

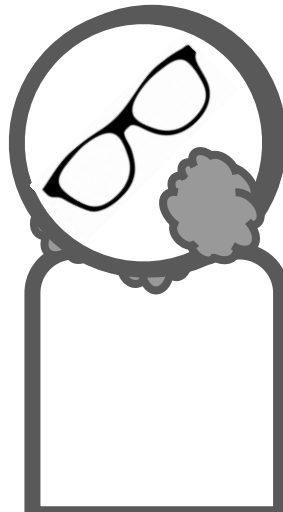
A black and white photograph of two samurai in a duel. One samurai is in a crouched, ready stance, holding a katana. The other samurai is standing and looking up, also holding a katana. The background is a plain, light-colored wall.

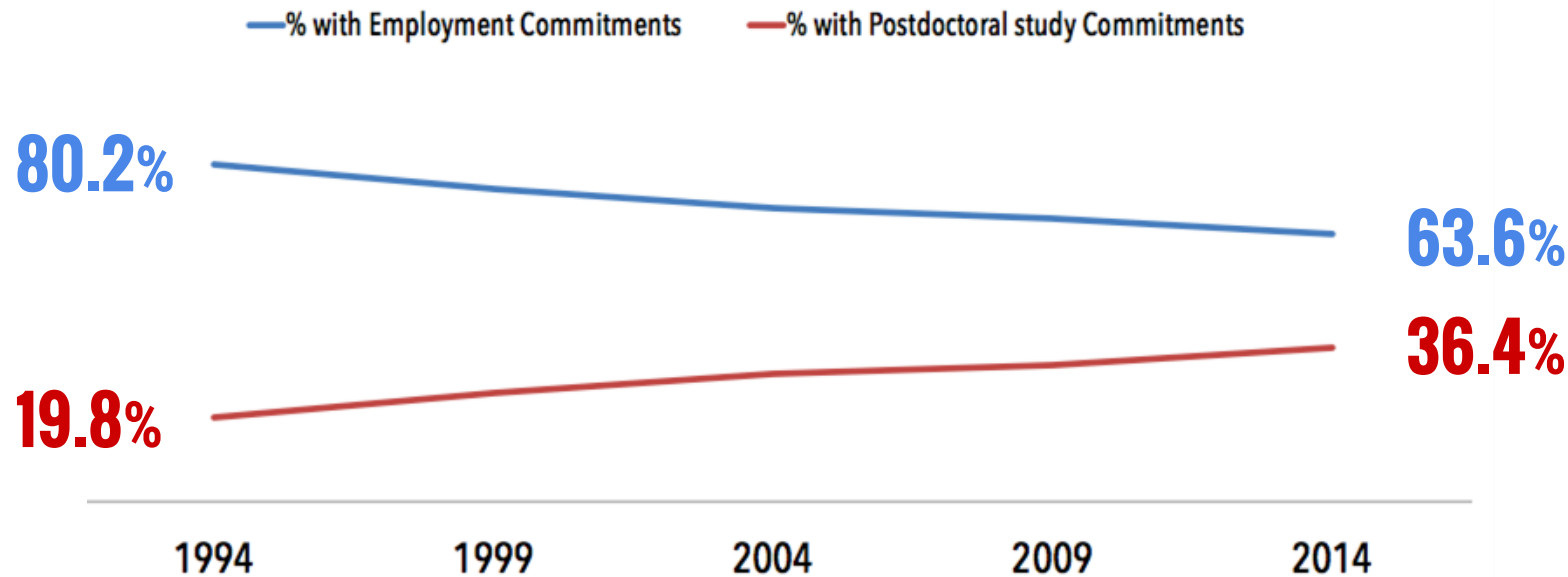
Data is the sword of the twenty-first century
and we are the Samurai

Neal H. Patel | Head of Human/Social Dynamics, Google Inc. | Doctoral Candidate, Department of Sociology, The University of Chicago
Consortium of Social Science Associations (COSSA) Annual Meeting March 15, 2016 | Washington, DC

