Seminar Proposal

How Data Affect Decison?

Quick avalibity and faster processing of data has lead to development of **Personal analytics.** By measuring **Honest Signals** like activity, consistency and influence, human behaviour can be modelled accurately, which helps in predicting outcome of social situations.

Data available on **Social Networks** provides rich information about individuals and their interest which can be used in **targeted advertisment.** Companies lauch their product on social media before they go for mass media to guage responce to advertisment, which gives them ample time to make changes, if any.

Ease of data collection and transfer, speeds up **disaster recovery** effort by empowering volunteer with real time information of resources available. It improves the coordination and communication amoung volunteers.

All this has lead to development of **Computational Social Science** which has revolutinize the way we measure human interaction and understand human nature. Powerful Analysis tools have empowered Ecnomists to perform analysis over huge data sets. This has lead to development of **Freakonomics**.

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