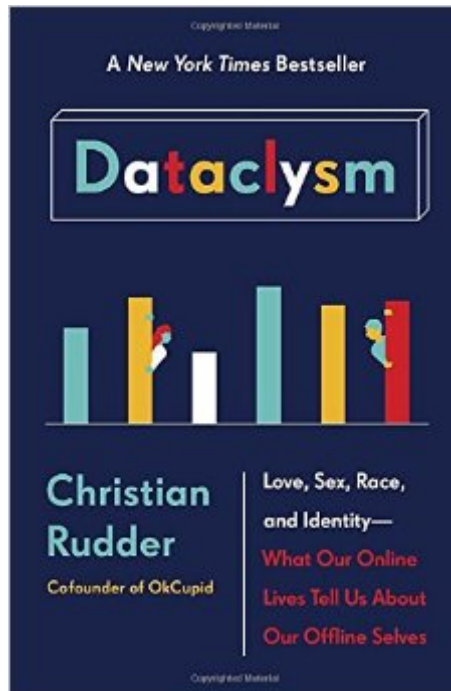


The book was found

# Dataclysm: Love, Sex, Race, And Identity--What Our Online Lives Tell Us About Our Offline Selves



## Synopsis

A New York Times Bestseller An audacious, irreverent investigation of human behavior—and a first look at a revolution in the making — Our personal data has been used to spy on us, hire and fire us, and sell us stuff we don't need. In *Dataclysm*, Christian Rudder uses it to show us who we truly are. — For centuries, we've relied on polling or small-scale lab experiments to study human behavior. Today, a new approach is possible. As we live more of our lives online, researchers can finally observe us directly, in vast numbers, and without filters. Data scientists have become the new demographers. — In this daring and original book, Rudder explains how Facebook "likes" can predict, with surprising accuracy, a person's sexual orientation and even intelligence; how attractive women receive exponentially more interview requests; and why you must have haters to be hot. He charts the rise and fall of America's most reviled word through Google Search and examines the new dynamics of collaborative rage on Twitter. He shows how people express themselves, both privately and publicly. What is the least Asian thing you can say? Do people bathe more in Vermont or New Jersey? What do black women think about Simon & Garfunkel? (Hint: they don't think about Simon & Garfunkel.) Rudder also traces human migration over time, showing how groups of people move from certain small towns to the same big cities across the globe. And he grapples with the challenge of maintaining privacy in a world where these explorations are possible. — Visually arresting and full of wit and insight, *Dataclysm* is a new way of seeing ourselves—a brilliant alchemy, in which math is made human and numbers become the narrative of our time. From the Hardcover edition.

## Book Information

Paperback: 320 pages

Publisher: Broadway Books (September 8, 2015)

Language: English

ISBN-10: 0385347391

ISBN-13: 978-0385347396

Product Dimensions: 5.2 x 0.9 x 8 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars — See all reviews (296 customer reviews)

Best Sellers Rank: #41,998 in Books (See Top 100 in Books) #21 in Books > Computers & Technology > Databases & Big Data > Data Modeling & Design #27 in Books > Computers & Technology > Internet & Social Media > Social Media #87 in Books > Science & Math >

## Customer Reviews

This book may be to Data Science and Big Data what Freakonomics was to Economics. The author is one of the founders of the dating web site OKCupid and has spent a lot of time sifting through the vast amount of data collected by user interactions with their website and each other, and he uses this wealth of personal and private information to explore what it can tell us about human social behavior. The writing is excellent and it is a very fun read (I was hooked by the second page of the introduction, finished it in a couple sittings, and was never bored). There's lots of information in this book that will make you think, and a lot worth talking about more. I think it's at its best in the first part where the theme is "things that bring us together" and he talks about statistics relating to how people find each other on his dating site. In the second part of the book "what pulls us apart" he deals with issues like race and what his data shows about the prevalence of racism in American society, as well as the internet's capacity for rage. The last part of the book "what makes us who we are" continues with the relationships theme as he investigates a few more racial as well as gay and bi-sexual issues before covering a few miscellaneous topics like comparing the kind of uses of this data he makes and his vision of using it for good compared to things like marketing and government spying. People who consider themselves Data Scientists may be bothered by the fact that he does not go into much formal detail and actually few of his analyses require any fancy math or a PhD in anything.

