

## Navodila

Ena od oblik sprotne dela pri predmetu Viri podatkov je tudi obravnava primera "big data", ki prinaša **do 10 točk** h končnemu seštevku točk (max 100). Študent predela vse enote literature za svoj primer, pripravi ustno predstavitev in pisni izdelek. Na predstavitvah je aktiven in **postavi vsaj eno vprašanje**. Pri tem velja poudariti, da se je potrebno osredotočiti na vsebino in kritične vidike virov ali uporabe podatkov, saj ni cilj predmeta v podrobnostih samih statističnih metod, tudi če so v nekaterih primerih opisane.

**Ustna predstavitev** posameznega primera naj traja **max 3 minute** in naj obsega:

- vsebinski opis (vira) podatkov s poudarkom na opisu *načina zbiranja oz. mehanizma*, kako podatki nastanejo;
- dobre in slabe plati vira oz. njegove uporabe;
- ključna spoznanja.

**Pisni izdelek** (2 – 3 strani) naj poleg točk iz ustne predavitve obsega še (če še ni bilo vključeno):

- presojo oz. argumentacijo, ali gre ali ne gre za »big data«;
- presojo točnosti podatkov;
- "aha" momente.

**Ustna predstavitev:** v okviru srečanja 19.3.

**Oddaja pisnega izdelka:** 19.3.

---

## Cene

---

The Billion Prices Project. Dostopno na <http://www.thebillionpricesproject.com/>

Real Inflation Argentina. Dostopno na <http://www.inflacionverdadera.com/argentina/english/>

Cavallo, A. (2012). Online and official price indexes: Measuring Argentina's inflation. *Journal of Monetary Economics* 60(2), 152-165.

Cost of living. *Numbeo*. Dostopno na <https://www.numbeo.com/cost-of-living/>

---

## Facebook in družba

---

Ginsberg, D., Burke, M. (15.12.2017). Hard Questions: Is Spending Time on Social Media Bad for Us? *Facebook Newsroom*. Najdeno na <https://newsroom.fb.com/news/2017/12/hard-questions-is-spending-time-on-social-media-bad-for-us/>

Manjoo, F. (15.12.2017). Facebook Conceded It Might Make You Feel Bad. Here's How to Interpret That. *The New York Times*. Najdeno na <https://www.nytimes.com/2017/12/15/technology/facebook-blog-feel-bad.html>

Wikipedia. Facebook–Cambridge Analytica data scandal. Najdeno 14. januarja 2019 na [https://en.wikipedia.org/wiki/Facebook%E2%80%93Cambridge\\_Analytica\\_data\\_scandal](https://en.wikipedia.org/wiki/Facebook%E2%80%93Cambridge_Analytica_data_scandal)

Dance, G., LaForgia, M. & Confessore, N. (Dec. 18, 2018). As Facebook Raised a Privacy Wall, It Carved an Opening for Tech Giants. *The New York Times*. Najdeno na <https://www.nytimes.com/2018/12/18/technology/facebook-privacy.html>

---

### Google Flu Trends

---

Ginsberg, J. et al. (2009). Detecting influenza epidemics using search engine query data. *Nature*, 457, 1012-2015. Najdeno na <http://www.nature.com/nature/journal/v457/n7232/full/nature07634.html>

Arthur, C. (27.3.2014). Google Flu Trends is no longer good at predicting flu, scientists find. *The Guardian*. Najdeno na <https://www.theguardian.com/technology/2014/mar/27/google-flu-trends-predicting-flu>

Lazer, D., Kennedy, R., King, G., Vespignani, A. (2014). The Parable of Google Flu: Traps in Big Data Analysis. *Science*, 343(6176), 1203-1205. Najdeno na <http://science.sciencemag.org/content/343/6176/1203.full>

Center for Disease Control and Prevention (19.10.2018). Overview of Influenza Surveillance in the United States. Najdeno na <https://www.cdc.gov/flu/weekly/overview.htm>

Google (b.d.). Google Flu Trends Data. Najdeno na <https://www.google.org/flutrends/>

---

### Humanizacija masovnih podatkov

---

Barry, D., et al. (24.5.2020). An Incalculable Loss. *The New York Times*. Najdeno na <https://www.nytimes.com/interactive/2020/05/24/us/us-coronavirus-deaths-100000.html?>

Helzlsouer, K. et al. (2020). Humanizing Big Data: Recognizing the Human Aspect of Big Data. *Frontiers in Oncology*. Najdeno na <https://doi.org/10.3389/fonc.2020.00186>

Barlow, B. (n.d.). Humanizing Big Data: The Key to Actionable Customer Journey Analytics. *RocketSource*. Najdeno na <https://www.rocketsource.co/blog/journey-analytics/>

---

### Netflix

---

Amatriain, X., Basilico, J. (6.4.2012). Netflix Recommendations: Beyond the 5 stars (Part 1). *Netflix*. Najdeno na <http://techblog.netflix.com/2012/04/netflix-recommendations-beyond-5-stars.html>

