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**Big Data**-Timandra Harkness 2016-06 What is Big Data, and why should you care? This book tells you everything you need to know (and plenty of stuff you don't)

**Thinking Big Data in Geography**-Jim Thatcher 2018-04 Thinking Big Data in Geography offers a practical state-of-the-field overview of big data as both a means and an object of research, with essays from prominent and emerging scholars such as Rob Kitchin, Renee Sieber, and Mark Graham. Part 1 explores how the advent of geoweb technologies and big data sets has influenced some of geography’s major subdisciplines: urban politics and political economy, human-environment interactions, and geographic information sciences. Part 2 addresses how the geographic study of big data has implications for other disciplinary fields, notably the digital humanities and the study of social justice. The volume concludes with theoretical applications of the geoweb and big data as they pertain to society as a whole, examining the ways in which user-generated data come into the world and are complicit in its unfolding. The contributors raise caution regarding the use of spatial big data, citing issues of accuracy, surveillance, and privacy.

**Big Data Mining for Climate Change**-Zhihua Zhang 2019-12 Big Data Mining for Climate Change addresses how to manage the vast amount of information available for analysis. Climate change and its environmental, economic and social consequences are widely recognized as the biggest, most interconnected problem facing humanity. There is a huge amount of potential information currently available...and it is growing exponentially. This book walks through the latest research and how to navigate the resources available using big data applications. It is appropriate for scientists and advanced students studying climate change from a number of disciplines, including the atmospheric sciences, oceanic sciences, geography, environment sciences, ecology, energy, economics, engineering and public policy. Provides a step-by-step guide for applying big data mining tools to climate and environmental research Presents a comprehensive review of theory and algorithms of big data mining for climate change Includes current research in climate and environmental science as it relates to using big data algorithms

**Data Science and Big Data Analytics**-EMC Education Services 2015-01-27 Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available at [www.wiley.com/go/9781118876138](http://www.wiley.com/go/9781118876138). Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

**Performance Dashboards**-Wayne W. Eckerson 2005-10-27 Tips, techniques, and trends on how to use dashboard technology to optimize business performance Business performance management is a hot new management disciplinethat delivers tremendous value when supported by informationtechnology. Through case studies and industry research, this bookshows how leading companies are using performance dashboards toexecute strategy, optimize business processes, and improveperformance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for TheData Warehousing Institute (TDWI), the leading association ofbusiness intelligence and data warehousing professionals worldwidethat provide high-quality, in-depth education, training, andresearch. He is a columnist for SearchCIO.com, DM Review,Application Development Trends, the Business Intelligence Journal,and TDWI Case Studies & Solution.

**Big Data**-Viktor Mayer-Schönberger 2013-03-05 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](http://www.big-data-book.com)

**Big Data on Real-World Applications**-Sebastian Ventura Soto 2016-07-20 As technology advances, high volumes of valuable data are generated day by day in modern organizations. The management of such huge volumes of data has become a priority in these organizations, requiring new techniques for data management and data analysis in Big Data environments. These environments encompass many different fields including medicine, education data, and recommender systems. The aim of this book is to provide the reader with a variety of fields and systems where the analysis and management of Big Data are essential. This book describes the importance of the Big Data era and how existing information systems are required to be adapted to face up the problems derived from the management of massive datasets.

**Ethics of Big Data**-Kord Davis 2012-09-13 What are your organization’s policies for generating and using huge datasets full of personal information? This book examines ethical questions raised by the big data phenomenon, and explains why enterprises need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you’ll learn how to align your actions with explicit company values and preserve the trust of customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values Express coherent and consistent positions on your organization’s use of big data Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time Maintain a balance between the benefits of innovation and the risks of unintended consequences

**Big Data, Crime and Social Control**-Ales Završnik 2019-02-04 From predictive policing to self-surveillance to private security, the potential uses to of big data in

crime control pose serious legal and ethical challenges relating to privacy, discrimination, and the presumption of innocence. The book is about the impacts of the use of big data analytics on social and crime control and on fundamental liberties. Drawing on research from Europe and the US, this book identifies the various ways in which law and ethics intersect with the application of big data in social and crime control, considers potential challenges to human rights and democracy and recommends regulatory solutions and best practice. This book focuses on changes in knowledge production and the manifold sites of contemporary surveillance, ranging from self-surveillance to corporate and state surveillance. It tackles the implications of big data and predictive algorithmic analytics for social justice, social equality, and social power: concepts at the very core of crime and social control. This book will be of interest to scholars and students of criminology, sociology, politics and socio-legal studies. ial control. This book will be of interest to scholars and students of criminology, sociology, politics and socio-legal studies.

