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

Christian Rudder

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Dataclysm: Who We Are (When We Think No One's Looking) Christian Rudder
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 bathe more in Vermont or New Jersey? What do black women think about Simon & Garfunkel? (Hint: they don't think about Simon & Garfunkel.) Rudder also traces human migration over time, showing how groups of people move from certain small towns to the same big cities across the globe. And he grapples with the challenge of maintaining privacy in a world where these explorations are possible.

Visually arresting and full of wit and insight, *Dataclysm* is a new way of seeing ourselves—a brilliant alchemy, in which math is made human and numbers become the narrative of our time.

From the Hardcover edition.

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Robert Gibson:

Do you have favorite book? When you have, what is your favorite's book? Book is very important thing for us to find out everything in the world. Each book has different aim or maybe goal; it means that book has different type. Some people sense enjoy to spend their the perfect time to read a book. They are really reading whatever they acquire because their hobby is reading a book. What about the person who don't like looking at a book? Sometime, man or woman feel need book after they found difficult problem or perhaps exercise. Well, probably you'll have this Dataclysm: Who We Are (When We Think No One's Looking).

Kathleen Knight:

Nowadays reading books be than want or need but also turn into a life style. This reading addiction give you lot of advantages. Advantages you got of course the knowledge even the information inside the book that will improve your knowledge and information. The knowledge you get based on what kind of e-book you read, if you want get more knowledge just go with knowledge books but if you want feel happy read one using theme for entertaining for example comic or novel. The actual Dataclysm: Who We Are (When We Think No One's Looking) is kind of guide which is giving the reader erratic experience.

Benjamin Torres:

Reading a guide can be one of a lot of task that everyone in the world likes. Do you like reading book therefore. There are a lot of reasons why people love it. First reading a guide will give you a lot of new info. When you read a book you will get new information simply because book is one of many ways to share the information or perhaps their idea. Second, examining a book will make you more imaginative. When you studying a book especially fictional book the author will bring you to imagine the story how the character types do it anything. Third, you may share your knowledge to other people. When you read this Dataclysm: Who We Are (When We Think No One's Looking), it is possible to tells your family, friends in addition to soon about yours publication. Your knowledge can inspire others, make them reading a book.

Dorothy Saunders:

A lot of people always spent all their free time to vacation or go to the outside with them household or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you would like try to find a new activity this is look different you can read the book. It is really fun for yourself. If you enjoy the book which you read you can spent the entire day to reading a e-book. The book Dataclysm: Who We Are (When We Think No One's Looking) it is very good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. When you did not have enough space bringing this book you can buy often the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not too costly but this book provides high quality.

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