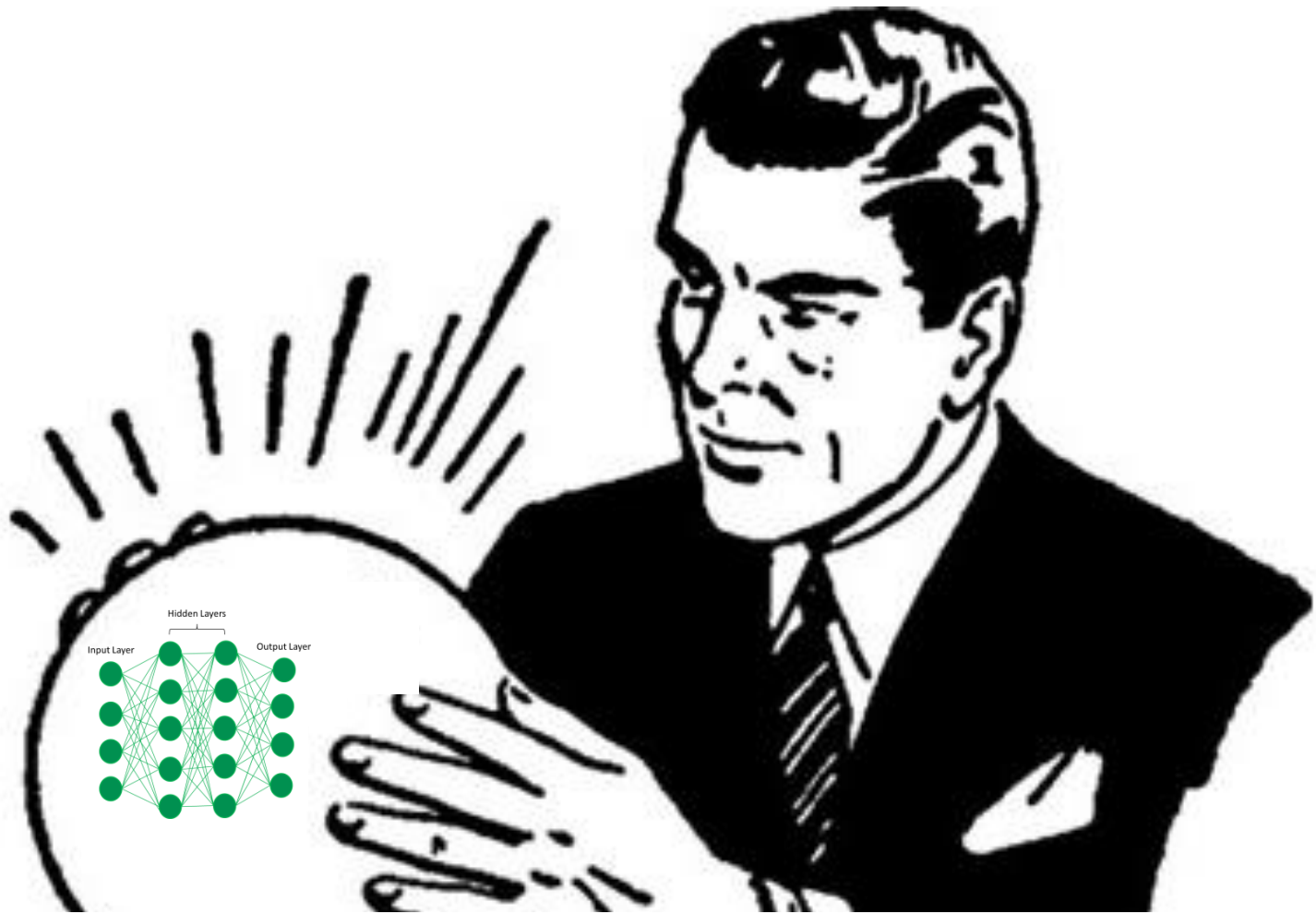


Big Data

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 iconic green and purple space suit and holding up his right hand with fingers spread, as if 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