**Big Data Analytics**-Venkat Ankam 2016-09-28 A handy reference guide for data analysts and data scientists to help to obtain value from big data analytics using Spark on Hadoop clusters About This Book This book is based on the latest 2.0 version of Apache Spark and 2.7 version of Hadoop integrated with most commonly used tools. Learn all Spark stack components including latest topics such as DataFrames, DataSets, GraphFrames, Structured Streaming, DataFrame based ML Pipelines and SparkR. Integrations with frameworks such as HDFS, YARN and tools such as Jupyter, Zeppelin, NiFi, Mahout, HBase Spark Connector, GraphFrames, H2O and Hivemall. Who This Book Is For Though this book is primarily aimed at data analysts and data scientists, it will also help architects, programmers, and practitioners. Knowledge of either Spark or Hadoop would be beneficial. It is assumed that you have basic programming background in Scala, Python, SQL, or R programming with basic Linux experience. Working experience within big data environments is not mandatory. What You Will Learn Find out and implement the tools and techniques of big data analytics using Spark on Hadoop clusters with wide variety of tools used with Spark and Hadoop Understand all the Hadoop and Spark ecosystem components Get to know all the Spark components: Spark Core, Spark SQL, DataFrames, DataSets, Conventional and Structured Streaming, MLLib, ML Pipelines and Graphx See batch and real-time data analytics using Spark Core, Spark SQL, and Conventional and Structured Streaming Get to grips with data science and machine learning using MLLib, ML Pipelines, H2O, Hivemall, Graphx, SparkR and Hivemall. In Detail Big Data Analytics book aims at providing the fundamentals of Apache Spark and Hadoop. All Spark components - Spark Core, Spark SQL, DataFrames, Data sets, Conventional Streaming, Structured Streaming, MLib, Graphx and Hadoop core components - HDFS, MapReduce and Yarn are explored in greater depth with implementation examples on Spark + Hadoop clusters. It is moving away from MapReduce to Spark. So, advantages of Spark over MapReduce are explained at great depth to reap benefits of in-memory speeds. DataFrames API, Data Sources API and new Data set API are explained for building Big Data analytical applications. Real-time data analytics using Spark Streaming with Apache Kafka and HBase is covered to help building streaming applications. New Structured streaming concept is explained with an IOT (Internet of Things) use case. Machine learning techniques are covered using MLLib, ML Pipelines and SparkR and Graph Analytics are covered with GraphX and GraphFrames components of Spark. Readers will also get an opportunity to get started with web based notebooks such as Jupyter, Apache Zeppelin and data flow tool Apache NiFi to analyze and visualize data. Style and approach This step-by-step pragmatic guide will make life easy no matter what your level of experience. You will deep dive into Apache Spark on Hadoop clusters through ample exciting real-life examples. Practical tutorial explains data science in simple terms to help programmers and data analysts get started with Data Science

