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vast Internet-scale data sets are used for discovery and prediction in virtually every field.

It shows how this new revolution will change decision making--by relying more on data and analysis, and less on intuition and experience--and

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REVIEW: Data-ism is  
perhaps one of the most  
balanced, levelheaded  
examinations of the  
potential of big data.

Author Lohr never  
hesitates to give voice to  
the critics or skeptics of  
a data-driven world, nor

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fails to point out the  
limitations of artificial  
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Lohr. Steve Lohr, a technology reporter for the New York Times, chronicles the rise of Big Data, addressing cutting-edge business strategies and examining the dark side of a data-driven world. Coal, iron ore, and oil were the key ...

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In Data-ism, New York Times reporter Steve Lohr explains how big-data technology is ushering in a revolution in proportions that promise to be the basis of the next wave of efficiency and innovation across the economy. But more is at work here than

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relying more on data  
and analysis, and less on  
intuition and  
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Brooks argued that in a  
world of increasing  
complexity, relying on  
data could reduce



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cognitive biases and "illuminate patterns of behavior we haven't yet noticed". [1] In 2015, Steve Lohr's book 'Data-ism' looked at how Big Data is transforming society, using the term to describe the Big Data revolution.

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Steve Lohr, the New York Times' chief technology reporter, charts the ascent of Data-ism, the dominating philosophy of the day in which data is at the forefront of everything



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and decisions of all kinds are based on data analysis rather than experience and intuition.

Taking us behind the scenes and introducing the DOPs (Data Oriented-People), the key personalities behind this revolution, he ...

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