Big Data is Not About the Data!

Gary King[1]

Institute for Quantitative Social Science
Harvard University

University of Florida, 3/17/2016

[1] GaryKing.org

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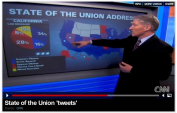
crimson hexagon ⇝ 

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Published: Wednesday, 16 Mar 2011 | 9:20 AM ET Text Size

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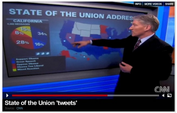
1. crimson hexagon ⇝ 

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2. Worldwide cause-of-death estimates for World Health Organization

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Bias in Social Security Administration Forecasts

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    - Many other applications to different types of forecasts

Humans are Horrible at Thinking of Keywords

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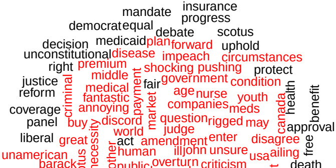

Finding Those Hiding in Plain Sight

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Example Substitution 1:

Finding Those Hiding in Plain Sight

Example Substitution 1:

自由

Finding Those Hiding in Plain Sight

Example Substitution 1:

自由 “Freedom”

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Example Substitution 1:

自由 “Freedom” 

目田

Finding Those Hiding in Plain Sight

Example Substitution 1:

自由	“Freedom”	
目田	“Eye field”	

Finding Those Hiding in Plain Sight

Example Substitution 1:

自由	"Freedom"	CENSORED
目田	"Eye field"	(nonsensical)

Finding Those Hiding in Plain Sight

Example Substitution 1: Homograph

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Example Substitution 2:

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Example Substitution 1: Homograph

自由	“Freedom”	
目田	“Eye field”	(nonsensical)

Example Substitution 2:

和 谐

Finding Those Hiding in Plain Sight

Example Substitution 1: Homograph

自由	"Freedom"	
目田	"Eye field"	(nonsensical)

Example Substitution 2:

和 谐 "Harmonious [Society]" (official slogan)

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自由 "Freedom" CENSORED
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和 谐	"Harmonious [Society]" (official slogan)	
河蟹		

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河蟹	"River crab"	(irrelevant)

Finding Those Hiding in Plain Sight

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

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薄瓜瓜

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薄瓜瓜 Bo Guagua (son of Bo Xilai)

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b瓜瓜,		

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b瓜瓜, b瓜, 瓜瓜, bmelon, abb

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Example Substitution 3: Slang

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Finding Those Hiding in Plain Site

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- Substitutions:

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- Substitutions:
  - An effective strategy for evading censors

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  - The Method: Read a lot.

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  - The Method: Computer-assisted human led technology

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  - The Theory: Computers excel at discovery;
Humans excel at recognition
  - Many applications:

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  - (Technically correct, & politically much easier)

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For more information

GaryKing.org

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