

Cyber Ethics 4.0: Serving Humanity with Values



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Module 11

The Oracle of Big Data

Big Data

Big Data - extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.



Big Data – Listen to the World Itself

“The promise is that, with high levels of data generation and developments in computational analysis, the world (coded through datafication) can begin to speak for itself without its (more than) fallible human interpreter.”

Chandler 2015, 837–838



Why is Big Data?

Big Data is so delightfully longed for because it is expected to give us answers we did not even know the question for, which is to bring digital serendipity to a whole new level.



Big Data – A Matter of Faith

Any set of data – no matter how incomprehensibly gigantic – is selective;

Big Data systems do not 'kill' the theoretical inheritance of data itself;

Human actors are no longer the only entities performing actions or action-like processes;

People have no other option than to believe in results provided by Big data and perform their actions in good faith.

The Oracle of Big Data

Big Data based outcomes, being a matter of faith, can be seen as today's prophecies.



The End