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[AU PHOTO] VIKTOR MAYER-SCHONBERGER is Professor of Internet Governance and Regulation at the Oxford Internet Institute, Oxford University. A widely recognized authority on big data, he is the author of over a hundred articles and eight books, of which the most recent is Delete: The Virtue of Forgetting in the Digital Age.

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Mayer-Sch ö nberger's research focuses on the role of information in the networked economy. Among other things, he has been studying data privacy, governance in virtual worlds, law and entrepreneurship, e-government, and (more recently) big data. He has been advocating a right to be forgotten in the form of expiration dates on personal information.

Viktor Mayer-Sch ö nberger - Wikipedia
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Viktor Mayer-Sch ö nberger y Kenneth Cukier
He has published eleven books, including the international bestseller “ Big Data ” (HMH, co-authored with Kenneth Cukier, translated into more than 20 languages), “ Learning with Big Data ” (HMH, co-authored with Kenneth Cukier) and the awards-winning “ Delete: The Virtue of Forgetting in the Digital Age ” with Princeton University Press (also available in multiple languages).

OII | Professor Viktor Mayer-Sch ö nberger — Oxford Internet ...
The chapter entitled “ More ” (chapter 2) explains how big data is defined by collecting as much data as possible, and at times “ all ” of it. The authors argue that new technologies will allow data scientists to passively collect, store, and analyze much more data in real time.

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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. www.big-data-book.com

New and expanded edition. An International Bestseller - Over One Million Copies Sold! Shortlisted for the Financial Times/Goldman Sachs Business Book of the Year Award. Since Aristotle, we have fought to understand the causes behind everything. But this ideology is fading. In the age of big data, we can crunch an incomprehensible amount of information, providing us with invaluable insights about the what rather than the why. We're just starting to reap the benefits: tracking vital signs to foresee deadly infections, predicting building fires, anticipating the best moment to buy a plane ticket, seeing inflation in real time and monitoring social media in order to identify trends. But there is a dark side to big data. Will it be machines, rather than people, that make the decisions? How do you regulate an algorithm? What will happen to privacy? Will individuals be punished for acts they have yet to commit? In this groundbreaking and fascinating book, two of the world's most-respected data experts reveal the reality of a big data world and outline clear and actionable steps that will equip the reader with the tools needed for this next phase of human evolution.

From the New York Times bestselling author of Big Data, a prediction for how data will revolutionize the market economy and make cash, banks, and big companies obsolete In modern history, the story of capitalism has been a story of firms and financiers. That's all going to change thanks to the Big Data revolution. As Viktor Mayer-Sch ö nberger, bestselling author of Big Data, and Thomas Ramge, who writes for The Economist, show, data is replacing money as the driver of market behavior. Big finance and big companies will be replaced by small groups and individual actors who make markets instead of making things: think Uber instead of Ford, or Airbnb instead of Hyatt. This is the dawn of the era of data capitalism. Will it be an age of prosperity or of calamity? This book provides the indispensable roadmap for securing a better future.

Explores the idea of big data, which refers to our new found ability to crunch vast amounts of information, analyze it instantly, and draw profound and surprising conclusions from it.

“ Cukier and his co-authors have a more ambitious project than Kahneman and Harari. They don ’ t want to just point out how powerfully we are influenced by our perspectives and prejudices—our frames. They want to show us that these frames are tools, and that we can optimise their use. ” —Forbes From pandemics to populism, AI to ISIS, wealth inequity to climate change, humanity faces unprecedented challenges that threaten our very existence. The essential tool that will enable humanity to find the best way foward is defined in Framers by internationally renowned authors Kenneth Cukier, Viktor Mayer-Sch ö nberger, and Francis de V é ricourt. To frame is to make a mental model that enables us to make sense of new situations. Frames guide the decisions we make and the results we attain. People have long focused on traits like memory and reasoning, leaving framing all but ignored. But with computers becoming better at some of those cognitive tasks, framing stands out as a critical function—and only humans can do it. This book is the first guide to mastering this human ability. Illustrating their case with compelling examples and the latest research, authors Cukier, Mayer-Sch ö nberger, and de V é ricourt examine: · Why advice to “ think outside the box ” is useless · How Spotify beat Apple by reframing music as an experience · How the #MeToo twitter hashtag reframed the perception of sexual assault · The disaster of framing Covid-19 as equivalent to seasonal flu, and how framing it akin to SARS delivered New Zealand from the pandemic Framers shows how framing is not just a way to improve how we make decisions in the era of algorithms—but why it will be a matter of survival for humanity in a time of societal upheaval and machine prosperity.

