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Big Data: A Very Short Introduction (Very Short ...
Big Data: A Very Short Introduction explains how big data works and is changing the world around us, the effect it has on our everyday lives and in the business world, and it considers the attendant security risks. Less. Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world.

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Big Data: A Very Short Introduction. by. Dawn E. Holmes. 3.74 · Rating details · 85 ratings · 4 reviews. Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially.

Big Data: A Very Short Introduction by Dawn E. Holmes
In Big Data — A very Short Introduction the author, Dawn Holmes, tries to bring some clarity and much needed top level understanding of Big Data — what it is, what makes it big, why is it...

Big Data A Very Short Introduction — Book Review | by ...
This Very Short Introduction maps out the technology, and also the range of possibilities, challenges, and ethical questions it raises. Introduces the topic of big data, drawing on the fields of statistics, probability, and computer science; Illustrates the power of big data in everyday life, and the attendant security risks

Big Data: A Very Short Introduction - Paperback - Dawn E ...
Big Data: A Very Short Introduction Dawn E. Holmes Very Short Introductions. Introduces the topic of big data, drawing on the fields of statistics, probability, and computer science; Illustrates the power of big data in everyday life, and the attendant security risks; Analyzes the special techniques required for the storage and analysis of big data

Big Data: A Very Short Introduction - Dawn E. Holmes ...
The story of how data became big starts many years before the current buzz around big data. Already seventy years ago we encounter the first attempts to quantify the growth rate in the volume of ...

A Very Short History Of Big Data - Forbes
The total amount of data in the world was 4.4 zettabytes in 2013. That is set to rise steeply to 44 zettabytes by 2020. To put that in perspective, 44 zettabytes is equivalent to 44 trillion gigabytes. Even with the most advanced technologies today, it is impossible to analyze all this data.

A Short History of Big Data | Big Data Framework
Big Data refers to this very large amount of data. Next, various sources of Big Data are examined, these include search engine data, logs, healthcare data, and sensors. Real-time analysis of Big Data allows near-immediate decisions to be made, and this is discussed in relation to autonomous cars.

Big Data: A Very Short Introduction - I Programmer
Big Data: A Very Short Introduction : Chapters 5 - 8; Conclusion: Page 2 of 2. Author: Dawn E. Holmes Publisher: Oxford University Press Pages: 125

ISBN: 978-0198779575 Print: 0198779577 Kindle: B076645GRH Audience: Everyone Rating: 4.5 Reviewer: Ian Stirk. Chapter 5 Big data and medicine. Having set the background as to what Big Data is, and ...

Big Data: A Very Short Introduction - I Programmer
This very short introduction is perfect for anyone who is a little bit baffled by the very concept of big data. Holmes introduces the subject in a format that is both concise and manageable. * Jade Taylor-Salazar, E&T Magazine * This is a very useful, concise introduction to the topic of big data.

Big Data: A Very Short Introduction : Dawn E. Holmes ...
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A Very Short History Of Data Science - Forbes
Big data : a very short introduction. [Dawn E Holmes, (Statistician)] -- "Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the ...

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It comes after the Treasury published data on public spending levels in Scotland, Wales, Northern Ireland and the nine English regions. They showed spending per head was £11,566 in Scotland, with ...

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all our social media traffic, our online shopping, even the GPS data from our cars. "Big Data" represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analyzed, and exploited by a variety of bodies from big companies to organizations concerned with disease control. Big data is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

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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

Modern statistics is very different from the dry and dusty discipline of the popular imagination. In its place is an exciting subject which uses deep theory and powerful software tools to shed light and enable understanding. And it sheds this light on all aspects of our lives, enabling astronomers to explore the origins of the universe, archaeologists to investigate ancient civilisations, governments to understand how to benefit and improve society, and businesses to learn how best to provide goods and services. Aimed at readers with no prior mathematical knowledge, this Very Short Introduction explores and explains how statistics work, and how we can decipher them. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators. Learn general methods for specifying Big Data in a way that is understandable to humans and to computers Avoid the pitfalls in Big Data design and analysis Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that apply to the acquisition, distribution and integration

of Big Data resources

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

The guide to targeting and leveraging business opportunities using big data & analytics By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics Offers the results of research and the author's personal experience in banking, retail, and government Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of statistical analysis For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities.

The applications of Artificial Intelligence lie all around us; in our homes, schools and offices, in our cinemas, in art galleries and - not least - on the Internet. The results of Artificial Intelligence have been invaluable to biologists, psychologists, and linguists in helping to understand the processes of memory, learning, and language from a fresh angle. As a concept, Artificial Intelligence has fuelled and sharpened the philosophical debates concerning the nature of the mind, intelligence, and the uniqueness of human beings. In this Very Short Introduction , Margaret A. Boden reviews the philosophical and technological challenges raised by Artificial Intelligence, considering whether programs could ever be really intelligent, creative or even conscious, and shows how the pursuit of Artificial Intelligence has helped us to appreciate how human and animal minds are possible. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Over the past sixty years, the spectacular growth of the technologies associated with the computer is visible for all to see and experience. Yet, the science underpinning this technology is less visible and little understood outside the professional computer science community. As a scientific discipline, computer science stands alongside the likes of molecular biology and cognitive science as one of the most significant new sciences of the post Second World War era. In this Very Short Introduction, Subrata Dasgupta sheds light on these lesser known areas and considers the conceptual basis of computer science. Discussing algorithms, programming, and sequential and parallel processing, he considers emerging modern ideas such as biological computing and cognitive modelling, challenging the idea of computer science as a science of the artificial. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Hone your analytic talents and become part of the next big thing Getting a Big Data Job For Dummies is the ultimate guide to landing a position in one of the fastest-growing fields in the modern economy. Learn exactly what "big data" means, why it's so important across all industries, and how you can obtain one of the most sought-after skill sets of the decade. This book walks you through the process of identifying your ideal big data job, shaping the perfect resume, and nailing the interview, all in one easy-to-read guide. Companies from all industries, including finance, technology, medicine, and defense, are harnessing massive amounts of data to reap a competitive advantage. The demand for big data professionals is growing every year, and experts forecast an estimated 1.9 million additional U.S. jobs in big data by 2015. Whether your niche is developing the technology, handling the data, or analyzing the results, turning your attention to a career in big data can lead to a more secure, more lucrative career path. Getting a Big Data Job For Dummies provides an overview of the big data career arc, and then shows you how to get your foot in the door with topics like: The education you need to succeed The range of big data career path options An overview of major big data employers A plan to develop your job-landing strategy Your analytic inclinations may be your ticket to long-lasting success. In a highly competitive job market, developing your data skills can create a situation where you pick your employer rather than the other way around. If you're ready to get in on the ground floor of the next big thing, Getting a Big Data Job For Dummies will teach you everything you need to know to get started today.