Amatriain, X., Basilico, J. (20.6.2012). Netflix Recommendations: Beyond the 5 stars (Part 2). *Netflix*. Najdeno na <http://techblog.netflix.com/2012/06/netflix-recommendations-beyond-5-stars.html>

Rajaraman, A. (24.3.2008). More data usually beats better algorithm. *Datawocky*. Najdeno na <http://anand.typepad.com/datawocky/2008/03/more-data-usual.html>

Wernicke, S. (junij 2015). How to use data to make a hit TV show. TED Talk. [video] *TED.com*. Najdeno na [https://www.ted.com/talks/sebastian\\_wernicke\\_how\\_to\\_use\\_data\\_to\\_make\\_a\\_hit\\_tv\\_show](https://www.ted.com/talks/sebastian_wernicke_how_to_use_data_to_make_a_hit_tv_show)

Singel, R. (17.12.2009). Netflix Spilled Your Brokeback Mountain Secret, Lawsuit Claims. *Wired*. Najdeno na <https://www.wired.com/2009/12/netflix-privacy-lawsuit/>

---

### *Pristranskost zaradi kvantifikacije*

---

Oremus, W. (3.1.2016). Who Controls Your Facebook Feed. *Slate*. Najdeno na [http://www.slate.com/articles/technology/cover\\_story/2016/01/how\\_facebook\\_s\\_news\\_feed\\_algorithm\\_works.html](http://www.slate.com/articles/technology/cover_story/2016/01/how_facebook_s_news_feed_algorithm_works.html)

Facebook (15.12.2017). How Does Facebook News Feed Ranking Work? Najdeno na <https://www.youtube.com/watch?v=5kXYC265yn8>

Marshall, A. (18.2.2014). Big Data, Big Questions. *Metropolis Magazine*. Najdeno na <http://www.metropolismag.com/cities/big-data-big-questions-data-smart-cities/>

Wang, T. (9.2016). The human insights missing from big data. Najdeno na [https://www.ted.com/talks/tricia\\_wang\\_the\\_human\\_insights\\_missing\\_from\\_big\\_data](https://www.ted.com/talks/tricia_wang_the_human_insights_missing_from_big_data)

Smith, A. (18.4.2018). Smart cities need thick data, not big data. Najdeno na <https://www.theguardian.com/science/political-science/2018/apr/18/smart-cities-need-thick-data-not-big-data>

---

### *Promet in vreme*

---

Puts, M., Daas, P.J.H., Tennekes, M., & de Blois, C. (2018). Using huge amounts of road sensor data for official statistics, *AIMS Mathematics*, 4(1): 12–25, doi:10.3934/Math.2019.1.12 (fokus na točko 1 in 2)

McKinsey & Co. (2016). Monetizing car data. New service business opportunities to create new customer benefits. Najdeno na <https://www.mckinsey.com/~media/mckinsey/industries/automotive%20and%20assembly/our%20insights/monetizing%20car%20data/monetizing-car-data.ashx>

Nadbath, M. et al. (2015). Podnebna spremenljivost Slovenije v obdobju 1961 – 2011: Meteorološka opazovanja I. Ljubljana: Ministrstvo za okolje in prostor, Agencija RS za okolje. Najdeno na <http://meteo.arso.gov.si/uploads/probase/www/climate/text/sl/publications/Meteoroloska%20opazovanja%20I%20splet.pdf> (fokus na težave pri merjenju)

---

### *Pametne stavbe*

---

Microsoft (b.d.). Article: 88 Acres. How Microsoft Quietly Built the City of the Future. Najdeno na <https://www.microsoft.com/en-us/stories/88acres/>

BREEAM (b.d.). The Edge, Amsterdam. *The BREEAM*. Najdeno na <https://www.breeam.com/offices/the-edge-amsterdam/>

Randall, T. (23.9.2015). The Smartest Building in the World. *Bloomberg Businessweek*. Najdeno na <http://www.bloomberg.com/features/2015-the-edge-the-worlds-greenest-building/>

Wakefield, J. (6.4.2016). Tomorrow's buildings: Is world's greenest office smart? *BBC News*. Najdeno na <http://www.bbc.com/news/technology-35746647>

Bunn, R. (24.5.2017). The problems with smart buildings. *Designing Buildings Wiki*. Najdeno na [https://www.designingbuildings.co.uk/wiki/The\\_problems\\_with\\_smart\\_buildings](https://www.designingbuildings.co.uk/wiki/The_problems_with_smart_buildings)

---

## Target

---

Duhigg, C. (16.2.2012). How Companies Learn Your Secrets. *The New York Times Magazine*. Najdeno na <http://www.nytimes.com/2012/02/19/magazine/shopping-habits.html>

Hill, K. (16.2.2012). How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did. *Forbes*. Najdeno na <http://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/>

Piatetsky, G. (7.5.2014). Did Target Really Predict a Teen's Pregnancy? The Inside Story. *KD nuggets*. Najdeno na <http://www.kdnuggets.com/2014/05/target-predict-teen-pregnancy-inside-story.html>