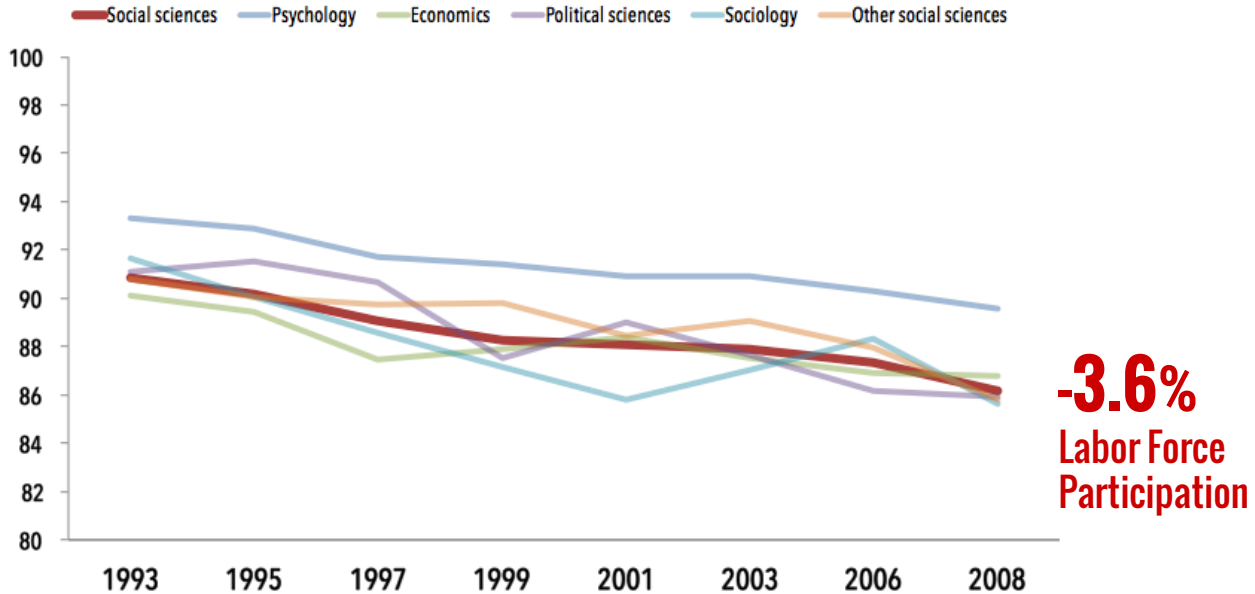
**COMPUTATIONAL
SOCIOLOGIST**

**DATA
SCIENTIST**

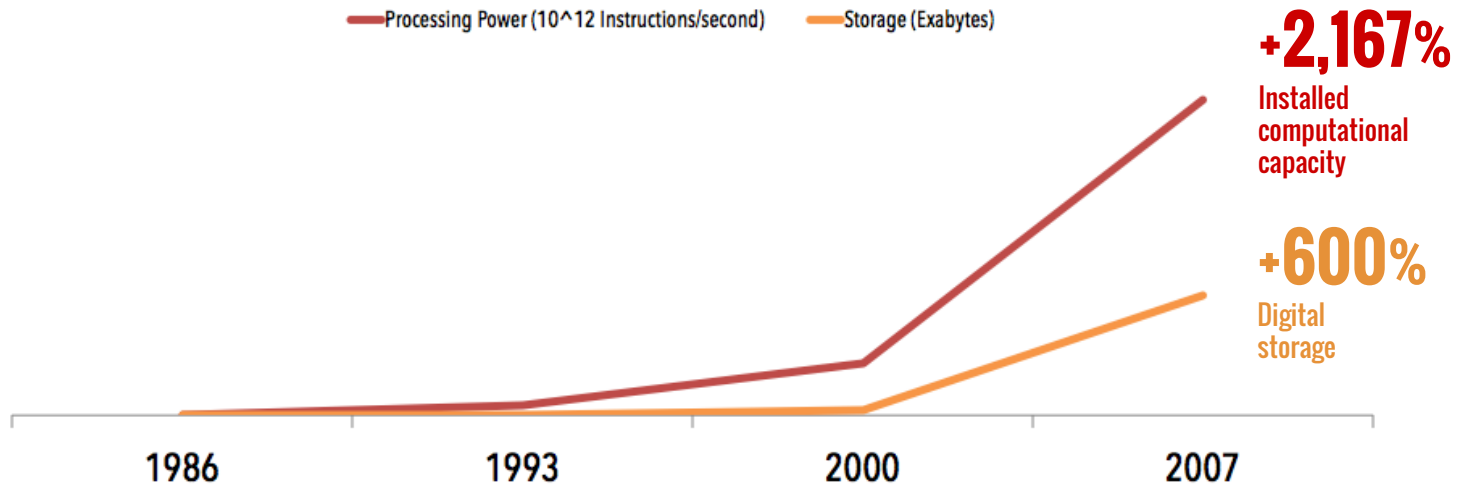




Source: SOURCE: NSF, NIH, USED, USDA, NEH, NASA, Survey of Earned Doctorates. TABLE 44. Postgraduation plans of doctorate recipients with definite commitments, by broad field of study: Selected years, 1994–2014



