



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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Verna Riddle:

A lot of people always spent their own free time to vacation or even go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you wish to try to find a new activity that's look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you read you can spent all day every day to reading a book. The book *The Human Face of Big Data* it is very good to read. There are a lot of those who recommended this book. They were enjoying reading this book. Should you did not have enough space to bring this book you can buy the actual e-book. You can m0ore easily to read this book through your smart phone. The price is not very costly but this book offers high quality.

Russell Stringer:

This *The Human Face of Big Data* is great book for you because the content and that is full of information for you who also always deal with world and still have to make decision every minute. That book reveal it facts accurately using great coordinate word or we can point out no rambling sentences within it. So if you are read it hurriedly you can have whole information in it. Doesn't mean it only provides you with straight forward sentences but tough core information with beautiful delivering sentences. Having *The Human Face of Big Data* in your hand like having the world in your arm, facts in it is not ridiculous just one. We can say that no reserve that offer you world within ten or fifteen small right but this publication already do that. So , this really is good reading book. Hey there Mr. and Mrs. stressful do you still doubt which?

Debra Davin:

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