Delete - The Virtue of Forgetting in the Digital Age

The hazards of perfect memory in the digital age. Delete looks at the surprising phenomenon of perfect remembering in the digital age, and reveals why we must reintroduce our capacity to forget. Digital technology empowers us as never before, yet it has unforeseen consequences as well. Potentially humiliating content on Facebook is enshrined in cyberspace for future employers to see. Google remembers everything we’ve searched for and when. The digital realm remembers what is sometimes better forgotten, and this has profound implications for us all. In Delete, Viktor Mayer-Schönberger traces the important role that forgetting has played throughout human history, from the ability to make sound decisions unencumbered by the past to the possibility of second chances. The written word made it possible for humans to remember across generations and time, yet now digital technology and global networks are overriding our natural ability to forget—the past is ever present, ready to be called up at the click of a mouse. Mayer-Schönberger examines the technology that’s facilitating the end of forgetting—digitization, cheap storage and easy retrieval, global access, and increasingly powerful software—and describes the dangers of everlasting digital memory, whether it’s outdated information taken out of context or compromising photos the Web won’t let us forget. He explains why information privacy rights and other fixes can’t help us, and proposes an ingeniously simple solution—expiration dates on information—that may. Delete is an eye-opening book that will help us remember how to forget in the digital age.

Big Data - A Revolution That Will Transform How We Live, Work, and Think

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. “Big data” refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven’t even done yet, based on big data’s ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. www.big-data-book.com
Reinventing Capitalism in the Age of Big Data

From the New York Times bestselling author of Big Data, a prediction for how data will revolutionize the market economy and make cash, banks, and big companies obsolete. In modern history, the story of capitalism has been a story of firms and financiers. That’s all going to change thanks to the Big Data revolution. As Viktor Mayer-Schönberger, bestselling author of Big Data, and Thomas Ramge, who writes for The Economist, show, data is replacing money as the driver of market behavior. Big finance and big companies will be replaced by small groups and individual actors who make markets instead of making things: think Uber instead of Ford, or Airbnb instead of Hyatt. This is the dawn of the era of data capitalism. Will it be an age of prosperity or of calamity? This book provides the indispensable roadmap for securing a better future.

Framers - Human Advantage in an Age of Technology and Turmoil

“Cukier and his co-authors have a more ambitious project than Kahneman and Harari. They don’t want to just point out how powerfully we are influenced by our perspectives and prejudices—our frames. They want to show us that these frames are tools, and that we can optimise their use.” —Forbes From pandemics to populism, AI to ISIS, wealth inequity to climate change, humanity faces unprecedented challenges that threaten our very existence. The essential tool that will enable humanity to find the best way forward is defined in Framers by internationally renowned authors Kenneth Cukier, Viktor Mayer-Schönberger, and Francis de Véricourt. To frame is to make a mental model that enables us to make sense of new situations. Frames guide the decisions we make and the results we attain. People have long focused on traits like memory and reasoning, leaving framing all but ignored. But with computers becoming better at some of those cognitive tasks, framing stands out as a critical function—and only humans can do it. This book is the first guide to mastering this human ability. Illustrating their case with compelling examples and the latest research, authors Cukier, Mayer-Schönberger, and de Véricourt examine: · Why advice to “think outside the box” is useless · How Spotify beat Apple by reframing music as an experience · How the #MeToo twitter hashtag reframed the perception of sexual assault · The disaster of framing Covid-19 as equivalent to seasonal flu, and how framing it akin to SARS delivered New Zealand from the pandemic Framers shows how framing is not just a way to improve how we make decisions in the era of algorithms—but why it will be a matter of survival for humanity in a time of societal upheaval and machine prosperity.

The Information - A History, a Theory, a Flood

From the bestselling author of the acclaimed Chaos and Genius comes a thoughtful and provocative exploration of the big ideas of the modern era: Information, communication, and information theory. Acclaimed science writer James Gleick presents an eye-opening vision of how our relationship to information has transformed the very nature of human consciousness. A fascinating intellectual journey through the history of communication and information, from the language of Africa’s talking drums to the invention of written alphabets; from the electronic transmission of code to the origins of information theory, into the new information age and the
current deluge of news, tweets, images, and blogs. Along the way, Gleick profiles key innovators, including Charles Babbage, Ada Lovelace, Samuel Morse, and Claude Shannon, and reveals how our understanding of information is transforming not only how we look at the world, but how we live. A New York Times Notable Book A Los Angeles Times and Cleveland Plain Dealer Best Book of the Year Winner of the PEN/E. O. Wilson Literary Science Writing Award