Source: National Science Foundation, Science Resource Statistics, Characteristics of Doctoral Scientists and Engineers in the United States (Arlington, VA: NSF, 1996-2008). Retrieved from http://www.nsf.gov/statistics/nsf13302/content.cfm?pub_id=4214&id=2 (December 2012). http://www.asanet.org/research/stats/employment_trend_data/



Source: Hilbert, Martin & Lopez, Priscila. "The World's Technological Capacity to store, communicate, and compute information," *Science*

Google



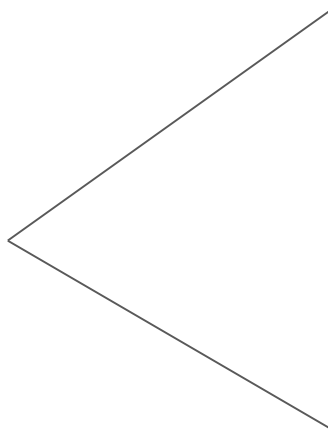
CONSUMER(s)



CONSUMER "x"

ADVERTISEMENT "a"

ADVERTISEMENT "b"



Scientific Rigor

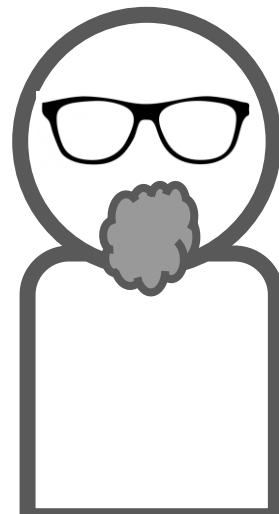
Causal Inference

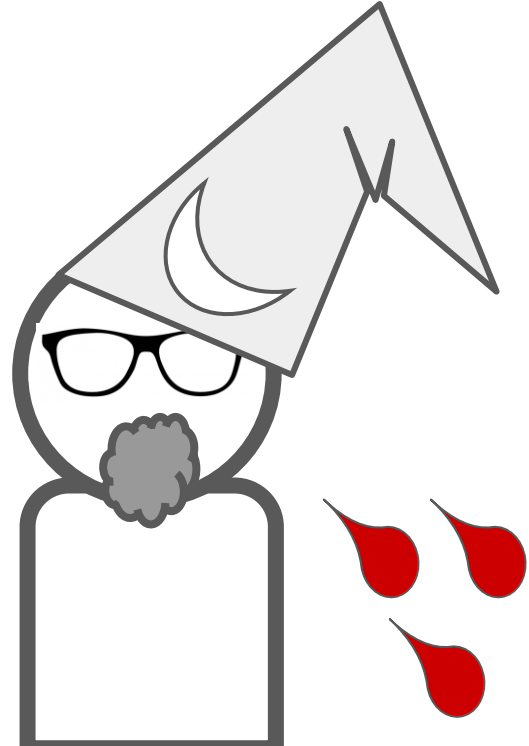
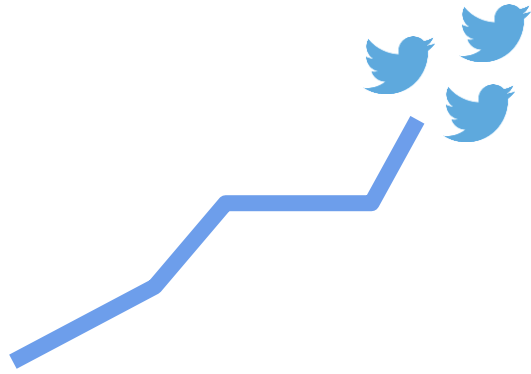
Behavioral Research Methods

Qualitative Insights



“Real time rapid response framework”
driven by “social media analytics”





GENERAL ASSEMBLY On Campus Online Partnerships Corporate Training Sign In

VIEW ALL DATA COURSES

DATA SCIENCE

PART-TIME DATA COURSE

Request Syllabus [Apply Now](#)

Berkeley SCHOOL OF INFORMATION ABOUT ADMISSIONS ACADEMICS EXPERIENCE BLOG [APPLY](#)

datascience@berkeley 855-678-MIDS

Discover datascience@berkeley
 What is data science?
 Engage with UC Berkeley — online
 Explore our multidisciplinary curriculum

The online Master of Information and Data Science designed for leaders in data science.

