

Book Review: Big Data - How the Information Revolution is Transforming Our Lives

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Book Title: Big Data - How the Information Revolution is Transforming Our Lives

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1. Introduction

Clegg (2017) wrote about Big Data - How the Information Revolution is Transforming Our Lives. Published by Icon Books, Ltd. The book discusses the impact of big data on various fields, such as shopping, medical science, problem-solving, insurance, TV and film production, and data analysis. This highlights the importance of data in the decision-making and problem-solving processes. The reviewer believes that when big data is combined with a client's profile, they can generate a purchasing trend for that specific client. Furthermore, when profiling is used for the marketing approach to that specific client, he or she would feel "known and appreciated" as business management seems to understand the client's needs. This would lead to repeat purchases in the future.

2. Author Expertise

Clegg, B. studied natural science at the University of Cambridge with a focus on experimental physics. He spent a year at Lancaster University after graduating to earn a second MA in operational research. In addition to the biographies of Roger Bacon and Eadweard Muybridge, he is the author of popular science books on subjects including light, infinity, quantum entanglement, and surviving the effects of climate change.

3. Topic of the Book

Clegg (2017) takes a detailed look at this modern phenomenon of big data to explore how companies use it to develop a gig economy. With big data unquestionably here to stay, a bright future becomes if we can embrace its good side while guarding against its bad.

4. Book Discussion Approach

4.1. Chapter One

The book discusses the concept of big data and its impact on various fields, such as business, policing, photography, democracy, literature, nature, and medicine. It highlights that big data is not just about handling large amounts of data, but also about making use of the whole spectrum of data available to transform a service or organization. The book also provides a success story for some highlighted companies, which transformed itself as a result of big data analysis. The power of big data lies in collecting vast quantities of information and analyzing it in ways that humans can never achieve without computers. This book emphasizes the need to understand both the benefits and risks of big data, as corporations and governments have the potential to know more about individuals. This book provides an overview of the potential of big data and its impact on various fields.

4.2. Chapter Two

This book discusses the concept of the "black swan" in statistical terms, referring to the risk of making predictions based on incomplete data. The term was made famous by Taleb (2007) in his book "The Black Swan," but the concept is much older. The book explains that conventional statistical analysis relies on past data, which is often incomplete and therefore carries the risk of a sudden and unexpected break from the past. This book argues that big data can help overcome this inaccuracy by broadening our view of usable data from the past to include the present, giving us a better approach in the near future. Unlike conventional statistical analyses, big data can be constantly updated to cope with trends. The book also discusses the difference between the two techniques of logic, deduction and induction, and how they relate to science and forecasting.

4.3. Chapter Three

Big data refers to a large volume of structured and unstructured data that inundates a business on a daily basis. This book discusses the benefits and drawbacks of big data in the retail industry. Although big data can be useful for providing personalized advertisements to customers, it can also be intrusive. The book also mentions how big data is being used in other industries, such as finance and transportation, to make predictions and improve efficiency. Overall, big data has the potential to revolutionize industries; however, it is important to find a balance between its usefulness and intrusion.

4.4. Chapter Four

Big data refers to large and complex sets of data that are difficult to process using traditional data-processing methods. It has become a part of our lives through the Internet, and specifically, the World Wide Web. The Internet is an infrastructure for connecting computers, and it was developed organically in the 1970s, growing out of a US military network called ARPANet. The first big step away from basic interconnectivity came in September 1973 when a temporary extension to the network had been set up, relaying its signals via the Goonhilly Downs satellite communication station in Cornwall, which usually handles transatlantic telephone calls and TV. Big data are used to interpret and serve suitable responses to requests made to e-commerce back-end big data systems.

4.5. Chapter Five

Big data refers to large and complex sets of data that are difficult to process using traditional data-processing methods. In the context of this book, big data are important in fields such as particle physics and astronomy, where large amounts of data are generated and need to be managed and analyzed. While some organizations, such as CERN, recognize the importance of big data in their research, others may not prioritize the management of data as much as the scientific aspects of their work.

4.6. Chapter Six

Big data refer to large and complex sets of data that are difficult to process and analyze using traditional data processing methods. The concept of big data has been used for centuries, with censuses being among the earliest examples of big data exercises. However, there have always been concerns about how the data would be used by both people and the government. The negative connotations associated with big data can be traced back to biblical times, where King David's census was rewarded with a plague, and the Roman census that determined the birthplace of Jesus led indirectly to Herod's slaughter of the innocents. Despite these concerns, big data continues to play a significant role in various fields, including business, healthcare, and science.

4.7. Chapter Seven

Big data refers to the large and complex sets of data that are difficult to process using traditional data processing methods. The book discusses the pros and cons of big data and emphasizes that it is not going away. This suggests that we need to educate ourselves to understand and deal with big data and ensure that algorithms are transparent and not designed in a way that locks people into declining spirals with no way out. In summary, big data can be beneficial to all of us if used wisely.

5. Intended Audience of the Book

Although this book is meant for general readers who want to gain a deeper understanding of the technology behind big data, the researcher would also benefit from it as it provides insight into how big data affects the relationship between corporate management and its clients.

6. Topic Conclusion

In Chapter Three, the system simulates a friendly local shopkeeper's knowledge of the shopper, making it possible for the shopper to feel known and appreciated. This approach has been used by large corporations that use client loyalty cards. With big data, this feature is now accessible to even smaller businesses on a subscription basis, as the technology provider, such as the Point-of-Sales (PoS) system vendor, could provide the subscriber's client data to its subscribers, similar to how big corporations produce client data using their own internal PoS system.

The phrase 'feel known and appreciated' refers to the emotional experience of feeling recognized and valued by others. When someone feels known, they feel that others understand them at a deeper level, which includes their personalities, values, and beliefs. Feeling

appreciated means that someone feels that their contributions and efforts are recognized and valued by others.

7. Reviewer Thought on the Book

Ananda et.al. (2023) stated that combining big data with a client's private profile can produce individual profiles of clients' product purchasing trends. When a client profile is used for marketing, it can be tailored to a specific client. Hence, the client feels "known and appreciated" by business management, which could lead to future repeat purchases. As big data revolutionizes the PoS industry and with increasing adoption trends of the system, the cost of purchasing and/or subscribing the system would decrease over time and ideally to the point of general acceptance by new ventures in the future.

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