A powerful and urgent call to action: to improve our lives and our societies, we must demand open access to data for all. Information is power, and the time is now for digital liberation. Access Rules mounts a strong and hopeful argument for how informational tools at present in the hands of a few could instead become empowering machines for everyone. By forcing data-hoarding companies to open access to their data, we can reinvigorate both our economy and our society. Authors Viktor Mayer-Sch ö nberger and Thomas Ramge contend that if we disrupt monopoly power and create a level playing field, digital innovations can emerge to benefit us all. Over the past twenty years, Big Tech has managed to centralize the most relevant data on their servers, as data has become the most important raw material for innovation. However, dominant oligopolists like Facebook, Amazon, and Google, in contrast with their reputation as digital pioneers, are actually slowing down innovation and progress by withholding data for the benefit of their shareholders--at the expense of customers, the economy, and society. As Access Rules compellingly argues, ultimately it is up to us to force information giants, wherever they are located, to open their treasure troves of data to others. In order for us to limit global warming, contain a virus like COVID-19, or successfully fight poverty, everyone--including citizens and scientists, start-ups and established companies, as well as the public sector and NGOs--must have access to data. When everyone has access to the informational riches of the data age, the nature of digital power will change. Information technology will find its way back to its original purpose: empowering all of us to use information so we can thrive as individuals and as societies.

The year's finest writing on mathematics from around the world This annual anthology brings together the year's finest mathematics writing from around the world. Featuring promising new voices alongside some of the foremost names in the field, The Best Writing on Mathematics 2014 makes available to a wide audience many articles not easily found anywhere else—and you don ’ t need to be a mathematician to enjoy them. These writings offer surprising insights into the nature, meaning, and practice of mathematics today. They delve into the history, philosophy, teaching, and everyday occurrences of math, and take readers behind the scenes of today ’ s hottest mathematical debates. Here John Conway presents examples of arithmetical statements that are almost certainly true but likely unprovable; Carlo S é quin explores, compares, and illustrates distinct types of one-sided surfaces known as Klein bottles; Keith Devlin asks what makes a video game good for learning mathematics and shows why many games fall short of that goal; Jordan Ellenberg reports on a recent breakthrough in the study of prime numbers; Stephen Pollard argues that mathematical practice, thinking, and experience transcend the utilitarian value of mathematics; and much, much more. In addition to presenting the year ’ s most memorable writings on mathematics, this must-have anthology includes an introduction by editor Mircea Pitici. This book belongs on the shelf of anyone interested in where math has taken us—and where it is headed.

The hazards of perfect memory in the digital age Delete looks at the surprising phenomenon of perfect remembering in the digital age, and reveals why we must reintroduce our capacity to forget. Digital technology empowers us as never before, yet it has unforeseen consequences as well. Potentially humiliating content on Facebook is enshrined in cyberspace for future employers to see. Google remembers everything we've searched for and when. The digital realm remembers what is sometimes better forgotten, and this has profound implications for us all. In Delete, Viktor Mayer-Sch ö nberger traces the important role that forgetting has played throughout human history, from the ability to make sound decisions unencumbered by the past to the possibility of second chances. The written word made it possible for humans to remember across generations and time, yet now digital technology and global networks are overriding our natural ability to forget—the past is ever present, ready to be called up at the click of a mouse. Mayer-Sch ö nberger examines the technology that's facilitating the end of forgetting—digitization, cheap storage and easy retrieval, global access, and increasingly powerful software—and describes the dangers of everlasting digital memory, whether it's outdated information taken out of context or compromising photos the Web won't let us forget. He explains why information privacy rights and other fixes can't help us, and proposes an ingeniously simple solution—expiration dates on information—that may. Delete is an eye-opening book that will help us remember how to forget in the digital age.

Exploit the power and potential of Big Data to revolutionizebusiness outcomes Big Data Revolution is a guide to improving performance,making better decisions, and transforming business through theeffective use of Big Data. In this collaborative work by an IBMVice President of Big Data Products and an Oxford Research Fellow,this book presents inside stories that demonstrate the power andpotential of Big Data within the business realm. Readers are guidedthrough tried-and-true methodologies for getting more out of data,and using it to the utmost advantage. This book describes the majortrends emerging in the field, the pitfalls and triumphs beingexperienced, and the many considerations surrounding Big Data, allwhile guiding readers toward better decision making from theperspective of a data scientist. Companies are generating data faster than ever before, andmanaging that data has become a major challenge. With the rightstrategy, Big Data can be a powerful tool for creating effectivebusiness solutions – but deep understanding is key whenapplying it to individual business needs. Big DataRevolution provides the insight executives need to incorporateBig Data into a better business strategy, improving outcomes withinnovation and efficient use of technology. Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizationalperformance Make more informed decisions with quantifiable results In an information society, it is becoming increasingly importantto make sense of data in an economically viable way. It can drivenew revenue streams and give companies a competitive advantage,providing a way forward for businesses navigating an increasinglycomplex marketplace. Big Data Revolution provides expertinsight on the tool that can revolutionize industries.

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