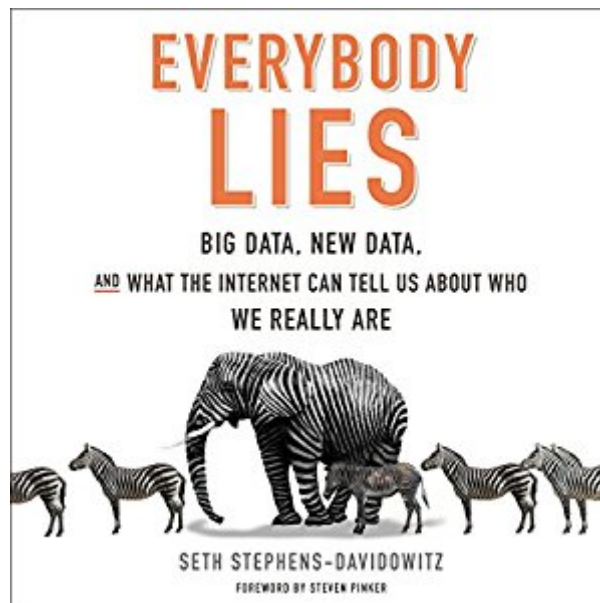The book was found

Everybody Lies: Big Data, New Data, And What The Internet Can Tell Us About Who We Really Are

Synopsis

Blending the informed analysis of The Signal and the Noise with the instructive iconoclasm of Think Like a Freak, a fascinating, illuminating, and witty look at what the vast amounts of information now instantly available to us reveal about ourselves and our world - provided we ask the right questions. By the end of an average day in the early 21st century, human beings searching the Internet will amass eight trillion gigabytes of data. This staggering amount of information - unprecedented in history - can tell us a great deal about who we are - the fears, desires, and behaviors that drive us and the conscious and unconscious decisions we make. From the profound to the mundane, we can gain astonishing knowledge about the human psyche that less than 20 years ago seemed unfathomable. Everybody Lies offers fascinating, surprising, and sometimes laugh-out-loud insights into everything from economics to ethics to sports to race to sex, gender, and more, all drawn from the world of big data. What percentage of white voters didn't vote for Barack Obama because he's black? Does where you go to school effect how successful you are in life? Do parents secretly favor boy children over girls? Do violent films affect the crime rate? Can you beat the stock market? How regularly do we lie about our sex lives, and who's more self-conscious about sex, men or women? Investigating these questions and a host of others, Seth Stephens-Davidowitz offers revelations that can help us understand ourselves and our lives better. Drawing on studies and experiments on how we really live and think, he demonstrates in fascinating and often funny ways the extent to which all the world is indeed a lab. With conclusions ranging from strange-but-true to thought-provoking to disturbing, he explores the power of this digital truth serum and its deeper potential - revealing biases deeply embedded within us, information we can use to change our culture, and the questions we're afraid to ask that might be essential to our health - both emotional and physical. All of us are touched by big data every day, and its influence is multiplying. Everybody Lies challenges us to think differently about how we see it and the world.

