



The Human Face of Big Data

Rick Smolan, Jennifer Ervitt

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The images and stories captured in *The Human Face of Big Data* are the result of an extraordinary artistic, technical, and logistical juggling act aimed at capturing the human face of the Big Data Revolution.

Big Data is defined as the real time collection, analyses, and visualization of vast amounts of the information. In the hands of Data Scientists this raw information is fueling a revolution which many people believe may have as big an impact on humanity going forward as the Internet has over the past two decades. Its enable us to sense, measure, and understand aspects of our existence in ways never before possible.

The Human Face of Big Data captures, in glorious photographs and moving essays, an extraordinary revolution sweeping, almost invisibly, through business, academia, government, healthcare, and everyday life. It's already enabling us to provide a healthier life for our children. To provide our seniors with independence while keeping them safe. To help us conserve precious resources like water and energy. To alert us to tiny changes in our health, weeks or years before we develop a life-threatening illness. To peer into our own individual genetic makeup. To create new forms of life. And soon, as many predict, to re-engineer our own species. And we've barely scratched the surface . . .

Over the past decade, Rick Smolan and Jennifer Erwit, co-founders of Against All Odds Productions, have produced a series of ambitious global projects in collaboration with hundreds of the world's leading photographers, writers, and graphic designers. Their *Day in the Life* projects were credited for creating a mass market for large-format illustrated books (rare was the coffee table book without one).

Today their projects aim at sparking global conversations about emerging topics ranging from the Internet (*24 Hours in Cyberspace*), to Microprocessors (*One Digital Day*), to how the human race is learning to heal itself, (*The Power to Heal*) to the global water crisis (*Blue Planet Run*).

This year Smolan and Erwit dispatched photographers and writers in every corner of the globe to explore the world of "Big Data" and to determine if it truly does, as many in the field claim, represent a brand new toolset for humanity, helping address the biggest challenges facing our species.

The book features 10 essays by noted writers:

Introduction: OCEANS OF DATA by Dan Gardner

Chapter 1: REFLECTIONS IN A DIGITAL MIRROR by Juan Enriquez, CEO, Biotechnomomy

Chapter 2: OUR DATA OURSELVES by Kate Green, the Economist

Chapter 3: QUANTIFYING MYSELF by AJ Jacobs, Esquire

Chapter 4: DARK DATA by Marc Goodman, Future Crime Institute

Chapter 5: THE SENTIENT SENSOR MESH by Susan Karlin, Fast Company

Chapter 6: TAKING THE PULSE OF THE PLANET by Esther Dyson, EDventure

Chapter 7: CITIZEN SCIENCE by Gareth Cook, the Boston Globe

Chapter 8: A DEMOGRAPH OF ONE by Michael Malone, Forbes magazine

Chapter 9: THE ART OF DATA by Aaron Koblin, Google Artist in Residence

Chapter 10: DATA DRIVEN by Jonathan Harris, Cowbird

The book will also feature stunning info graphics from NIGEL HOLMES.

- 1) GOOGLING GOOGLE: all the ways Google uses Data to help humanity
- 2) DATA IS THE NEW OIL
- 3) THE WORLD ACCORDING TO TWITTER
- 4) AUCTIONING EYEBALLS: The world of Internet advertising
- 5) FACEBOOK: A Billion Friends

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Yael Whitehead:

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Lynda Wright:

Spent a free the perfect time to be fun activity to accomplish! A lot of people spent their spare time with their family, or their particular friends. Usually they undertaking activity like watching television, going to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Will you something different to fill your free time/ holiday? Can be reading a book may be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to try out look for book, may be the book untitled The Human Face of Big Data can be good book to read. May be it can be best activity to you.

Jacquelin Vasquez:

The reason why? Because this The Human Face of Big Data is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will zap you with the secret it inside. Reading this book adjacent to it was fantastic author who have write the book in such incredible way makes the content inside of easier to understand, entertaining means but still convey the meaning entirely. So , it is good for you because of not hesitating having this any more or you going to regret it. This amazing book will give you a lot of advantages than the other book include such as help improving your skill and your critical thinking method. So , still want to delay having that book? If I were you I will go to the guide store hurriedly.

Cecilia Moore:

This The Human Face of Big Data is brand new way for you who has interest to look for some information as it relief your hunger of knowledge. Getting deeper you onto it getting knowledge more you know otherwise you who still having bit of digest in reading this The Human Face of Big Data can be the light food in your case because the information inside this book is easy to get by anyone. These books acquire itself in the form which is reachable by anyone, yeah I mean in the e-book contact form. People who think that in guide form make them feel drowsy even dizzy this publication is the answer. So there is absolutely no in reading a e-book especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss it! Just read this e-book sort for your better life and also knowledge.

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