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The End of Theory: The Data Deluge Makes the Scientific Method Obsolete

Illustration: Marian Bantjes “All models are wrong, but some are useful.” So proclaimed statistician George Box 30 years ago, and he was right. But what choice did we have? Only models, from cosmological equations to theories of human behavior, seemed to be able to consistently, if imperfectly, explain the world around us. Until now. Today companies [...]