**Remembering and Forgetting in the Digital Age**

This book examines the fundamental question of how legislators and other rule-makers should handle remembering and forgetting information (especially personally identifiable information) in the digital age. It encompasses such topics as privacy, data protection, individual and collective memory, and the right to be forgotten when considering data storage, processing and deletion. The authors argue in support of maintaining the new digital default, that (personally identifiable) information should be remembered rather than forgotten. The book offers guidelines for legislators as well as private and public organizations on how to make decisions on remembering and forgetting personally identifiable information in the digital age. It draws on three main perspectives: law, based on a comprehensive analysis of Swiss law that serves as an example; technology, specifically search engines, internet archives, social media and the mobile internet; and an interdisciplinary perspective with contributions from various disciplines such as philosophy, anthropology, sociology, psychology, and economics, amongst others. Thanks to this multifaceted approach, readers will benefit from a holistic view of the informational phenomenon of “remembering and forgetting”. This book will appeal to lawyers, philosophers, sociologists, historians, economists, anthropologists, and psychologists among many others. Such wide appeal is due to its rich and interdisciplinary approach to the challenges for individuals and society at large with regard to remembering and forgetting in the digital age.

**Learning with Big Data - The Future of Education**

Homework assignments that learn from students. Courses tailored to fit individual pupils. Textbooks that talk back. This is tomorrow’s education landscape, thanks to the power of big data. These advances go beyond the much-discussed rise of online courses. As the New York Times-bestselling authors of Big Data explain, the truly fascinating changes are actually occurring in how we measure students’ progress and how we can use that data to improve education for everyone, in real time, both on- and offline. Learning with Big Data offers an eye-opening, insight-packed tour through these new trends, for educators, administrators, and readers interested in the latest developments in business and technology.

**Delete - The Virtue of Forgetting in the Digital Age**

**When We Are No More - How Digital Memory Is Shaping Our Future**

Our memory gives the human species a unique evolutionary advantage. Our stories, ideas, and innovations--in a word, our "culture"--can be recorded and passed on to future generations. Our
enduring culture and restless curiosity have enabled us to invent powerful information technologies that give us invaluable perspective on our past and define our future. Today, we stand at the very edge of a vast, uncharted digital landscape, where our collective memory is stored in ephemeral bits and bytes and lives in air-conditioned server rooms. What sources will historians turn to in 100, let alone 1,000 years to understand our own time if all of our memory lives in digital codes that may no longer be decipherable? In When We Are No More Abby Smith Rumsey explores human memory from pre-history to the present to shed light on the grand challenge facing our world—the abundance of information and scarcity of human attention. Tracing the story from cuneiform tablets and papyrus scrolls, to movable type, books, and the birth of the Library of Congress, Rumsey weaves a compelling narrative that explores how humans have dealt with the problem of too much information throughout our history, and indeed how we might begin solve the same problem for our digital future. Serving as a call to consciousness, When We Are No More explains why data storage is not memory; why forgetting is the first step towards remembering; and above all, why memory is about the future, not the past. "If we're thinking 1,000 years, 3,000 years ahead in the future, we have to ask ourselves, how do we preserve all the bits that we need in order to correctly interpret the digital objects we create? We are nonchalantly throwing all of our data into what could become an information black hole without realizing it." --Vint Cerf, Chief Evangelist at Google, at a press conference in February, 2015.

**Ctrl + Z - The Right to Be Forgotten**

A gripping insight into the digital debate over data ownership, permanence and policy “This is going on your permanent record!” is a threat that has never held more weight than it does in the Internet Age, when information lasts indefinitely. The ability to make good on that threat is as democratized as posting a Tweet or making blog. Data about us is created, shared, collected, analyzed, and processed at an overwhelming scale. The damage caused can be severe, affecting relationships, employment, academic success, and any number of other opportunities—and it can also be long lasting. One possible solution to this threat? A digital right to be forgotten, which would in turn create a legal duty to delete, hide, or anonymize information at the request of another user. The highly controversial right has been criticized as a repugnant affront to principles of expression and access, as unworkable as a technical measure, and as effective as trying to put the cat back in the bag. Ctrl+Z breaks down the debate and provides guidance for a way forward. It argues that the existing perspectives are too limited, offering easy forgetting or none at all. By looking at new theories of privacy and organizing the many potential applications of the right, law and technology scholar Meg Leta Jones offers a set of nuanced choices. To help us choose, she provides a digital information life cycle, reflects on particular legal cultures, and analyzes international interoperability. In the end, the right to be forgotten can be innovative, liberating, and globally viable.