**The Big R-Book**-Philippe J. S. De Brouwer 2020-11-10 Introduces professionals and scientists to statistics and machine learning using the programming language R Written by and for practitioners, this book provides an overall introduction to R, focusing on tools and methods commonly used in data science, and placing emphasis on practice and business use. It covers a wide range of topics in a single volume, including big data, databases, statistical machine learning, data wrangling, data visualization, and the reporting of results. The topics covered are all important for someone with a science/math background that is looking to quickly learn several practical technologies to enter or transition to the growing field of data science. The Big R-Book for Professionals: From Data Science to Learning Machines and Reporting with R includes nine parts, starting with an introduction to the subject and followed by an overview of R and elements of statistics. The third part revolves around data, while the fourth focuses on data wrangling. Part 5 teaches readers about exploring data. In Part 6 we learn to build models, Part 7 introduces the reader to the reality in companies, Part 8 covers reports and interactive applications and finally Part 9 introduces the reader to big data and performance computing. It also includes some helpful appendices. Provides a practical guide for non-experts with a focus on business users Contains a unique combination of topics including an introduction to R, machine learning, mathematical models, data wrangling, and reporting Uses a practical tone and integrates multiple topics in a coherent framework Demystifies the hype around machine learning and AI by enabling readers to understand the provided models and program them in R Shows readers how to visualize results in static and interactive reports Supplementary materials includes PDF slides based on the book’s content, as well as all the extracted R-code and is available to everyone on a Wiley Book Companion Site The Big R-Book is an excellent guide for science technology, engineering, or mathematics students who wish to make a successful transition from the academic world to the professional. It will also appeal to all young data scientists, quantitative analysts, and analytics professionals, as well as those who make mathematical models.

**A Joosr Guide to ... Big Data by Timandra Harkness**-Joosr 2016

**Size Doesn't Matter**-Jeff Shavitz 2015-08-07 Are you ready to profit NOW from the small business boom? In Size Doesn't Matter: Why Small Business Is Big Business, serial entrepreneur Jeff Shavitz encourages you to do so - but only if you're cut out for it. To help you make the leap (and to succeed once you do), Jeff details his personal and professional experiences, observations, challenges, and rewards in operating small businesses. After having paid his corporate dues as an investment banker at Lehman Brothers in the 1980s, Jeff started and sold three companies, making him an expert with real-life experience on entrepreneurship. Now it's his passion to help his fellow small business owners navigate their careers through the turbulent and exciting times that come along with the much-coveted position of being the one in charge ... of everything. From successfully growing your business from start-up to enjoying the benefits of being cash-flow positive to ultimately planning your exit strategy, Jeff shares his advice with insight, empathy, and a healthy dose of humility. Size Doesn't Matter will be your coach and confidant as you reflect upon your own journey in the world of small business. Learn from Jeff, relate to him, feel for him and laugh with and at him, as you enjoy and benefit from his words of wisdom.

**The Behavioral and Social Sciences**-National Research Council 1988-02-01 This volume explores the scientific frontiers and leading edges of research across the fields of anthropology, economics, political science, psychology, sociology, history, business, education, geography, law, and psychiatry, as well as the newer, more specialized areas of artificial intelligence, child development, cognitive science, communications, demography, linguistics, and management and decision science. It includes recommendations concerning new resources, facilities, and programs that may be needed over the next several years to ensure rapid progress and provide a high level of returns to basic research.

**Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data**-Paul Zikopoulos 2011-10-22 Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining characteristics of Big

Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

**Small Wars, Big Data**-Eli Berman 2020-07-14 How a new understanding of warfare can help the military fight today's conflicts more effectively The way wars are fought has changed starkly over the past sixty years. International military campaigns used to play out between armies at central fronts. Today's conflicts find major powers facing rebel insurgencies deploying elusive methods, from improvised explosives to terrorist attacks. Presenting a transformative understanding of these contemporary confrontations, Small Wars, Big Data shows that a revolution in the study of conflict yields new insights into terrorism, civil wars, and foreign interventions. Modern warfare is not about struggles over territory but over people; civilians—and the information they might provide—can turn the tide at critical junctures. Drawing lessons from conflicts in locations around the world, Small Wars, Big Data provides groundbreaking perspectives for how small wars can be better strategized and favorably won.

**Big Data Governance and Perspectives in Knowledge Management**-Strydom, Sheryl Kruger 2018-11-16 The world is witnessing the growth of a global movement facilitated by technology and social media. Fueled by information, this movement contains enormous potential to create more accountable, efficient, responsive, and effective governments and businesses, as well as spurring economic growth. Big Data Governance and Perspectives in Knowledge Management is a collection of innovative research on the methods and applications of applying robust processes around data, and aligning organizations and skillsets around those processes. Highlighting a range of topics including data analytics, prediction analysis, and software development, this book is ideally designed for academicians, researchers, information science professionals, software developers, computer engineers, graduate-level computer science students, policymakers, and managers seeking current research on the convergence of big data and information governance as two major trends in information management.

