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The Philosophy of Data

By DAVID BROOKS

If you asked me to describe the rising philosophy of the day, I'd say it is data-ism. We now have the ability to gather huge amounts of data. This ability seems to carry with it certain cultural assumptions — that everything that can be measured should be measured; that data is a transparent and reliable lens that allows us to filter out emotionalism and ideology; that data will help us do remarkable things — like foretell the future.