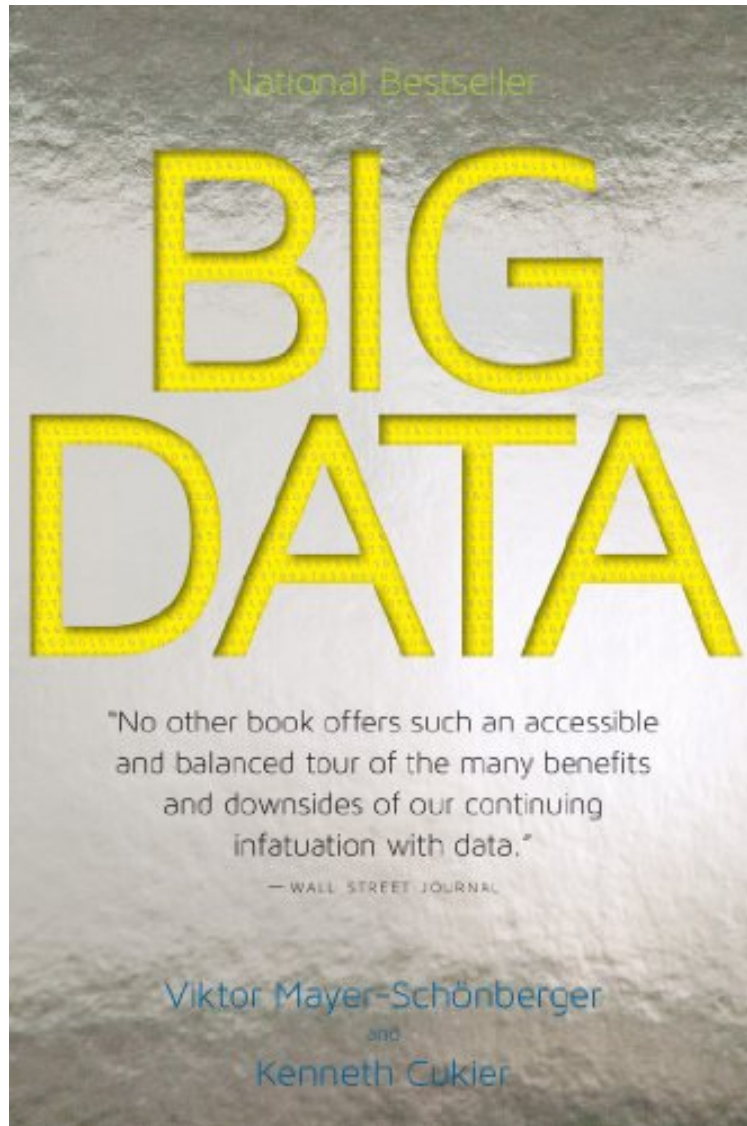


[Library ebook] Big Data: A Revolution That Will Transform How We Live, Work, and Think

Big Data: A Revolution That Will Transform How We Live, Work, and Think

Viktor Mayer-Schönberger, Kenneth Cukier
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Viktor Mayer-Schönberger, Kenneth Cukier : Big Data: A Revolution That Will Transform How We Live, Work, and Think before purchasing it in order to gauge whether or not it would be worth my time, and all praised Big Data: A Revolution That Will Transform How We Live, Work, and Think:

0 of 0 people found the following review helpful. The author clearly has a great deal of insight as to how data has been ...By JimThe author clearly has a great deal of insight as to how data has been viewed in the past. He also generally brings into focus for a lay person how data will be managed, handled and used in the future. At that level the book is

