Big Data is Not About the Data!

Gary King¹

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Michigan State University 10/6/2016

 $^{^1\}mathsf{GaryKing.org}$

The Last 50 Years:

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

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Fast Company Names Crimson Hexagon Number Seven on "The 10 Most Innovative Companies in Web" List Leading Social Intelligence Firm Recognized For Revolutionary Measurement of Consumer Opinions in Social Media

Published: Wednesday, 16 Mar 2011 | 9:20 AMET 17 Text Size

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World Health Organization

2. Worldwide cause-of-death estimates for

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 Many other applications to different types of forecasts

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自由

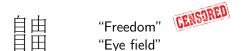
Example Substitution 1:

自由 "Freedom"

Example Substitution 1:

自由 "Freedom" CENSORED





```
自由 "Freedom" CENSORED "Eye field" (nonsensical)
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Example Substitution 2:

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Example Substitution 2:

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1 6 1 22 2

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7/15

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Example Substitution 2: Homophone (sound like "hexie")

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 - (Lots of technology, but it's behind the scenes)

What Members of Congress Do

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- How common is it? 27% of all Senatorial press releases!

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- Want to try it here? see Perusall.com

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 - Disagreements between central and local leaders

Reverse Engineering China's 50c Party

The Government Surreptitiously Fabricating Social Media Posts

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 Prevailing view of scholars, activists, journalists, social media participants:

The Government Surreptitiously Fabricating Social Media Posts

 Prevailing view of scholars, activists, journalists, social media participants: 50c party argues against those who criticize the government, its leaders, and their policies

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 Prevailing view of scholars, activists, journalists, social media participants: 50c party argues against those who criticize the government, its leaders, and their policies

Existing evidence? A few anecdotes; "no ground truth"; "no successful attempts to quantify" 50c party activity; even several analyses with made up dependent variables!

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The Government Surreptitiously Fabricating Social Media Posts

 Prevailing view of scholars, activists, journalists, social media participants: 50c party argues against those who criticize the government, its leaders, and their policies Wrong

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- Fabricates 450M social media posts a year!

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- Does not argue; does not engage on controversial issues
- Distracts; redirects public attention from criticism and central issues to cheerleading and positive discussions of valence issues

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 - (Technically correct, & politically much easier)

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 - Building analytics during design:
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 - opens many more possibilities
- Build a new discipline of data science

For more information

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