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Customer Reviews

The basic thesis of "Everybody Lies" is that online data on human behavior, including Google searches and data from Facebook, shopping and pornographic sites, can reveal much about what we really think than data from surveys in which people might be too embarrassed to tell the truth. In our unguarded moments, when we are alone and searching Google in the privacy of our homes, we are much more likely to divulge our innermost desires. The premise is that truly understanding human behavior by way of psychology or neuroscience is too complicated right now, so it's much better to simply bypass that kind of understanding and look at what the numbers are telling us in terms of what people's online behavior. In doing this the author looks at a remarkable variety of online sources and studies by leading researchers, and one must congratulate him for the diversity and depth of material he has plumbed.What has allowed us to access this pool of unguarded opinions and truckloads of data concerning human behavior is the Internet and the tools of "big" data. As the author puts it, this data is not just "big" but also "new", which means that the kind of data we can access is also quite different from what we are used to; in his words, we live in a world where every sneeze, cough, internet purchase, political opinion, and evening run can be considered "data". This makes it possible to test hypotheses that we could not have tested before. For instance, the author gives the example of testing Freud's Oedipus Complex through accessing pornographic data which indicates a measurable interest in incest. Generally speaking there is quite an emphasis on exploring human sexuality in the book, partly because sexuality is one of those aspects of our life that we wish to hide the most and are also pruriently interested in, and partly because investigating this data through Google searches and pornographic sites reveals some rather bizarre sexual preference that are also sometimes specific to one country or another. This is a somewhat fun use of data mining.Data exploration can both reveal the obvious as well as throw up unexpected observations. A more serious use of data tools concerns political opinions. Based on Google searches in particular states, the author shows how racism (as indicated by racist Google searches) was a primary indicator of which states voted for Obama in the 2008 election and Trump in the 2016 election. That's possibly an obvious conclusion, at least in retrospect. A more counterintuitive conclusion is that the racism divide does not seem to map neatly on the urban-rural divide or the

North-South divide, but rather on the East-West divide; people seem to be searching much more for explicitly racist things in the East compared to the West. There is also an interesting survey of gay people in more and less tolerant states which concludes that you are as likely to find gay people in both parts of the country. Another interesting section of the book talked about how calls for peace by politicians after terrorist attacks actually lead to more rather than less xenophobic Google searches; this is accompanied by a section that hints at how the trends can be potentially reversed if different words are used in political speeches. There is also an interesting discussion of how the belief that newspaper political leanings drive customer political preferences gets it exactly backward; the data shows that customer political preferences shape what newspapers print, so effectively they are doing nothing different from any other customer-focused, profit making organization.The primary tool for doing all this data analysis is correlation or regression analysis, where you look at online searches and try to find correlations between certain terms and factors like geographic location, gender, ethnicity. One hopes that one has separated the most important correlated variable and has eliminated other potentially important ones.There are tons of other amusing and informative studies - sometimes the author's own but more often other people's - that reveal human desires and behavior across a wide swathe of fields, including politics, dating, sports, education, shopping and sexuality. There's plenty of potentially useful material in these studies. For instance, some of the data that indicates gaps in educational or social attainment in different parts of the country are immediately actionable in principle. Google searches have also been used to keep track of flu and other disease epidemics. Sometimes finding correlations is financially lucrative; there is a story about how a horse expert found that success in horse races seems to correlate with one factor more than any other: the size of the left ventricle. Another study isolated the impact of the early growing season on the quality of wines. There is no doubt that financial firms, supermarkets, newspapers, hospitals and online purveyors of everything from pornography to peanuts are going to keep a close eye on this data to maximize their reach and profits.Generally speaking I enjoyed "Everybody Lies

By the authorÃƒÂ¢Ã â ¬Ã â„¢s admission, this is the Google-generation version of his favorite book, Freakonomics.As weÃƒÂ¢Ã â ¬Ã â„¢ve repeatedly found in elections all over the planet, the survey is an imperfect tool, chiefly because people lie. Hence the name of the book.But they donÃƒÂ¢Ã â ¬Ã â„¢t lie when they are doing a Google search. So thatÃƒÂ¢Ã â ¬Ã â„¢s ÃƒÂ¢Ã â ¬ Å"digital truth serum.ÃƒÂ¢Ã â ¬ Â• You can use this cornucopia of data both1. to establish facts but also2. to discover correlations.If you use it cleverly you can even detect

