

\ Dataschism - Who we are: When we thin No one's Looking - Christian Rudder

Dataschism is a book written by the founder of OKCupid which looks at the various datascience that come from the Computer explosion of Data. The author starts by exploring the data pertaining to the dating site OKCupid, the author looks at how various the data present within data the dating site.

This data showcases the biological differences within humans. You can see the amalgamation of these biological processes through the way each respective gender rates the other. Men are likely to rate women in gaussian fashion whereas the ratings follow a left skewed normal distribution.

This is heavily contrasting to find where the females are likely to rate in a power law distribution.

Whereas there see a 90%, 10% esque distribution and 90% of men are seen below average. Another topic in which the author takes about, is the contradictory nature in which the writing is often is improving due to twitter's character limit size. This, the author theorizes is due to the need to fit a lot of information into a short phrase and the increased linguistic efficiency needed to accomplish that. Another subject area in which the author discusses pertains to the strength of your relationship and the analogous strength of the social media graph connections. The author discusses factors relating to the length of your relationship.

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to the number of intertwining social media connections. Based on the data it seems as though there is a strong correlation between the two. Another aspect of vast data that the author explores is the way in which anonymously or pseudonymously facilitates the bad way in which people communicate with each other. This is evident in many social media platforms such as reddit, 4chan, twitter and many other platforms where there is ~~needed~~ need for near complete anonymity. The author also goes on to talk about the massive amounts of data which all of these big tech companies hold on us due to the services that they provide. These tech companies have massive amounts of data on us. ~~When~~ they could utilize this data in more sinister ways if they choose to do so. Another thing that the author remarks upon is the massive amount of predictive power that the language you utilize has. Given key phrases and ~~if~~ you can predictably see how, well, many aspects of an individual will be,

Overall this book explores the massive amount of data that is online and available to anyone as well as the far reaching social impacts of the services; The ~~effect~~ way that this data exemplifies fundamental biological tendencies.