**Big Data, Big Analytics**-Michael Minelli 2013-01-22 Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

**The Rise of Big Data Policing**-Andrew G. Ferguson 2017-10-03 Winner, 2018 Law & Legal Studies PROSE Award The consequences of big data and algorithm-driven policing and its impact on law enforcement In a high-tech command center in downtown Los Angeles, a digital map lights up with 911 calls, television monitors track breaking news stories, surveillance cameras sweep the streets, and rows of networked computers link analysts and police officers to a wealth of law enforcement intelligence. This is just a glimpse into a future where software predicts future crimes, algorithms generate virtual “most-wanted” lists, and databanks collect personal and biometric information. The Rise of Big Data Policing introduces the cutting-edge technology that is changing how the police do their jobs and shows why it is more important than ever that citizens understand the far-reaching consequences of big data surveillance as a law enforcement tool. Andrew Guthrie Ferguson reveals how these new technologies —viewed as race-neutral and objective—have been eagerly adopted by police departments hoping to distance themselves from claims of racial bias and unconstitutional practices. After a series of high-profile police shootings and federal investigations into systemic police misconduct, and in an era of law enforcement budget cutbacks, data-driven policing has been billed as a way to “turn the page” on racial bias. But behind the data are real people, and difficult questions remain about racial discrimination and the potential to distort constitutional protections. In this first book on big data policing, Ferguson offers an examination of how new technologies will alter the who, where, when and how we police. These new technologies also offer data-driven methods to improve police accountability and to remedy the underlying socio-economic risk factors that encourage crime. The Rise of Big Data Policing is a must read for anyone concerned with how technology will revolutionize law enforcement and its potential threat to the security, privacy, and constitutional rights of citizens. Read an excerpt and interview with Andrew Guthrie Ferguson in The Economist.

**Too Big to Ignore**-Phil Simon 2015-11-02 Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

**Computational and Statistical Methods for Analysing Big Data with Applications**-Shen Liu 2015-11-20 Due to the scale and complexity of data sets currently being collected in areas such as health, transportation, environmental science, engineering, information technology, business and finance, modern quantitative analysts are seeking improved and appropriate computational and statistical methods to explore, model and draw inferences from big data. This book aims to introduce suitable approaches for such endeavours, providing applications and case studies for the purpose of demonstration. Computational and Statistical Methods for Analysing Big Data with Applications starts with an overview of the era of big data. It then goes onto explain the computational and statistical methods which have been commonly applied in the big data revolution. For each of these methods, an example is provided as a guide to its application. Five case studies are presented next, focusing on computer vision with massive training data, spatial data analysis, advanced experimental design methods for big data, big data in clinical medicine, and analysing data collected from mobile devices, respectively. The book concludes with some final thoughts and suggested areas for future research in big data. Advanced computational and statistical methodologies for analysing big data are developed Experimental design methodologies are described and implemented to make the analysis of big data more computationally tractable Case studies are discussed to demonstrate the implementation of the developed methods Five high-impact areas of application are studied: computer vision, geosciences, commerce, healthcare and transportation Computing code/programs are provided where appropriate

**New Horizons for a Data-Driven Economy**-José María Cavanillas 2016-04-04 In this book readers will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and

requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured in four parts: Part I “The Big Data Opportunity” explores the value potential of big data with a particular focus on the European context. It also describes the legal, business and social dimensions that need to be addressed, and briefly introduces the European Commission’s BIG project. Part II “The Big Data Value Chain” details the complete big data lifecycle from a technical point of view, ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III “Usage and Exploitation of Big Data” illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy, media and public services. Finally, Part IV “A Roadmap for Big Data Research” identifies and prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to this challenging technological context that is becoming the major axis of the new digitally transformed business environment.

