



The Human Face of Big Data

Rick Smolan, Jennifer Erwit

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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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Marlon Hood:

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Larry Boggs:

The Human Face of Big Data can be one of your beginner books that are good idea. We all recommend that straight away because this book has good vocabulary that will increase your knowledge in vocabulary, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort to set every word into satisfaction arrangement in writing The Human Face of Big Data yet doesn't forget the main point, giving the reader the hottest as well as based confirm resource details that maybe you can be one of it. This great information can certainly drawn you into fresh stage of crucial imagining.

Teresita Donahue:

A number of people said that they feel weary when they reading a reserve. They are directly felt this when they get a half regions of the book. You can choose typically the book The Human Face of Big Data to make your personal reading is interesting. Your own personal skill of reading ability is developing when you such as reading. Try to choose straightforward book to make you enjoy to study it and mingle the feeling about book and reading through especially. It is to be first opinion for you to like to available a book and go through it. Beside that the e-book The Human Face of Big Data can to be your brand new friend when you're experience alone and confuse with the information must you're doing of the time.

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