



Data for the People: How to Make Our Post-Privacy Economy Work for You

By Andreas Weigend

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Data for the People: How to Make Our Post-Privacy Economy Work for You By Andreas Weigend

A long-time chief data scientist at Amazon shows how open data can make everyone, not just corporations, richer

Every time we Google something, Facebook someone, Uber somewhere, or even just turn on a light, we create data that businesses collect and use to make decisions about us. In many ways this has improved our lives, yet, we as individuals do not benefit from this wealth of data as much as we could. Moreover, whether it is a bank evaluating our credit worthiness, an insurance company determining our risk level, or a potential employer deciding whether we get a job, it is likely that this data will be used against us rather than for us.

In *Data for the People*, Andreas Weigend draws on his years as a consultant for commerce, education, healthcare, travel and finance companies to outline how Big Data can work better for all of us. As of today, how much we benefit from Big Data depends on how closely the interests of big companies align with our own. Too often, outdated standards of control and privacy force us into unfair contracts with data companies, but it doesn't have to be this way. Weigend makes a powerful argument that we need to take control of how our data is used to actually make it work for us. Only then can we the people get back more from Big Data than we give it.

Big Data is here to stay. Now is the time to find out how we can be empowered by it.

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Bibliography

- Rank: #259887 in Books
- Brand: Robin Dennis Andreas Weigend
- Published on: 2017-01-31
- Released on: 2017-01-31
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 1.13" w x 6.50" l, .0 pounds
- Binding: Hardcover
- 272 pages

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Editorial Review

Review

"[Weigend] makes a strong case for what we need—the right to amend or blur the data that pertains to us, the freedom to experiment with it and take it with us to other sites and services, and the ability to insist that data refiners be clear about how they're using our information."

-Wall Street Journal

"A hugely interesting read, packed to bursting with intriguing examples... The depth and breadth of Weigend's experience is clear in the sheer range of technologies and business models he describes. He explains critical concepts clearly and concisely, at a pace that should keep both experts and those new to the field hooked."

-New Scientist

"Weigend is a bold explorer of the technological future. His compelling book maps the opportunities of a world without secrets."

-Daniel Kahneman, author of *Thinking Fast and Slow*

"*Data for the People* asks us to think seriously about the data we generate in our online world, and how we are increasingly losing control over it. These products and services that generate data are not going away. And with advances in artificial intelligence enabling computers to do traditionally human tasks in a scalable manner, this data can and will continue to be utilized across the majority of decisions by institutions. Andreas acknowledges and embraces this future, and provides a framework and a call to action to ensure that in this world, as consumers, we can use and control our data in ways that are both transparent and beneficial to us."

-Vinod Khosla, Partner at Khosla Venture

"The author maintains the intellectual complexity of his subject while remaining accessible to readers searching for the truth about the salability of their privacy, the nuances of data sharing, and the ways to cloak their digital footprints. A cautionary, cohesively delivered update on the scope and science of human quantification."

-Kirkus Reviews

"Data-abundant, ubiquitous, personal—is restructuring our competing values of privacy, convenience, identity, and control. No one understands this better than Weigend, and with *Data For the People*, he helps the rest of us understand it as well."

-Clay Shirky, author of *Here Comes Everybody*

"Andreas Weigend is the preeminent thinker on the economic power of social data. *Data for the People* is a brilliant guide for how individuals, companies and policymakers can tap data's value while retaining our human values. Thought provoking—and action-inspiring!"

-Kenneth Cukier, Senior Editor, *The Economist* and coauthor of *Big Data*

"Data is the new oil-the key means of production in modern capitalism. Big data refineries such as Google, Amazon, Facebook, and OKCupid influence where we work, what we buy, who we marry, and how we vote-in ways that very few people understand, much less control. This is an excellent book about the biggest ever challenge to human privacy and autonomy. Social data expert Andreas Weigend explains the incredibly detailed data we give to these companies, how it's used to nudge our decisions, and how we can take back control so our data empower us rather than exploiting us."

-Geoffrey Miller, associate professor of psychology at the University of New Mexico

"Finally a highly readable and heartfelt book about data by a leading technologist! Andreas Weigend writes with superb clarity about the most important issue of the early 20th century-the data economy and its threat to our privacy and individual rights. The narrative of his own personal journey from East Germany to becoming the Chief Scientist at Amazon.com is also compelling. Overall a major work by one of the world's leading authorities on data."

-Andrew Keen, author of *The Internet Is Not the Answer*

"This book is a landmark in the debate on privacy and data sharing. Everyone whose data is being captured and mined-in other words, everyone-should heed Weigend's call for data literacy and support his 'Data Bill of Rights.'"

-Pedro Domingos, author of *The Master Algorithm* and professor of computer science at the University of Washington

About the Author

Andreas Weigend is one of the world's foremost experts on the future of big data, social-mobile technologies, and consumer behavior. He teaches at Stanford University, the University of California, Berkeley, and Cheung Kong Graduate School of Business in China. He is the founder and director of the Social Data Lab. He lives in San Francisco, California.

Users Review

From reader reviews:

Ellen Farnsworth:

Do you one among people who can't read gratifying if the sentence chained inside the straightway, hold on guys this particular aren't like that. This Data for the People: How to Make Our Post-Privacy Economy Work for You book is readable simply by you who hate the perfect word style. You will find the details here are arrange for enjoyable reading through experience without leaving even decrease the knowledge that want to give to you. The writer associated with Data for the People: How to Make Our Post-Privacy Economy Work for You content conveys thinking easily to understand by many people. The printed and e-book are not different in the content material but it just different as it. So , do you nonetheless thinking Data for the People: How to Make Our Post-Privacy Economy Work for You is not loveable to be your top record reading book?

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to Make Our Post-Privacy Economy Work for You giving you enjoyment feeling of reading. The writer conveys their point in selected way that can be understood by means of anyone who read the item because the author of this book is well-known enough. This book also makes your vocabulary increase well. That makes it easy to understand then can go along, both in printed or e-book style are available. We suggest you for having this kind of Data for the People: How to Make Our Post-Privacy Economy Work for You instantly.

Victor Shepard:

In this age globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of recommendations to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The book that recommended to your account is Data for the People: How to Make Our Post-Privacy Economy Work for You this book consist a lot of the information from the condition of this world now. This specific book was represented so why is the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. The writer made some study when he makes this book. Here is why this book suited all of you.

Gary Jensen:

This Data for the People: How to Make Our Post-Privacy Economy Work for You is fresh way for you who has fascination to look for some information because it relief your hunger of knowledge. Getting deeper you on it getting knowledge more you know or else you who still having tiny amount of digest in reading this Data for the People: How to Make Our Post-Privacy Economy Work for You can be the light food in your case because the information inside this book is easy to get by simply anyone. These books acquire itself in the form which can be reachable by anyone, yes I mean in the e-book web form. People who think that in book form make them feel tired even dizzy this reserve is the answer. So there is not any in reading a e-book especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss this! Just read this e-book sort for your better life as well as knowledge.

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