

Disruptive data

Chris Perry
Joint CEO
Fabric



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3757

GILTIGHETSTID / VALID DATES



7379

01001

MEMBER SINCE

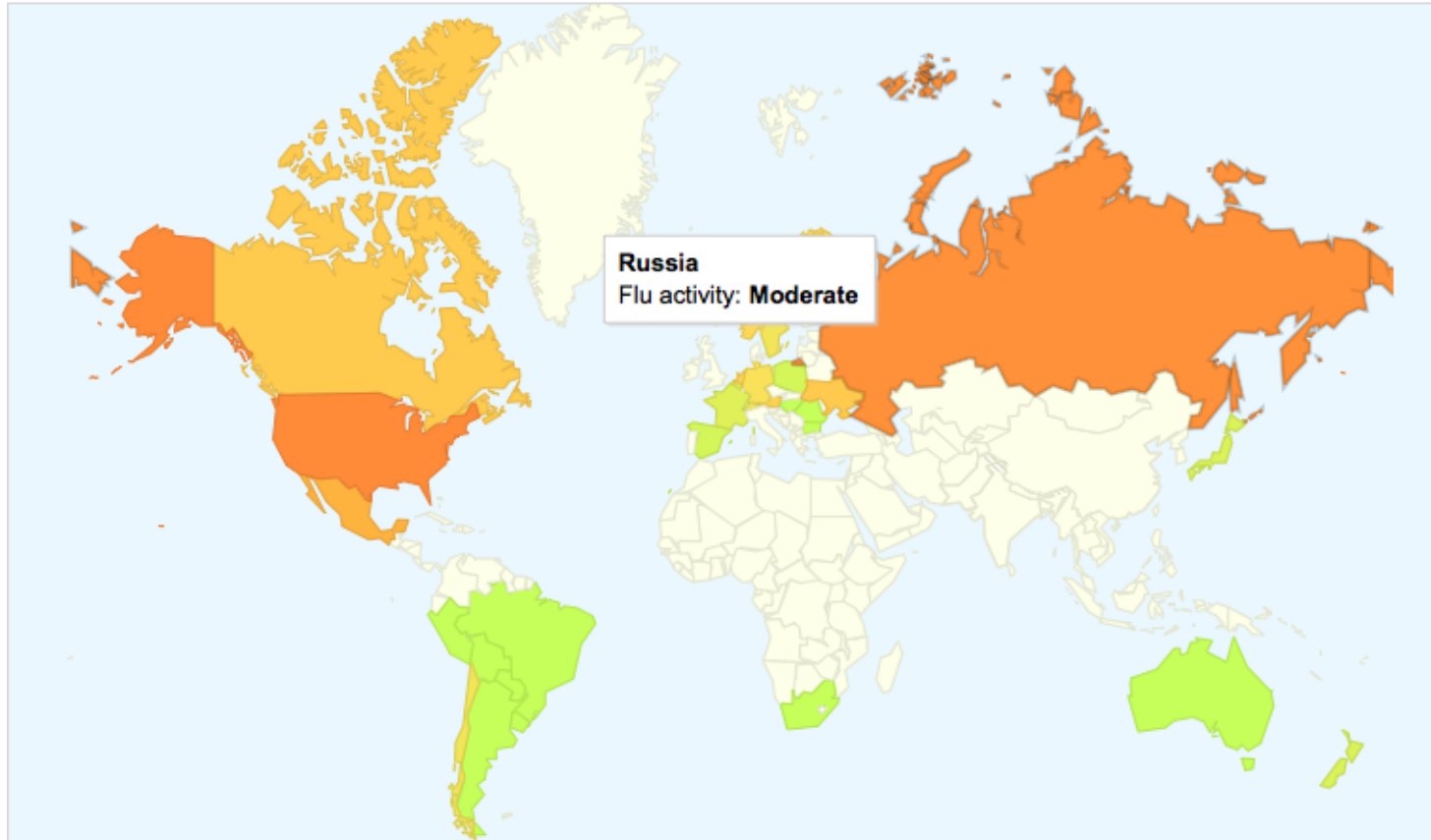
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JOHN ERICSSON

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
Explore flu trends around the world

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)



[Download world flu activity data](#) - [Animated flu trends for Google Earth](#) - [Compare flu trends across regions in Public Data](#)



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Member: Jesus Diaz

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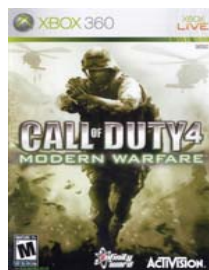
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Patterns & nudges









Summary

GOOGLE SPIES: THE SINISTER TRUTH

Web giant deliberately stole information but executives 'covered it up' for years

GOOGLE is facing an inquiry into claims that it deliberately harvested information from millions of UK home computers. The Information Commissioner's Office is expected to examine the work of the market giant's threat team.

By Jack Doyle and Daniel Bates

They claimed not to have seen any photos and documents from a computer on their jurisdictionally away British coast. It is also just since Google first admitted starting programs of personal data, but it was not a full year. How the full scope of its activities has been changed since the passage of

legislation after US regulators found Google's spyware was illegal as early as 2001 that the information was being captured as it came across the country but did nothing. Around one in four home networks in the UK is thought to be unsecured - leaving personal data to be collected. Technology websites and

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TECH | 3/10/2012 @ 3:39AM | 8,618 views

Big Data and the Stalker Economy



In the world of Big Data, privacy invasion is the business model



- Think about the ***least amount*** of data to maximise the goal you are looking for – focus on the goal and the question, not the data.
- **Fast data is more valuable than realtime data** in most instances, but importantly create a question-based culture around the data.
- **Learn as an institution** and use the machines to find patterns and observations.
- Invest in a **data management platform** that is fast, flexible and usable.
- Hire **comms scientists** and give them a clear remit to experiment

Thank you

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