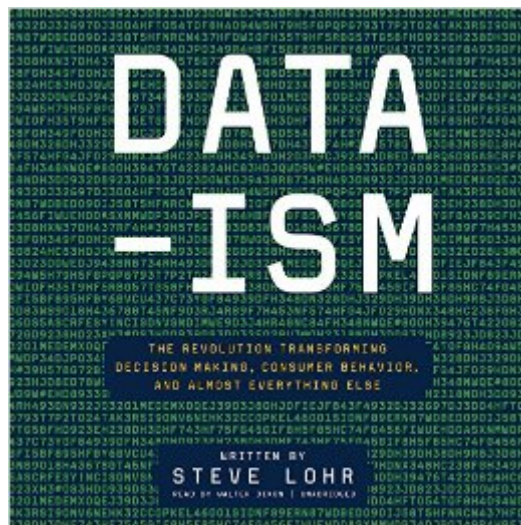# Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, And Almost Everything Else

Synopsis

[Read by Walter Dixon] Steve Lohr, a technology reporter for the New York Times, chronicles the rise of ''Big Data,'' addressing cutting-edge business strategies and examining the dark side of a data-driven world. Coal, iron ore, and oil were the key productive assets that fueled the Industrial Revolution. Today data is the vital raw material of the information economy. The explosive abundance of this digital asset, more than doubling every two years, is creating a new world of opportunity and challenge. Data-ism is about this next phase in which vast, Internet-scale data sets are used for discovery and prediction in virtually every field. It is a journey across this emerging world with people, illuminating narrative examples, and insights. It shows that, if exploited, this new revolution will change the way decisions are made - relying more on data and analysis and less on intuition and experience - and transform the nature of leadership and management. Steve Lohr explains how individuals and institutions will need to exploit, protect, and manage their data to stay competitive in the coming years. Filled with rich examples and anecdotes of the various ways in which the rise of ''Big Data'' is affecting our daily lives, Data-ism raises provocative questions about policy and practice that have wide implications for all of our lives.

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Customer Reviews

I've read a lot of the recent "big data is coming" type books. I have to as part of my job.I would give this one the pass, definitely. Unacceptably large chunks of it are the bios of various big data visionaries, which are only minimally interesting. In the end I don't think the author has any insights that anybody else doesn't have.Viktor Mayer-SchÃ¶nberger's "Big Data" is a LOT better. It's the

book this one wanted to be.

With a new technology likely to have important business, scientific and societal implications it is important to get the back-story, know the players, know the results of using the technology properly and improperly, and know what led to the introduction of this technology. Steve Lohr, a New York Times columnist who specializes in Information Technology, excellently tells the back-story of Big Data and Data Science gives the motivation of the individuals and organizations that are leading the charge into these technologies and ways of thinking, and gives us the big picture of how the world will look after the fulfillment of Data Science's promise. Like his earlier work "Goto" where he gave the biographies and adventuress of the personalities and ways of thinking that led to the software revolution, he tells an engaging story while enabling us to understand the personalities and motivations of the men and women who make this technology possible.Unlike another reviewer who seems to believe that the only important book about a new technology is a "how-to" guide; I strongly believe that a good understanding of the story of what the technology is; what it will do for us and the larger society, and who will make it happen (people and organizations), and some of the keys to success in exploiting the technology is invaluable. Steve Lohr's "Data-ism" is the consummate picture ofwhat Big Data and Data Science is, who and how (they--people and organizations) will make it happen and how it will affect all of contemporary society, big industry, to healthcare, manufacturing and government.--Ira Laefsky, MSE Computer Science and MBA formerly on the Senior Consulting Staff of Arthur D. Little Inc. and Digital Equipment Corporation

With his traditional sharp journalistic insight, Steve Lohr tells compelling information-rich stories of Big Data, by way of remarkable individuals and bold companies. Stories from Mt. Sinai Hospital, Gallo vineyards, IBM Research, and East and West Coast startups show the fast changing way algorithms are disrupting business, healthcare, and more. Mostly the stories are optimistic, but privacy concerns are covered, with some other dangers such as loss of control, data errors, incorrect predictions, and loss of individual freedoms in the face of big business power. More about education, community safety, government applications, and of course the NSAâ ™s distressing Big Data presence would help. Some readers may want more technical descriptions, but this book makes for compelling fast reading about the personalities, excitement, and challenges for business.

If you really want to take a deep dive into Big Data? Look for another book. This book talks more about the mindset of the people that have brought Big Data to light rather than who would really

benefit from the technology and the reasons why. I donâ ™t care that one of the founding Fathers wore brown shorts all the time or that another founder was always late to meetings. We all know that great minds donâ ™t conform to everyday society. I wanted to see the paradigm shift that is going on. How will this move be done overtime. How long will it take for out with the old in with the new. No IT Manager is doing a fork lift upgrade to flash and memory if he canâ ™t see the benefit. Heâ ™s not even the one that has the final say itâ ™s the C Level Executive you have to talk with. I think Cloudera had a paragraph in this whole book. Casandra wasnâ ™t even talked about. Also the book is very bias to IBM. Many of the other major players have solutions too. Bottom line!! Do your homework hire a consultant that wants to know your present business and where you want to go in the next five years

An enjoyable exploration of one of the most important business trends driven by the stories of some of the smartest people alive. The book is a good mixture of business insight and personal stories about the people who are figuring out how to make the world better, faster, cleaner and more efficient by making some sense of the bazillion bits of data we collect each day.

DATA-ISM is an extensive look at what the author views as a coming societal/business revolution due to "big data." "Big Data technology is ushering in a revolution in measurement that promises to be the basis for the next wave of efficiency and innovation." The author believes that big data will lead to a huge step forward in computing: "The Big Data era is the next evolutionary upheaval in the landscape of computing."The author explains that the term "data-ism" came from his colleague, David Brooks, at the New York Times. Much of the focus of this book is on the top players in the game of big data--scientists and other researchers. For example, one of these researchers is studying how to use the data in hospitals. With so many people sick and in intensive care, the amount of data coming from the instruments is astonishing. But is there a way that researchers and doctors can use that medicine to develop better treatment for these patients?With all this new data, the authors suggest that decisions will not be made so much on intuition, or even experience, but rather, big data: "Decisions of all kind should be increasingly made based on data and analysis rather than experience and intuition."One very interesting thing I learned from this book was a website called ACXIOM. In this site you input your name and some other information, and it will tell you what information it has gathered on you. (I tried it and it was indeed interesting to see what information they had on me.)All in all, DATA-ISM is a fascinating look at the possibilities--both good and bad--of using this new barrage of information. There are extensive and-notes to support the

author's commentary.Advanced copy for review courtesy of Edelweiss

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