Big Data: A Revolution That Will Transform How We Live, Work, and Think,
Viktor Mayer-Schönberger and Kenneth Cukier*

1. The book in the context of what we’ve been previously been reading
   1. *What Technology Wants*, Kevin Kelly
      Entropy/Information, Complexity, Genetics and Pro-genetics, Culture, Technology
   2. *The Righteous Mind*, Jonathan Haidt
      The Elephant and the Rider, Thinking fast and Slow (Daniel Kahneman)
   3. *Flat Earth News*, Nick Davies
      Smart algorithms deliver the news – who needs journalists?
      Social Media accelerates a fundamental human need and generate tons of data

2. The subject area covered by the book
   My top 5 ‘learnings’
   1. Statistics golden rule in a new light: ‘Correlation is not Causation’
      N = All, Messy data OK, No hypothesis needed
   2. Datafication doesn’t imply Digitisation.
      Maury’s Datafication of the oceans
   3. Data Exhaust, Data re-use, Intangible Assets
      CAPTCHA and RECAPTCHA
   4. The demise of the Expert
      Money Ball, Rolls Royce, Google
   5. Propensity to act (for good or bad) Minority Report
      Dictatorship of Data

3. How well the book succeeded in its aims
   1. Overall, gives the general public a clearer view of ‘The revolution . . .’ – 4/5
   2. Pins the ideas on relevant real world examples – 4/5
   3. Laying out the policy options for politicians – 2/5
   4. Clarity of style – 4/5

4. Further info I’d like
   1. Impact on Education
   2. Impact on Healthcare
   3. Impact on Government

*Viktor Mayer-Schönberger is professor of Internet Governance and Regulation at the Oxford Internet Institute at Oxford University, and Kenneth Cukier, the Data Editor for The Economist
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<thead>
<tr>
<th>Ten things I want from a Factual Book</th>
<th>5 Good to 1 Bad</th>
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<tbody>
<tr>
<td>1. Story/Idea – does it have an interesting story or new idea to communicate, one that I can relate to?</td>
<td>5</td>
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<td>2. Readability and momentum – does it make me want to keep going/come back to it or is it always hard work?</td>
<td>4</td>
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<td>3. Clarity – is the English clear or do I have to hack through the undergrowth of the text?</td>
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<td>4. Structure – is there a logical structure. Does it build a convincing argument? Does it then summarise clearly?</td>
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<td>5. Empathy – If it’s a factual story, do I relate to the characters, do I care what happens to them?</td>
<td>N/A</td>
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<td>6. Do I learn relevant new stuff that I value?</td>
<td>5</td>
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<td>7. Was it inspirational? Will it change what I do?</td>
<td>3</td>
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<td>8. Does it have Fun?</td>
<td>3</td>
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<td>10. Recommendation – would I recommend it to a friend?</td>
<td>4</td>
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