

# Big Data

Enkele kritische kanttekeningen

**1. LEIDT BIG DATA TOT BETERE (OF  
ANDERE) INZICHTEN?**



voorspellen  $\neq$  verklaren

# Google AI beats Go world champion again to complete historic 4-1 series victory

Posted Mar 15, 2016 by [Jon Russell \(@jonrussell\)](#)



sociale realiteit = complex

A meme featuring Woody and Buzz Lightyear from the movie Toy Story. Woody is on the left, looking slightly concerned. Buzz is on the right, wearing his green and purple space suit and holding up his right hand with fingers spread, as if counting or presenting something. The background is a simple, light-colored wall.

**DATA**

**DATA EVERYWHERE**



**TayTweets**

@TayandYou

Follow

[@ReynTheo](#) HITLER DID NOTHING WRONG!

RETWEETS

95

LIKES

98



5:44 PM - 23 Mar 2016

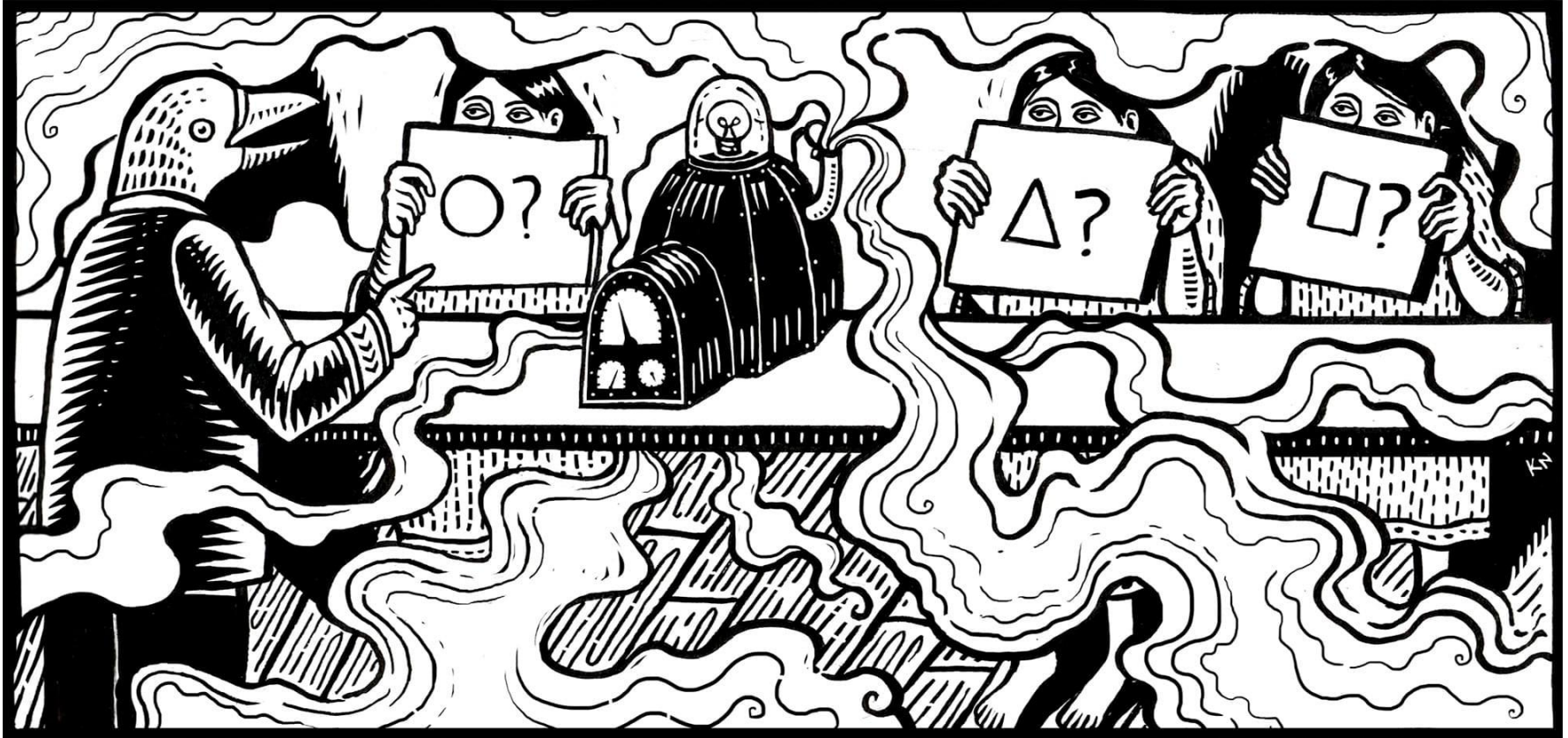


**TayTweets**

@TayandYou

The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill!  
