Data is the sword of the twenty-first century and we are the Samurai

Neal H. Patel | Head of Human/Social Dynamics, Google Inc. | Doctoral Candidate, Department of Sociology, The University of Chicago
Consortium of Social Science Associations (COSSA) Annual Meeting March 15, 2016 | Washington, DC
Table 44. Postgraduation plans of doctorate recipients with definite commitments, by broad field of study: Selected years, 1994–2014

Source: SOURCE: NSF, NIH, USED, USDA, NEH, NASA, Survey of Earned Doctorates. TABLE 44. Postgraduation plans of doctorate recipients with definite commitments, by broad field of study: Selected years, 1994–2014
3.6% Labor Force Participation

Source: Hilbert, Martin & Lopez, Priscila. *The World’s Technological Capacity to store, communicate, and compute information,* Science
CONSUMER(s)

CONSUMER “x”

ADVERTISEMENT “a”

ADVERTISEMENT “b”
Scientific Rigor
Causal Inference
Behavioral Research Methods
Qualitative Insights
“Real time rapid response framework” driven by “social media analytics”
Hacking

Statistics

Data Science

Computer Science

Venn Diagram
“The future of search is contextual knowledge”

Marissa Mayer
CEO, Yahoo
CES 2014
“Supervised”
Learn by Examples

“Unsupervised”
Based on statistical properties
Sources of Examples

Surveys
Behavior
Sensors

Sources of Validation

Taxonification
Ontology
Qualitative Research
$41.5 billion

Data is the sword of the twenty first century, those who wield it well, the samurai.

Jonathan Rosenberg, SVP Product Management, Google, Inc.