

# Big Data is Not About the Data!

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(Talk at the New England AI Meetup, 5/14/2013)

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- *The march of quantification*: through academia, professions, government, & commerce (*SuperCrunchers*, *The Numerati*, *MoneyBall*)

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9. **> 90% of all data ever created was created last year**

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- **In each: without new analytics, the data are useless**

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    - More data isn't helpful! Novel analytics needed.

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For more information

GaryKing.org

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