pretty interesting. At a different level, one of readability and holding one's interest, I found the book to less compelling. The author makes a point and then repeats and repeats the same point across several chapters.....ok, I get it. The text feels a bit like a lecture in places which doesn't help the readability. If you have a specific interest in the whole concept of 'big data' this book is worth wading into but it may be some slow sledding from time to time. 1 of 1 people found the following review helpful. Read it Gain a View from the Captain's Deck of YOUR Sea of Cursor ClicksBy Ken PulvinoBig Data should be read by anyone who clicks on a screen, moves a mouse or carries a smartphone. Yes, that means basically everyone. Why? Because our lives are being dissected and managed with a level of intrusion and manipulation that even an old corporate DB data vet like myself (I was online to IBM's central systems in NY from my PC at home in Arlington, TX, in 1984) finds frightening. The book offers a scary overview into how your data and my data gets gobbled up, warehoused, sold and resold in a way that it is very unlikely each of us will be allowed any privacy that can be honestly protected. There are good and bad elements of this tidal wave. It could help put out fires in many areas of our lives - medical treatments, urban planning, marketing effectiveness, quality of life, etc. - while at the same time drowning us all at the bottom of a world where the root purpose of our lives is not as important as what is "trending" on Twitter. Unfortunately, the solutions proposed by the authors to protect us as a countervailing force ("human agency") against this threat in response to the data tsunami fall far short of a reliable answer. When you read about their self-policing recommendation to be ushered in by the data accumulators and industry experts with integrity, please go ahead and super impose over that hype the previously glossy image of firms like Arthur Anderson (mother ship to Accenture) that were supposed to be watchdogs responsible for detecting and exposing accounting malfeasance but now are dead and gone at the bottom of the cesspool of professional crooks. The most troubling aspect of the book's scan of the global data landscape lies in giving credence to "correlation" over "causation." What this boils down to saying to the general public, "We're throwing away the compass used by Western Civilization for a couple of thousand years and forgetting true North. The way of the future is better decided by being able to predict which way the wind blows." (My quote). This path of expediency arises boldly as the final recommendation with a naive promise that society will then use the predictions to correct problems that bedevil us now because we mere humans are too silly (pandering to dull-witted conclusions characterized in examples from old BB coaches in the movie Moneyball) and wasting time trying to determine ultimate root causes. The data will show us what we cannot figure out. Let me contrast with that viewpoint an example of why causation still reigns supreme over the latent power of "N=all" data bases. If numbers were the ultimate answer to solving problems rather than root cause analysis why is it that the USA has not solved the "benign neglect" collateral damage of our national welfare system that Sen. Daniel Patrick Moynihan warned the country about in 1969 as tech wonk in DC? We have more than enough data to verify his warning being prescient in the over 40 year backwash of statistics chronicling the break down of black family structures. Still, the data is not correcting outcomes like the 70% of black children born without a father in the family. BIG DATA won't slow down the wave of problems eroding our cultural shores unless we, as people, deal with the root causes honestly and forcefully. We should all be aware of how BIG DATA could end up being a surfer's guide to staying ahead of the waves until everything crashes into the rocky shore awaiting us. Understand and confront it now, if we can. 0 of 0 people found the following review helpful. good stories but too much hypeBy Jeffrey HartThe main problem with this book is how it treats the relationship between theory and empirical research. The authors argue that the use of big data is different from that of small data (?) or sampled data in that there is no need for theories or hypotheses since one is operating on a universe instead of a sample. Drilling down is easier and more informative. Etc. But clearly the only way to interpret any kind of data is against a theory about what matters and why. The authors point out the differences between correlation and causation, but this comes near the end of the book after much foolishness about the advantages of big data. The best part of the book is about what companies and governments are doing with big data and how that might be a bit of a problem from the perspective of privacy and civil liberties. One factoid that I found interesting was that Google used text data from the scanning of library books to improve its translation software. There was a good discussion of the use of online search behavior for tracking potential epidemics. Also an interesting story about how the city of New York was able to use big data to predict manhole cover explosions. In the end, though, this book is really just a part of the general hype about big data and not a serious contribution to the larger discussion that is still emerging.

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics,

education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. *Big Data* is the first big book about the next big thing.

.com Exclusive: QA with Kenneth Cukier and Viktor Mayer-Schonberger