**Practical Data Science for Information Professionals**-David Stuart 2020-07-24 Practical Data Science for Information Professionals provides an accessible introduction to a potentially complex field, providing readers with an overview of data science and a framework for its application. It provides detailed examples and analysis on real data sets to explore the basics of the subject in three principle areas: clustering and social network analysis; predictions and forecasts; and text analysis and mining. As well as highlighting a wealth of user-friendly data science tools, the book also includes some example code in two of the most popular programming languages (R and Python) to demonstrate the ease with which the information professional can move beyond the graphical user interface and achieve significant analysis with just a few lines of code. After reading, readers will understand: · the growing importance of data science · the role of the information professional in data science · some of the most important tools and methods that information professionals can use. Bringing together the growing importance of data science and the increasing role of information professionals in the management and use of data, Practical Data Science for Information Professionals will provide a practical introduction to the topic specifically designed for the information community. It will appeal to librarians and information professionals all around the world, from large academic libraries to small research libraries. By focusing on the application of open source software, it aims to reduce barriers for readers to use the lessons learned within.

**Authorship Attribution**-Patrick Juola 2008 Authorship Attribution surveys the history and present state of the discipline, presenting some comparative results where available. It also provides a theoretical and empirically-tested basis for further work. Many modern techniques are described and evaluated, along with some insights for application for novices and experts alike.

**Everybody Lies**-Seth Stephens-Davidowitz 2017-05-09 Foreword by Steven Pinker Blending the informed analysis of The Signal and the Noise with the instructive iconoclasm of Think Like a Freak, a fascinating, illuminating, and witty look at what the vast amounts of information now instantly available to us reveals about ourselves and our world—provided we ask the right questions. By the end of an average day in the early twenty-first century, human beings searching the internet will amass eight trillion gigabytes of data. This staggering amount of information—unprecedented in history—can tell us a great deal about who we are—the fears, desires, and behaviors that drive us, and the conscious and unconscious decisions we make. From the profound to the mundane, we can gain astonishing knowledge about the human psyche that less than twenty years ago, seemed unfathomable. Everybody Lies offers fascinating, surprising, and sometimes laugh-out-loud insights into everything from economics to ethics to sports to race to sex, gender and more, all drawn from the world of big data. What percentage of white voters didn’t vote for Barack Obama because he’s black? Does where you go to school effect how successful you are in life? Do parents secretly favor boy children over girls? Do violent films affect the crime rate? Can you beat the stock market? How regularly do we lie about our sex lives and who’s more self-conscious about sex, men or women? Investigating these questions and a host of others, Seth Stephens-Davidowitz offers revelations that can help us understand ourselves and our lives better. Drawing on studies and experiments on how we really live and think, he demonstrates in fascinating and often funny ways the extent to which all the world is indeed a lab. With conclusions ranging from strange-but-true to thought-provoking to disturbing, he explores the power of this digital truth serum and its deeper potential—revealing biases deeply embedded within us, information we can use to change our culture, and the questions we’re afraid to ask that might be essential to our health—both emotional and physical. All of us are touched by big data everyday, and its influence is multiplying. Everybody Lies challenges us to think differently about how we see it and the world.

**Big Data**- 2011

**Big Data in Organizations and the Role of Human Resource Management**-Tobias M. Scholz 2017 Big data are changing the way we work. This book conveys a theoretical understanding of big data and the related interactions on a socio-technological level as well as on the organizational level. Big data challenge the human resource department to take a new role. An organization's new competitive advantage is its employees augmented by big data.

**Mining of Massive Datasets**-Jure Leskovec 2014-11-13 Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

**The Enterprise Big Data Lake**-Alex Gorelik 2019-02-21 Enterprises are experimenting with using Hadoop to build Big Data Lakes, but many projects are stalling or failing because the approaches that worked at Internet companies have to be adopted for the enterprise. This practical handbook guides managers and IT professionals from the initial research and decision-making process through planning, choosing products, and implementing, maintaining, and governing the modern data lake. You'll explore various approaches to starting and growing a Data Lake, including Data Warehouse off-loading, analytical sandboxes, and "Data Puddles." Author Alex Gorelik shows you methods for setting up different tiers of data, from raw untreated landing areas to carefully managed and summarized data. You'll learn how to enable self-service to help users find, understand, and provision data; how to provide different interfaces to users with different skill levels; and how to do all of that in compliance with enterprise data governance policies.

