



"If the statistics ... say it is, that's good enough.

"No semantic or causal analysis is required. ...

"[F]aced with massive data, [the old] approach to science -- hypothesize, model, test -- is ... obsolete.

"Petabytes allow us to say: 'Correlation is enough' "



"[M]assive amounts of data and applied mathematics replace every other tool that might be brought to bear.

"Out with every theory of human behavior, from linguistics to sociology.

"Forget taxonomy, ontology, and psychology"

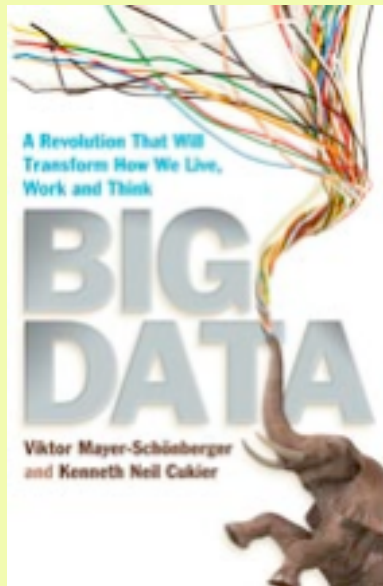


“Data has begun to accumulate to the point where something new and special is taking place”

Mayer-Schonberger V. & Cukier K. (2013)
'Big Data, A Revolution that Will
Transform How We Live, Work and Think'
John Murray, 2013

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"Big data is about what, not why. We don't always need to know the cause of a phenomenon; rather, we can let data speak for itself.

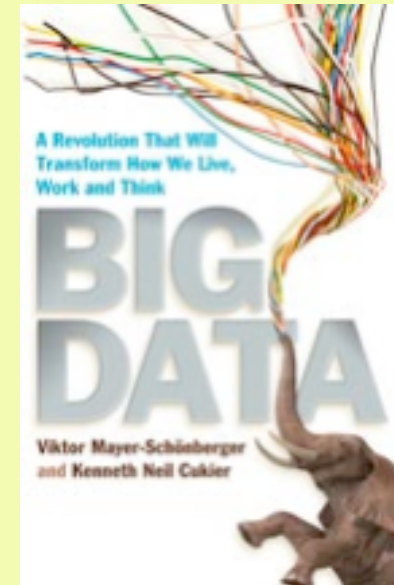
"Society will need to shed some of its obsession for causality in exchange for simple correlations: not knowing why but only what.

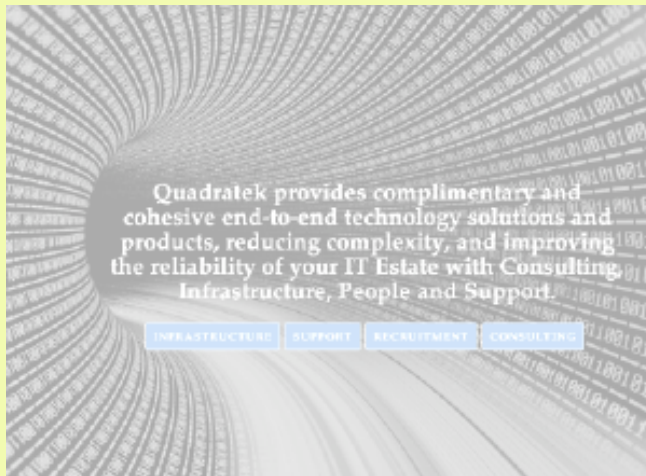
"Knowing why might be pleasant, but it's unimportant ..."

Mayer-Schonberger V. & Cukier K. (2013)
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“If millions of electronic medical records reveal that cancer sufferers who take a certain combination of aspirin and orange juice see their disease go into remission, ...

" ... then the exact cause for the improvement in health may be less important than the fact that they lived"





"The sheer wealth of data being collated and analysed from innumerable sources is now being exploited so that companies can now predict – often with staggering accuracy – all sorts of information about their existing and potential customers, and they can then focus their marketing efforts in an extremely individualised manner"

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'How Big Data is Changing the Business World'
Quadradek, 3 September 2014, at
[http://www.quadradek.net/blog/2014/9/3/
how-big-data-is-changing-the-business-world](http://www.quadradek.net/blog/2014/9/3/how-big-data-is-changing-the-business-world)



"Big Data is the new oil.

"The companies, governments, and organizations that are able to mine this resource will have an enormous advantage over those that don't.



"With speed, agility, and innovation determining the winners and losers, Big Data allows us to move from a mindset of 'measure twice, cut once' to one of 'place small bets fast'"

“Big Data allows us to see patterns we have never seen before. This will ... let us see the ‘real-time’ cause and effect of our actions”



Tiffany Shlain

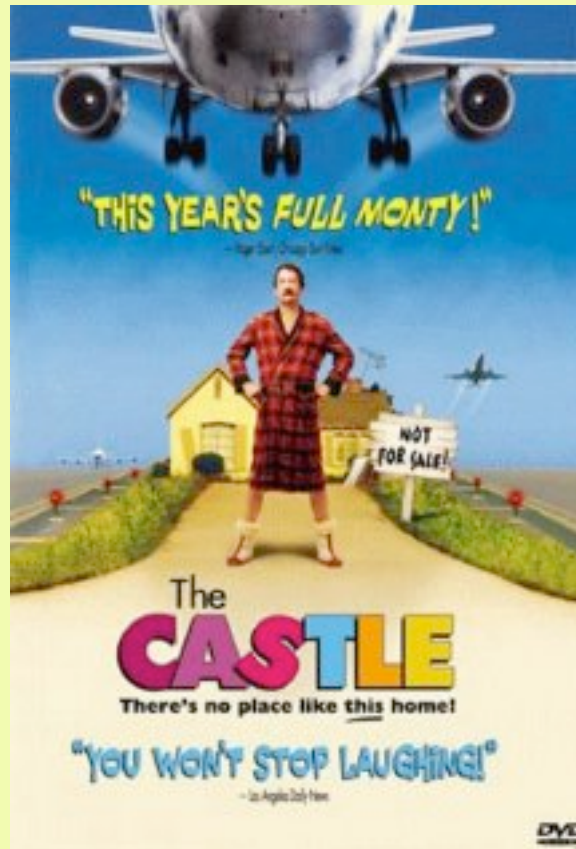
Director and Producer of 'Connected'

Founder of The Webby Awards

<http://whatsthebigdata.com/2012/07/29/the-future-of-big-data-good-bad-or-ugly/>

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Tell 'em they're dreamin'