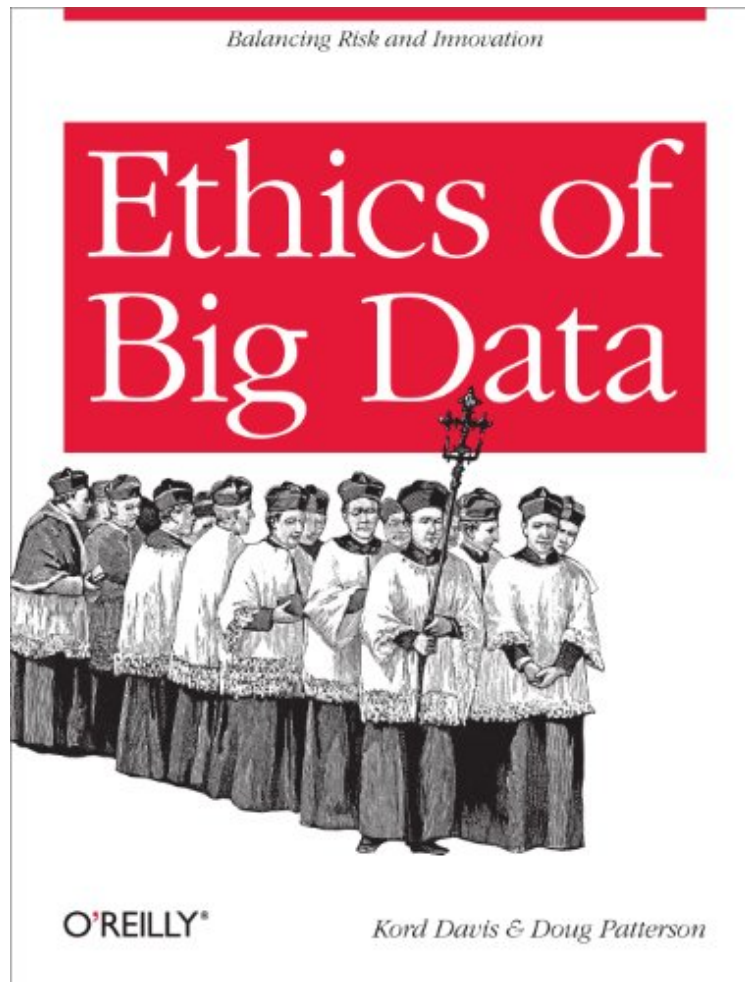


(Download) Ethics of Big Data: Balancing Risk and Innovation

## Ethics of Big Data: Balancing Risk and Innovation

*Kord Davis*

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**Kord Davis : Ethics of Big Data: Balancing Risk and Innovation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ethics of Big Data: Balancing Risk and Innovation:

0 of 0 people found the following review helpful. Arrived as promised. By Gretchen Gottlich Arrived as promised. 0 of 2 people found the following review helpful. Great resource to guide groups and organizations alike in identifying their uses of big data. By PDub Big Data is a fascinating, complex, and multi-layered topic that, with its inherent complexities, could have easily turned this book into a several hundred page publication. The truth is, the ethics around big data are equally if not more complex than the mechanics of how its collected, segmented and used. Fortunately, both Kord Davis and Doug Patterson do not wade too deeply into toolsets or the mechanics, but artfully balance real world examples with thought-provoking points about the use and ethics of big data. Whether you actively are collecting and using big data today or you are completely new to the topic, Ethics of Big Data is an excellent (and easy) read for all to really explore the implications behind such rich insights collected on each one of us. I most appreciated the examples peppered throughout of different corporate published policies versus their actual use of big

data. Ethics of Big Data poses very important questions and considerations that every organization should think through. Equally beneficial is for consumers to understand how big data is used today and the risks of its abuse. Best of all, the book does not impose an ethical standpoint, but rather provides a meaningful structure for organizations to establish their position on and statement of use of big data. Despite the deep nature of the topic, this book is an easy and insightful read and one that I would definitely recommend. 3 of 5 people found the following review helpful. One point made over and over by Robert M. Groves: Not much here. Could have been a short essay. Reviewed simple points, then said them again and again. Don't bother.

What are your organization's policies for generating and using huge datasets full of personal information? This book examines ethical questions raised by the big data phenomenon, and explains why enterprises need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you'll learn how to align your actions with explicit company values and preserve the trust of customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values. Express coherent and consistent positions on your organization's use of big data. Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time. Maintain a balance between the benefits of innovation and the risks of unintended consequences.

.com Ethics of Big Data author Kord Davis remembers exactly why he decided to write his book.