

BIDSS Assignment 02

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### Executive Summary: The Divided Brain

Iain McGilchrist's first point is the fact that we no longer consider that the left hemisphere and the right hemisphere operate separately. There are other authors that have come to this conclusion as well, such as (Lombrozo, 2013). The thought prior was that the left hemisphere operated certain functions, and none of those functions operated in the right hemisphere and vice versa. This is interesting to separate because as technology has transformed, data warehouses have also come from this form of separation to where it is also now false.

For instance, data started with more of an isolation and data was difficult to come by. Think of this as more of data per environment. There was not multiple data sources, which were shared and data was more difficult to attain. If we look back to mainframes and the usage of "dumb terminals", these devices were connected but could only grab information from the mainframe where they were configured to communicate with. Once the development of "Servers" and the internet of things began to be more widespread, then we were able to share information easily. This has led to an easier way to incorporate business intelligence.

This leads the author McGilchrist to expand on left side used for more basic functions, and the right for more intensive processing of brain activity. One example used is with language, where as if removed from the left side of the brain than a person would lose language cognitive skills. What I find interesting after the focus on the left and the right are not independent, McGilchrist still does point the left side of the brain as being used for only basic functions as mentioned above. However, according to (Lombrozo, 2013) through studies "have shown that both hemispheres can figure out the meaning of words and sentences – and that they have differing strengths and weaknesses when it comes to comprehending". This means that even if we lose ability in the left hemisphere, there is still a way the right hemisphere could adapt.

This is the last point that I have taken from the video where the brain is more of an interconnection of neurons that communicate on a fiber network from the left to the right and vice versa. Information technology is leveraged this way in order to attain data for business intelligence. We are no longer isolated to mainframes and single data points. There are several data stores and warehouses where data can be collected and cleaned if needed. It is a good comparison if we think of how a brain functions, to internet of things. Instead on neurons, these are replaced by gateways, routers, switches, servers...etc.

I think that all three data points derived from the video and other sources show that the IOT and how technology has developed is easy to consider how business intelligence lives and could further be designed per project. For instance, the left is not disconnected from the right hemisphere, more basic functions on the left vs the right is false but can be coordinated with interconnections, and the brain being more of a network for attaining what it is processing.

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### References

Lombrozo, T. (2013, 12 02). *The Truth About The Left Brain / Right Brain Relationship*. Retrieved from [www.npr.org: https://www.npr.org/sections/13.7/2013/12/02/248089436/the-truth-about-the-left-brain-right-brain-relationship](https://www.npr.org/sections/13.7/2013/12/02/248089436/the-truth-about-the-left-brain-right-brain-relationship)