**It's Not the Size of the Data -- It's How You Use It**-Koen Pauwels 2014-03-26 Did you know that your business already has the world’s greatest information-tracking team working tirelessly for you 24/7 to gather all the info you could possibly need to find your next customers? Between brand tracking, CRM programs, and online behavior tracking, as well as the always-dependable trade shows and satisfaction studies, mounds of marketing metrics are being generated for you across various touchpoints and channels. The numbers available to you are mind-blowing--but the amount itself can be mind-numbing. Where can one begin to filter through it all to find what is most beneficial for their company?Locked in the vast quantity of information are accurate, data-driven answers to every marketing question--and analytic dashboards are the key to finding it all. In It’s Not the Size of the Data--It’s How You Use It, marketing expert Koen Pauwels introduces readers to these transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. He then supplies a simple yet rigorous methodology that explains step by step how to:• Gain crucial IT support • Build a rock-solid database • Select key leading performance indicators • Design the optimal dashboard layout • Use marketing analytics to improve decisions and reap rewardsThere is simply too much customer-produced information out there today for marketing teams to go with gut decisions or the same old standbys. Dashboard analytics will bring scientific precision and insight to the marketing efforts of any size organization, in any industry, and turn this eye-popping data into a specific plan of attack.

**Big Data in Astronomy**-Chris Broekema 2020-06-13 Big Data in Radio Astronomy: Scientific Data Processing for Advanced Radio Telescopes provides the latest

research developments in big data methods and techniques for radio astronomy. Providing examples from such projects as the Square Kilometer Array (SKA), the world's largest radio telescope that generates over an Exabyte of data every day, the book offers solutions for coping with the challenges and opportunities presented by the exponential growth of astronomical data. Presenting state-of-the-art results and research, this book is a timely reference for both practitioners and researchers working in radio astronomy, as well as students looking for a basic understanding of big data in astronomy. Bridges the gap between radio astronomy and computer science Includes coverage of the observation lifecycle as well as data collection, processing and analysis Presents state-of-the-art research and techniques in big data related to radio astronomy Utilizes real-world examples, such as Square Kilometer Array (SKA) and Five-hundred-meter Aperture Spherical radio Telescope (FAST)

**Practical Statistics for Data Scientists**-Peter Bruce 2017-05-10 Statistical methods are a key part of data science, yet very few data scientists have any formal statistics training. Courses and books on basic statistics rarely cover the topic from a data science perspective. This practical guide explains how to apply various statistical methods to data science, tells you how to avoid their misuse, and gives you advice on what's important and what's not. Many data science resources incorporate statistical methods but lack a deeper statistical perspective. If you're familiar with the R programming language, and have some exposure to statistics, this quick reference bridges the gap in an accessible, readable format. With this book, you'll learn: Why exploratory data analysis is a key preliminary step in data science How random sampling can reduce bias and yield a higher quality dataset, even with big data How the principles of experimental design yield definitive answers to questions How to use regression to estimate outcomes and detect anomalies Key classification techniques for predicting which categories a record belongs to Statistical machine learning methods that "learn" from data Unsupervised learning methods for extracting meaning from unlabeled data

**Algorithmic Life**-Louise Amoore 2015-12-22 This book critically explores forms and techniques of calculation that emerge with digital computation, and their implications. The contributors demonstrate that digital calculative devices matter beyond their specific functions as they progressively shape, transform and govern all areas of our life. In particular, it addresses such questions as: How does the drive to make sense of, and productively use, large amounts of diverse data, inform the development of new calculative devices, logics and techniques? How do these devices, logics and techniques affect our capacity to decide and to act? How do mundane elements of our physical and virtual existence become data to be analysed and rearranged in complex ensembles of people and things? In what ways are conventional notions of public and private, individual and population, certainty and probability, rule and exception transformed and what are the consequences? How does the search for 'hidden' connections and patterns change our understanding of social relations and associative life? Do contemporary modes of calculation produce new thresholds of calculability and computability, allowing for the improbable or the merely possible to be embraced and acted upon? As contemporary approaches to governing uncertain futures seek to anticipate future events, how are calculation and decision engaged anew? Drawing together different strands of cutting-edge research that is both theoretically sophisticated and empirically rich, this book makes an important contribution to several areas of scholarship, including the emerging social science field of software studies, and will be a vital resource for students and scholars alike.