causation. The author walks you through a large number of fun examples.If you want to find out what part of their body men and women most frequently research on Google, youÃƒÂ¢Ã â¬Ã â„¢ve come to the right place. If you want to find out how searches for the n word correlate with states Hillary lost despite being ahead in the polls, again you have come to the right place. If you want something better than a stab in the dark regarding the age we pick our football teamÃƒÂ¢Ã â¬Ã Â| you get the idea.You do get the impression, however, that the author is IMMENSELY happy with himself. This is a very smug book. All self-deprecatory commentary here (and thereÃƒÂ¢Ã â¬Ã â„¢s a lot of it and itÃƒÂ¢Ã â¬Ã â„¢s often funny) feels fake.True to his field, psychology, at least half the time author Seth Stephens-Davidowitz is talking about sex. So, for example, when he goes looking for the percent of men who are gay, itÃƒÂ¢Ã â¬Ã â„¢s all based on research heÃƒÂ¢Ã â¬Ã â„¢s done trolling on, erm, sorry, analyzing, porn websites. IÃƒÂ¢Ã â¬Ã â„¢m really not kidding when IÃƒÂ¢Ã â¬Ã â„¢m telling you the manÃƒÂ¢Ã â¬Ã â„¢s got one thing on his mind. Bottom of page 124, in a footnote, you can see what he really wanted to call the book. ItÃƒÂ¢Ã â¬Ã â„¢s not ÃƒÂ¢Ã â¬Ã Å"little house on a prairie.ÃƒÂ¢Ã â¬Ã Â•Also, and I hate to be a pedant, for all the ÃƒÂ¢Ã â¬Ã Å"applied statisticsÃƒÂ¢Ã â¬Ã Â• rigor you find in the book, he fails to mention that if your work is based on porn websites, then you are assuming that the property you are researching is exhibited in the same proportion amongst those who frequent porn websites as it is in the general population. Can that be true if the property you are researching is sexual in nature?Regardless, I spent all my time laughing when I was reading this. I was done with it within 48 hours. I could read more. Although IÃƒÂ¢Ã â¬Ã â„¢m annoyed that the author has pretty much pre-announced the sequel, I think IÃƒÂ¢Ã â¬Ã â„¢ll buy it.

This book does a great job of giving the qualitative value of data science without getting hung up in the quantitative details. Don't get me wrong, it's no pop-econ beginner's book, but the focus on giving powerful examples of surprisingly simple data science provides the kind of motivation that will drive people to enter this field (for the right reasons). Ever since I read 'big-data', I've been excited about the potential for data science to be used across the social sciences in order to better understand humanity at all levels. It was exciting to find that this is exactly the approach and purpose laid out in this book.

Should be required reading for anyone talking or thinking about Big Data and how it's used. This will be the first of many to make more sense of it than has been to date. It's fine to say don't start into

big data efforts just for the sake of mountains of data, but have an objective, but most people haven't a clue how to begin to figure out what those objectives might be. This will help, but the future holds more ideas I'm sure. Still is nods toward the power and value of big data analyses that might give us a better world in the long run.

Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are Everybody Lies; Big Data, New Data, and What the Internet Reveals About Who We Really Are Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Internet Business Insights: Lessons Learned and Strategies Used by 101 Successful Internet-Based Entrepreneurs (Internet Business Books) ESP8266: Programming NodeMCU Using Arduino IDE - Get Started With ESP8266 (Internet Of Things, IOT, Projects In Internet Of Things, Internet Of Things for Beginners, NodeMCU Programming, ESP8266) Everybody's Guide to Small Claims Court (Everybody's Guide to Small Claims Court. National Edition) Everybody's Guide to Small Claims Court in California (Everybody's Guide to Small Claims Court. California Edition) Can I tell you about Asthma?: A guide for friends, family and professionals (Can I tell you about...?) Can I tell you about Epilepsy?: A guide for friends, family and professionals (Can I tell you about...?) Everybody Lies: The New York Times Bestseller What Your Doctor May Not Tell You About(TM) Colorectal Cancer: New Tests, New Treatments, New Hope (What Your Doctor May Not Tell You About...(Paperback)) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data House and Philosophy: Everybody Lies Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Really, Really Big Questions Talent Is Overrated: What Really Separates World-Class Performers from Everybody Else Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

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