Ethics of Big Data: Balancing Risk and Innovation

By Kord Davis

O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, Ethics of Big Data: Balancing Risk and Innovation, Kord Davis, This book contains a framework for productive discussion and thinking about ethics and Big Data in business environments. With the increasing size and scope of information that Big Data technologies can provide business, maintaining an ethical practice benefits from a common framework of understanding and vocabulary for discussing questions about coherent and consistent practices. A framework provides you with a set of conceptual terms and tools that help decision-markers to engage difficult questions the expanding role Big Data plays in an increasing variety of products and services. The approach is to develop a set of terms and concepts, consider ethical principles useful in meaningful business discussions, and then explore and compare several overall views on data handling to help inform the development of an ethics-based data strategy. The focus is to enhance effective decision-making in business rather than legislate what ought to be done with data. In this book, you will learn methods and techniques to facilitate rigorous, productive internal discussion, and express coherent and consistent positions on your organization's perspective on the use of Big Data in commerce.

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