



Dataclysm : Who We Are (When We Think No One's Looking)

By Christian Rudder

Random House LCC US Sep 2015, 2015. Taschenbuch. Condition: Neu. Neuware - A New York Times Bestseller An audacious, irreverent investigation of human behavior-and a first look at a revolution in the making Our personal data has been used to spy on us, hire and fire us, and sell us stuff we don't need. In Dataclysm , Christian Rudder uses it to show us who we truly are. For centuries, we've relied on polling or small-scale lab experiments to study human behavior. Today, a new approach is possible. As we live more of our lives online, researchers can finally observe us directly, in vast numbers, and without filters. Data scientists have become the new demographers. In this daring and original book, Rudder explains how Facebook 'likes' can predict, with surprising accuracy, a person's sexual orientation and even intelligence; how attractive women receive exponentially more interview requests; and why you must have haters to be hot. He charts the rise and fall of America's most reviled word through Google Search and examines the new dynamics of collaborative rage on Twitter. He shows how people express themselves, both privately and publicly. What is the least Asian thing you can say Do people...



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Reviews

This sort of book is almost everything and helped me looking in advance and much more. Yes, it can be enjoy, nevertheless an amazing and interesting literature. Its been written in an extremely simple way which is simply right after i finished reading this publication through which in fact altered me, alter the way i really believe.

-- **Lizeth Witting**

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