

# Dataclysm Who We Are When Think No Ones Looking Christian Rudder

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Before we heighten the human experience, we should understand it first."--TIME "At a time when consumers are increasingly wary of online tracking, Rudder makes a powerful argument in Dataclysm that the ability to tell so much about us from the trails we leave is as potentially useful as it is pernicious, and as educational as it may be unsettling.

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Dataclysm: Who We Are (When We Think No One's Looking) By Rudder, Christian Fourth Estate. Book Condition: New. An irreverent, provocative, and visually fascinating look at what our online lives reveal about who we really are - and how this deluge of data will transform the science of human behaviour.

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OkCupid co-founder Christian Rudder knows a lot about his site's users. He explains how he uses mass data to explore behavior in his new book Dataclysm: Who We Are (When We Think No One's Looking).

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Now that we have minute and granular data on billions of individuals, on how they are living, of what they like, what they search for, who they prefer to be with, what they enjoy reading and watching, where they spend their time, how they react to political events, what their fears are, etc. -- a veritable flood of data -- a dataclysm.

## **Dataclysm: Who We Are by Christian Rudder**

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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.

## **Dataclysm: Who We Are (When We Think No One's Looking ...**

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