1. Record Nr.   UNINA990000755340403321

   Titolo   Spettacolo e metropoli : attore, messa in scena, spettatore / Alberto
                        Abruzzese...[et al.]

   Pubbl/distr/stampa   Napoli : Liguori, c1981

   ISBN   88-207-1113-3

   Descrizione fisica   144 p. [40] c. di tav. ; 21 cm

   Collana   Biblioteca , Cultura e Mass-media ; 5

   Disciplina   711701

   Locazione   DARPU
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   Collocazione   983 sez. Andriello
                        URB.LE B 556

   Lingua di pubblicazione   Italiano

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

2.	Record Nr.	UNINA9910137489003321
	Autore	Siegel Eric <1968->
	Titolo	Predictive analytics : the power to predict who will click, buy, lie, or die / / Eric Siegel
	Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2016 ©2016
	ISBN	1-119-15365-4 1-119-14568-6
	Edizione	[Revised and Updated Edition.]
	Descrizione fisica	1 online resource (338 pages) : illustrations
	Classificazione	BUS016000BUS021000BUS043000
	Disciplina	303.49
	Soggetti	Social sciences - Forecasting Prediction (Psychology) Economic forecasting Social prediction Human behavior
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"Revised and updated." Includes index.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Machine generated contents note: Foreword Thomas H. Davenport xiii Preface to the Revised and Updated Edition What's new and who's this book for--the Predictive Analytics FAQ Preface to the Original Edition xv What is the occupational hazard of predictive analytics? Introduction The Prediction Effect 1 How does predicting human behavior combat risk, fortify healthcare, toughen crime fighting, and boost sales? Why must a computer learn in order to predict? How can lousy predictions be extremely valuable? What makes data exceptionally exciting? How is data science like porn? Why shouldn't computers be called computers? Why do organizations predict when you will die? Chapter 1 Liftoff! Prediction Takes Action (deployment) 17 How much guts does it take to deploy a predictive model into field operation, and what do you stand to gain? What happens when a man invests his entire life savings into his own predictive stock market trading system? Chapter 2 With Power Comes Responsibility: Hewlett-Packard, Target, the Cops, and the NSA Deduce Your Secrets (ethics) 37 How do we safely harness a predictive

machine that can foresee job resignation, pregnancy, and crime? Are civil liberties at risk? Why does one leading health insurance company predict policyholder death? Two extended sidebars reveal: 1) Does the government undertake fraud detection more for its citizens or for self-preservation, and 2) for what compelling purpose does the NSA need your data even if you have no connection to crime whatsoever, and can the agency use machine learning supercomputers to fight terrorism without endangering human rights?

Sommario/riassunto

"Predictive analytics unleashes the power of data. With this technology, computers literally learn from data how to predict future behaviors of individuals. In this updated and revised edition of Predictive Analytics, former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction. New material includes: - The Real Reason the NSA Wants Your Data: Automatic Suspect Discovery. A special sidebar in Chapter 2, "With Power Comes Responsibility," presumes--with much evidence--that

the National Security Agency considers PA a strategic priority. Can the organization use PA without endangering civil liberties? - Dozens of new examples from Facebook, Hopper, Shell, Uber, UPS, the U.S. government, and more. The Central Tables' compendium of mini-case studies has grown to 182 entries, including breaking examples. - A much needed warning regarding bad science. Chapter 3, "The Data Effect," includes an in-depth section about an all-too-common pitfall, and how we avoid it, i.e., how to successfully tap data's potential without being fooled by random noise, ensuring sound discoveries are made. - Even more extensive Notes, updated and expanded to 70+ pages, now moved to an online PDF. Now located at www. predictivenotes.com, the Notes include citations and comments that cover the above new content, as well as new citations for many other topics"--