I bought the audio version of this book because I'm an OK Cupid user, and I've followed the OK Cupid blog. OK Cupid-- by being one of the most popular dating sites in the world-- has collected an enormous amount of data from it's users. Data which is very intimate, personal, and unique because it is information that can be analyzed in order to determine patterns or draw conclusions. However, Rudder does an absolute hack job in interpreting the data and it's painful to listen to him attempt to play alchemist or voodoo witch doctor. It's as if he's never taken a single class in the fields of logic, statistics, or psychology. Google "spurious correlations" by Tyler Vigen, and you'll get a good overview of the problems when people doesn't understand correlation vs. causation. Rudder also completely fails to take into account (even in the subtitle of the book) that users on OK Cupid are typically answering questions publicly so it is a mistake to assume that all self-reported answers are accurate and candid. Also, many of the questions on OK Cupid are broad unscientific questions, compound questions, or allow very restricted responses in the form of multiple-choice answers

(many of which are casual/informal and don't allow for the ideal and most accurate response). I don't mean to dump on the author, but there is one more strong criticism of Rudder's choice of topics for this book: When he spends a third of the book discussing Google searches and Twitter, it's like watching one of those pathetic interviews with a retired ball player who's asked how the college team needs to win (duh, they need to score more points and prevent the other team from scoring point).

[Download to continue reading...](#)

Dataclism: Love, Sex, Race, and Identity--What Our Online Lives Tell Us about Our Offline Selves  
Sex Positions: Sex: The Top 100 Sex Positions to try Before you Die (Sex Positions, Sex Guide, Kamasutra, Sex Books) Sex: Sex Starved Marriage: 33 Demonstrated Sex Positions + 14 Best Tips On How To Last Longer, Make Her Scream And Be The Best Lover In Her Life (+FREE BONUS)(Sex and Marriage, Sex Positions Book) LEARN IN A DAY! DATA WAREHOUSING. Top Links and Resources for Learning Data Warehousing ONLINE and OFFLINE: Use these FREE and PAID resources to Learn Data Warehousing in little to no time Sex: This Book Includes - Tantric Sex: A Beginners Guide For Couples Based On The Art Of Tantra, Sex Positions: 21 Illustrated Sex Positions To F\*ck Her Brains Out (Sex Techniques, Kama Sutra) The Reputation Society: How Online Opinions Are Reshaping the Offline World (The Information Society Series) Divided Minds and Successive Selves: Ethical Issues in Disorders of Identity and Personality Masking Selves, Making Subjects: Japanese American Women, Identity, and the Body Tantric Sex: The Truth About Tantric Sex: The Ultimate Beginner's Guide to Sacred Sexuality Through Neotantra (Tantric Sex Books, Tantric Sex For Men And Women) Increase Libido at Any Age Naturally: The Ultimate Guide to An Increased Sex Drive & Improved Sex Life for Men & Women (Increase Sex Drive, Improve Sex Life) Kama Sutra: The Ultimate Sex Guide To Kama Sutra, Love Making and Sex Positions - Secret Techniques For Your Sex Life! Go Only As Fast As Your Slowest Part Feels Safe To Go: Tales To Kindle Gentleness and Compassion For Our Exhausted Selves Why Good People Do Bad Things: Understanding Our Darker Selves Sex and Love Addicts Anonymous: The Basic Text for The Augustine Fellowship, Sex and Love Addicts Anonymous The Vigorous Core of Our Nationality: Race and Regional Identity in Northeastern Brazil (Pitt Latin American Series) Can I tell you about Epilepsy?: A guide for friends, family and professionals (Can I tell you about...?) What Your Doctor May Not Tell You About(TM): Hypertension: The Revolutionary Nutrition and Lifestyle Program to Help Fight High Blood Pressure (What Your Doctor May Not Tell You About...(Paperback)) What Your Doctor May Not Tell You About(TM) IBS: Eliminate Your Symptoms and Live a Pain-free, Drug-free Life (What Your Doctor May Not Tell You About...(Paperback)) What Your Doctor May

Not Tell You About(TM) Hip and Knee Replacement Surgery: Everything You Need to Know to Make the Right Decisions (What Your Doctor May Not Tell You About...(Paperback)) What Your Doctor May Not Tell You About(TM): Premenopause: Balance Your Hormones and Your Life from Thirty to Fifty (What Your Doctor May Not Tell You About...(Ebooks))

[Dmca](#)