

# "Illegal Conversion" example

- *practice of housing more people inside single housing unit than allowed.*
- Team of "kids".
- Data used for these predictions.

property databases

taxes and their paying by owners of the buildings

ambulance/police/fire department visits at the property

- system supposedly improved efficiency five times.

# When data speaks

- */Big data is poised to reshape the way we live, work and think./*[pg.112]
- Data will take center stage in our society.
- This requires new way of thinking.
- We can capture, analyze and process more informations than before.
- Messines of data can become acceptable in return of capturing more comprehensive set of data.
- Big data correlations can point the way toward promising areas in which the causal relationship can be explored.

# When data speaks - Problems

- Correlations are sometimes not enough.
- Big data is not answer to everything.  
*/The future must remain something we can shape to our own design/*
- We must not take predictions as truth "set in stone".

# Even bigger data

- big data shouldn't be “harnessed” otherwise there wouldn't be space left for human's creativity, intuition, serendipity, risk-taking and instinct.
- Big data is resource and tool meant to inform rather than explain.
- The totality of information can never be gathered. (Ultimate N=all)
- What we are able to process and gather will always be just tiny fraction of information available.