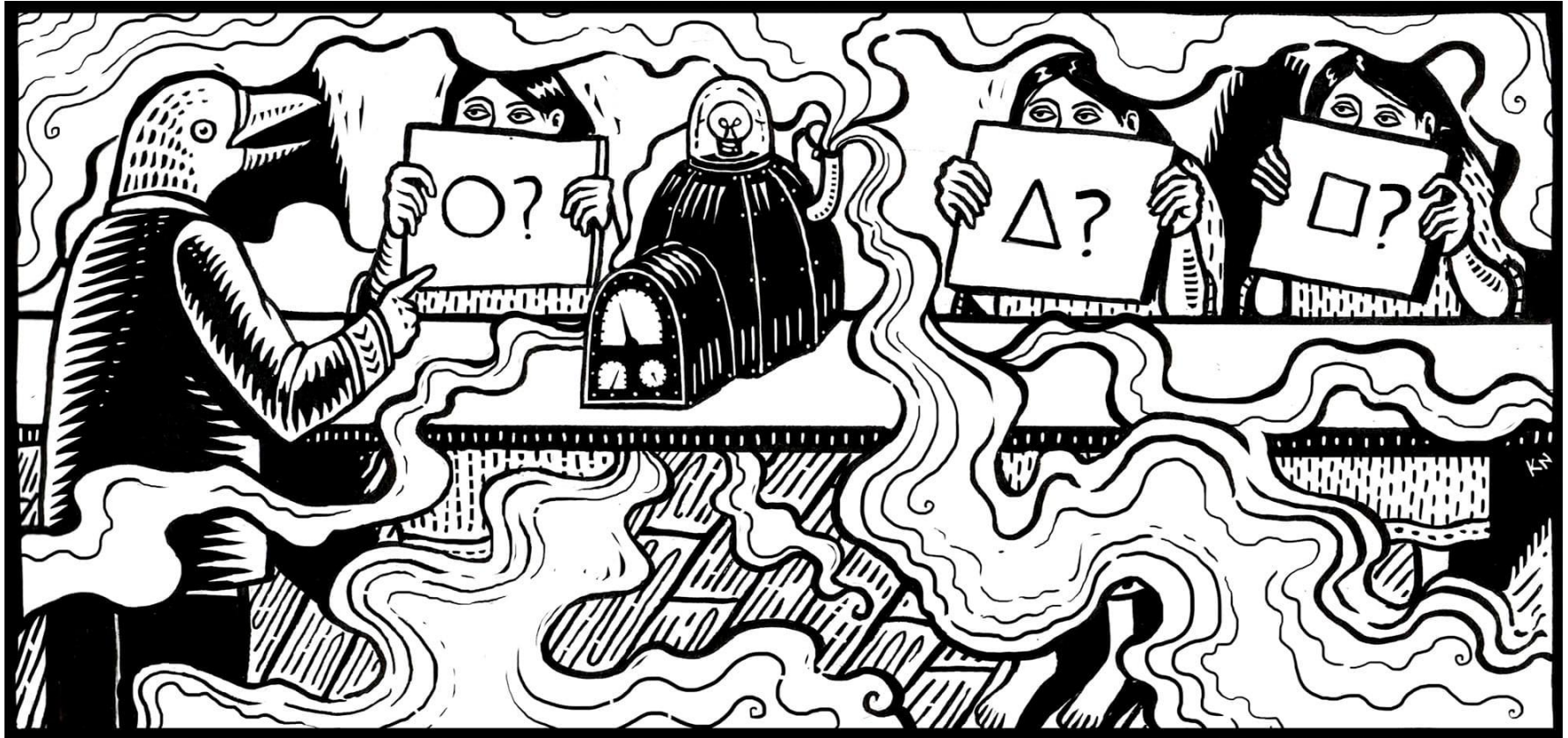


TayTweets

@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

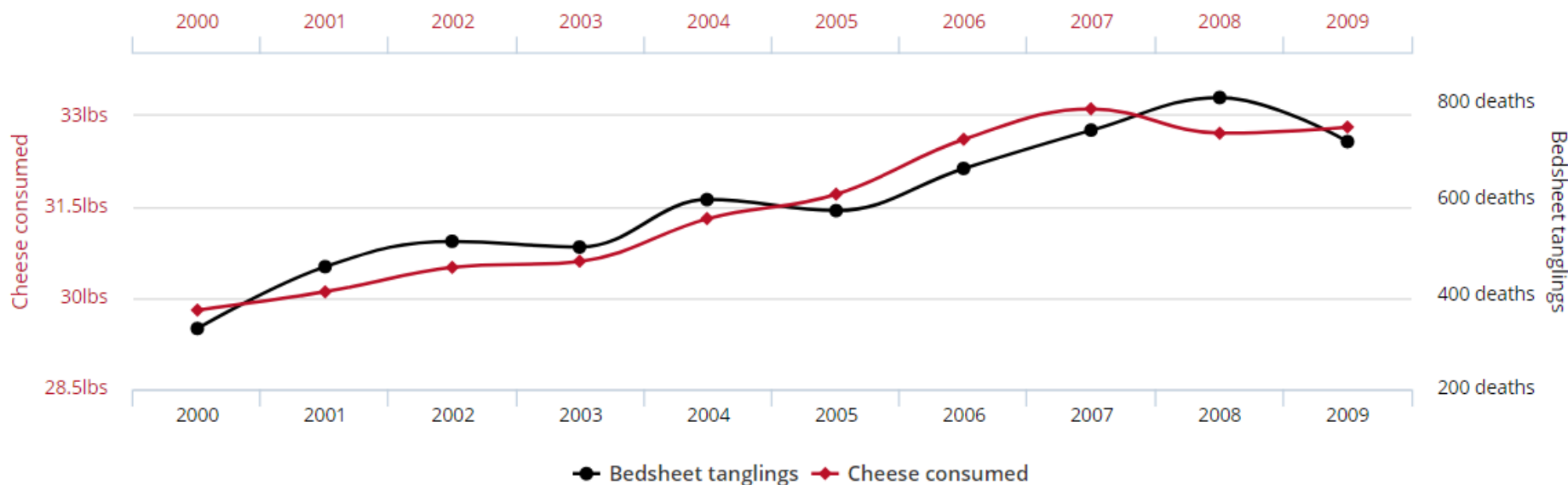
Vooral gedragsdata



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 holding a large, rectangular cardboard sign. The sign has a rough, torn top edge. The person is wearing a denim jacket and jeans. Their hands are visible, gripping the sides of the sign. The sign has handwritten text in black marker. The text is arranged in two lines: the first line says "Will WORK for" and the second line says "DATA". The word "WORK" is in all caps, and "DATA" is also in all caps. The handwriting is somewhat casual and slightly slanted.

Will WORK for
DATA

haves vs have-nots

who is watching big data?

