## Big Data Viktor Mayer Schonberger

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[AU PHOTO] VIKTOR MAYER-SCHONBERGER is Professor of Internet Governance and Regulation at the Oxford Internet Institute, Oxford University. A widely recognized authority on big data, he is the author of over a hundred articles and eight books, of which the most recent is Delete: The Virtue of Forgetting in the Digital Age.

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VIKTOR MAYER-SCHÖNBERGER is a professor of Internet governance and regulation at Oxford University. He is the author of Delete: The Virtue of Forgetting in the Digital Age. KENNETH CUKIER is the data editor of the Economist and a prominent commentator on developments in big data.

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Mayer-Sch ö nberger's research focuses on the role of information in the networked economy. Among other things, he has been studying data privacy, governance in virtual worlds, law and entrepreneurship, e-government, and (more recently) big data. He has been advocating a right to be forgotten in the form of expiration dates on personal information.

Viktor Mayer-Sch ö nberger - Wikipedia

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Viktor Mayer-Sch ö nberger y Kenneth Cukier

He has published eleven books, including the international bestseller "Big Data" (HMH, co-authored with Kenneth Cukier, translated into more than 20 languages), "Learning with Big Data" (HMH, co-authored with Kenneth Cukier) and the awards-winning "Delete: The Virtue of Forgetting in the Digital Age" with Princeton University Press (also available in multiple languages).

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The chapter entitled "More" (chapter 2) explains how big data is defined by collecting as much data as possible, and at times "all" of it. The authors argue that new technologies will allow data scientists to passively collect, store, and analyze much more data in real time.

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