Get More Information!

Which best describes you?
 — Select — [Next Step](#)



METIS COURSES ONLINE GET HIRED ALUMNI EVENTS BLOG FAQ [CONTACT](#)

METIS

Data Science Training

brought to you by Kaplan

New York City | San Francisco

[LEARN MORE](#)

galvanize ABOUT COURSES CAMPUSES VENTURE BLOG

Become a Data Scientist

[Get More Info](#) [Apply Now](#)

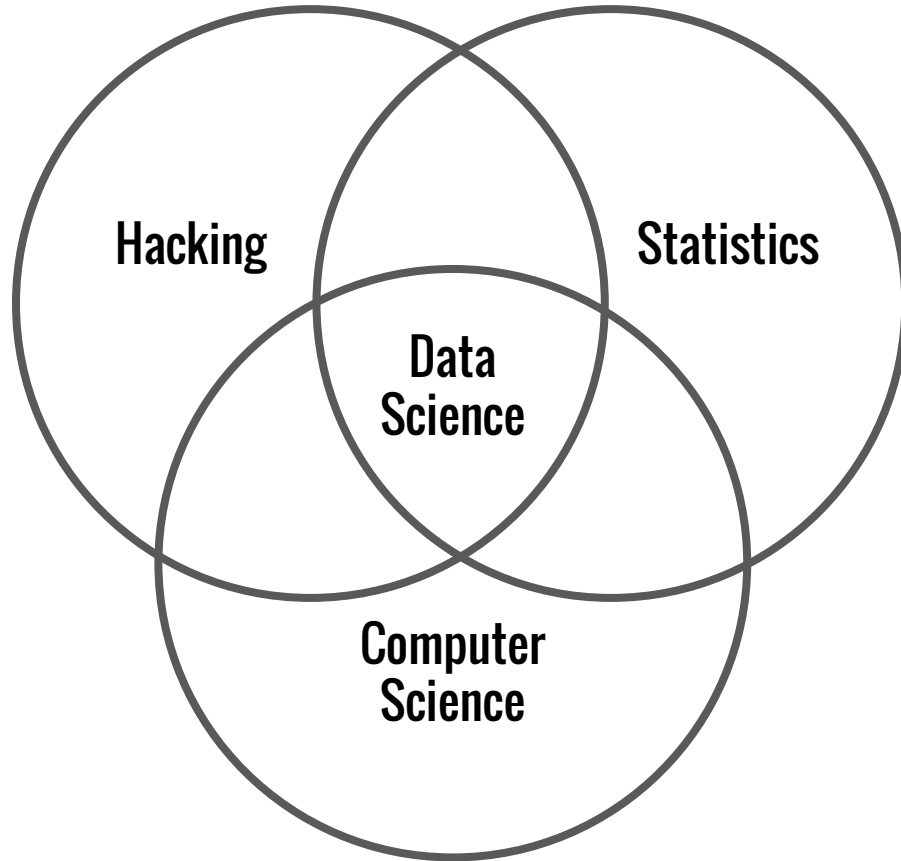
Zipflap Academy HOME ABOUT US GET INVOLVED BLOG [APPLY NOW](#)

BECOME A DATA SCIENTIST

We train data scientists, engineers, and analysts of all kinds.

[APPLY NOW](#) [STAY IN TOUCH](#)





“The future of search is contextual knowledge”

Marissa Mayer

CEO, Yahoo

CES 2014

“Supervised”

Learn by Examples

“Unsupervised”

**Based on
statistical
properties**

Sources of Examples

Surveys
Behavior
Sensors

Sources of Validation

Taxonification
Ontology
Qualitative
Research

**\$41.5
billion**

Source: IDC, <https://www.idc.com/prodserv/4Pillars/bigdata#Research>

Data

**is the sword of the twenty first century,
those who wield it well, the samurai.**

Jonathan Rosenberg, SVP Product Management, Google, Inc.