# Big Data is Not About the Data! The Power of Modern Analytics

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

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CAMBRIDGE: Mass., Mar 16, 2011 (BUSINESS WIRE) → Fast Company named

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     Many other applications to different types of forecasts

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- Thresher: New technology to discover the right keywords

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自由

#### Example Substitution 1:

自由 "Freedom"

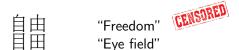
#### Example Substitution 1:

自由 "Freedom" **CENSORED** 

#### Example Substitution 1:



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#### Example Substitution 1:

```
#Freedom" GENSORED

"Freedom" (nonsensical)
```

Example Substitution 1: Homograph

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Example Substitution 2:

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管理 "Freedom" (nonsensical)

Example Substitution 2:

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

# Example Insight from Computer-Assisted Reading

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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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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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  - (Technically correct, & politically much easier)

# How To Take Advantage of Big Analytics

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- Build a new discipline of data science

#### For more information

GaryKing.org

Institute for Quantitative Social Science Harvard University