**Big Data Governance**-Sunil Soares 2012-11-01 Written by a leading expert in the field, this account focuses on the convergence of two major trends in information management—big data and information governance—by taking a strategic approach oriented around business cases and industry imperatives. With the advent of new technologies, enterprises are expanding and handling very large volumes of data; this book, nontechnical in nature and geared toward business audiences, encourages the practice of establishing appropriate governance over big data initiatives and addresses how to manage and govern big data, highlighting the relevant processes, procedures, and policies. It teaches readers to understand how big data fits within an overall information governance program; quantify the business value of big data; apply information governance concepts such as stewardship, metadata, and organization structures to big data; appreciate the wide-ranging business benefits for various industries and job functions; sell the value of big data governance to businesses; and establish step-by-step processes to implement big data governance.

**Big Data in Practice**-Bernard Marr 2016-05-02 The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

**The Structure of Digital Computing**-Robert Grossman 2012 The Structure of Digital Computing takes a fifty year perspective on computing and discusses what is significant, what is novel, what endures, and why it is all so confusing. The book tries to balance two point of views: digital computing as viewed from a business perspective, where the focus is on marketing and selling, and digital computing from a research perspective, where the focus is on developing fundamentally new technology.

**Big Data**-Rajkumar Buyya 2016-06-07 Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To help realize Big Data's full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them. These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure, data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

**Big Data Analytics with R**-Simon Walkowiak 2016-07-29

**The Data Revolution**-Rob Kitchin 2014-08-18 "Carefully distinguishing between big data and open data, and exploring various data infrastructures, Kitchin vividly illustrates how the data landscape is rapidly changing and calls for a revolution in how we think about data." - Evelyn Ruppert, Goldsmiths, University of London "Deconstructs the hype around the 'data revolution' to carefully guide us through the histories and the futures of 'big data.' The book skilfully engages with debates from across the humanities, social sciences, and sciences in order to produce a critical account of how data are enmeshed into enormous social, economic, and political changes that are taking place." - Mark Graham, University of Oxford Traditionally, data has been a scarce commodity which, given its value, has been either jealously guarded or expensively traded. In recent years, technological developments and political lobbying have turned this position on its head. Data now flow as a deep and wide torrent, are low in cost and supported by robust infrastructures, and are increasingly open and accessible. A data revolution is underway, one that is already reshaping how knowledge is produced, business conducted, and governance enacted, as well as raising many questions concerning surveillance, privacy, security, profiling, social sorting, and intellectual property rights. In contrast to the hype and hubris of much media and business coverage, The Data Revolution provides a synoptic and critical analysis of the emerging data landscape. Accessible in style, the book provides: A synoptic overview of big data, open data and data infrastructures An introduction to thinking conceptually about data, data infrastructures, data analytics and data markets A critical discussion of the technical shortcomings and the social, political and ethical consequences of the data revolution An analysis of the implications of the data revolution to academic, business and government practices

**Business Intelligence and Big Data**-Celina M. Olszak 2020-11-18 The twenty-first century is a time of intensifying competition and progressive digitization. Individual employees, managers, and entire organizations are under increasing pressure to succeed. The questions facing us today are: What does success mean? Is success a matter of chance and luck or perhaps is success a category that can be planned and properly supported? Business Intelligence and Big Data: Drivers of Organizational Success examines how the success of an organization largely depends on the ability to anticipate and quickly respond to challenges from the market, customers, and other stakeholders. Success is also associated with the potential to process and analyze a variety of information and the means to use modern information and communication technologies (ICTs). Success also requires creative behaviors and organizational cleverness from an organization. The book discusses business intelligence (BI) and Big Data (BD) issues in the context of modern management paradigms and organizational success. It presents a theoretically and empirically grounded investigation into BI and BD application in organizations and examines such issues as: Analysis and interpretation of the essence of BI and BD Decision support Potential areas of BI and BD utilization in organizations Factors determining success with using BI and BD The role of BI and BD in value creation for organizations Identifying barriers and constraints related to BI and BD design and implementation The book presents arguments and evidence confirming that BI and BD may be a trigger for making more effective decisions, improving business processes and business performance, and creating new business. The book proposes a comprehensive framework on how to design and use BI and BD to provide organizational success.