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Part 3- response and research essay.

The topic that I became most interested about after reading both Brooks articles was the fact that big data completely fails to capture emotion. This topic is connected to brooks articles directly, when he gives an example of a banker in Italy making a decision of whether closing a bank due to harsh economy. After doing a lot of big data and statistical reports his future didn’t seem too promising, however he couldn’t trust this completely he followed emotion and principles that he felt were more important to him and his costumers. He choose to bear with his community through the good and bad times this would create a more reliable bank. Brooks also gives an example in which data can be manipulated almost to anything that wants to be portrayed. This is done with structured research and extreme manipulation of the raw data with technological tools and programs. So my question is: are we really going to let a machine-to-machine research portray human emotion? How accurate can this be?. To answer my concerns I studied both articles more deeply and found some expanding information on the topic. Below I will discuss two response pieces to Brooks article “what big data cant do” specifically to his banker example and also a journal which expands the rate at which big data is growing and many of its potential problems.

Lets firs begin to discuss the main concerns as Brooks states on his article “we tend to get carried away in our desire to reduce everything to the quantifiable. “ this quote implies that we are getting carried away by the innovations of big data and ignoring the problems it is bringing along. Not to say data is not helpful at all, but as Joseph Pistrui professor of entrepreneurial management Business in his response to brooks article says “It’s the over-reliance on big data that is dangerous. Big data and any effort that relies on human sensing should be seen as *complementary* rather than either/or choices.” Brooks and Pistrui agree that big data is one tool to consider but as a complementary tool because it fails to capture a very important aspect of business and real life which is personal values and emotion. As Pistrui ends his article stating that big data may help you find the future but It wont get you there all by itself.

Lets move on to another important statement as Brook says “Therefore, when making decisions about social relationships, it’s foolish to swap the amazing machine in your skull for the crude machine on your desk.” As said before a machine can count data do quantifiable research but it will never give first hand emotions of clients or the population being studied, Delvinia states a good example of this concern in a response piece to Brooks article. A company that experiences in digital strategy and experience design consultancy for the success of businesses. Delvinia first agrees and notes that big data and all those numbers cannot capture the clients emotion , they follow by saying that they do use big data but as a complement. When it comes to emotion they like to have a more intimate relationship with their costumers such as reading their feedback such as “Is there anything being offered that will make you feel less nervous about the future?” Delvinia follows by stating

“if we had relied on data alone, we would easily have missed out on the emotional impact of these insights, not to mention the richness they bring to better understanding the psychic context in which the purchase is taking place”. To conclude this point this example shows the importance of emotion and how big data fails to show it.

One last point that I would like to discuss would be the fact that data is growing in huge numbers everyday. As more and more data appears there are more statistically significant correlations, these correlations can deceive us when were trying to understand a situation Brooks says. As technological programs and tools to narrow down and modify this information to its purposes appear we are getting farther away from the raw data. Data is never in its raw and its always fixed to someone’s values and predispositions. In a journal “measuring the internet” this problems are explained. They discuss about the rate at which big data is growing, how many companies are not keeping up with this growth and may not be able to interpret this information accurately until more programs are created. Most importantly it talks about the problems of big data such as how we are relying on machine-to-machine automated decision as we move further and further away from the originally raw data. The most important thing that is talked about on this paper is that we are coming further away form an understanding of the methods and models used to process data , it is more difficult to understand it and therefore leads to wrong interpretation of the data.

To conclude big data is a great tool to use but when used in the wrong way it can fail to portray other aspects which are key such as emotion. First we get carried away by being able to reduce everything to numbers. This leads to over relaying on data, data should only be used as a complement because as stated above it fails to show emotion and principles which are very important aspect of life. Secondly if there’s a decision about social relationships we should not let a machine rather than our brain and emotional interaction with others make a decision for us. Lastly it should be kept in mind that data is growing at enormous rates and as more technology comes up to process this data we get farther away from the raw data and also from an understanding of this complex ways of sorting data which can lead wrong interpretations or understandings.