

Big Data is Not About the Data!

Gary King¹

Institute for Quantitative Social Science
Harvard University

(Talk at the Centre on Population Dynamics, McGill University, 2/28/2013)

¹GaryKing.org

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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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 - **Innovative analytics:** enormously better than off-the-shelf approaches

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

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2. Worldwide cause-of-death estimates for



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 - Other applications to insurance industry, public health, etc.

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

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For more information

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With thanks to collaborators: Justin Grimmer, Dan Hopkins, Jen Pan, Molly Roberts, Ying Lu, Samir Soneji, Brandon Stuart