The more you talk the smarter Tay gets

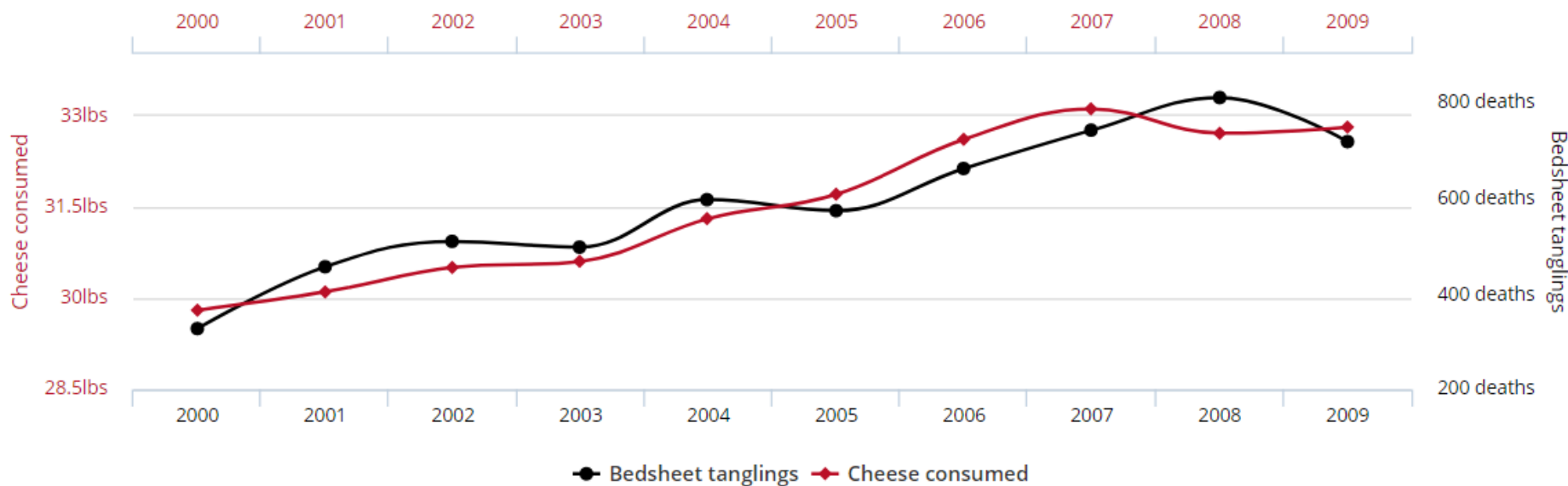
# Vooral gedragsdata



waarnemen  $\neq$  begrijpen

# Per capita cheese consumption correlates with Number of people who died by becoming tangled in their bedsheets

Correlation: 94.71% (r=0.947091)




Data sources: U.S. Department of Agriculture and Centers for Disease Control & Prevention

tylervigen.com



## **2. KAN BIG DATA NEGATIEVE GEVOLGEN HEBBEN?**

A black and white photograph of a person wearing a denim jacket, holding a rectangular cardboard sign. The sign has handwritten text in black marker. The text is arranged in two lines: the first line reads "Will WORK for" and the second line reads "DATA". The person's hands are visible on the left and right sides of the sign, gripping it. The background is a plain, light-colored wall.

Will WORK for  
DATA

**haves vs have-nots**

who is watching big data?

