1. **Record Nr.** UNINA9910136883303321

Autore Tang Chunlei

Titolo The data industry : the business and economics of information and big data / / Chunlei Tang

Pubbl/distr/stampa Hoboken, New Jersey : , : Wiley, , 2016
©2016

ISBN 1-119-13842-6
1-119-13841-8

Edizione [1st edition]

Descrizione fisica 1 online resource (218 p.)

Collana THEi Wiley ebooks

Disciplina 338.4/70057

Soggetti Information technology - Economic aspects
Big data - Economic aspects

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Description based upon print version of record.

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto cover; Title Page; Copyright; Dedication; Contents; Preface; Chapter 1 What is Data Industry?; 1.1 Data; 1.1.1 Data Resources; 1.1.2 The Data Asset; 1.2 Industry; 1.2.1 Industry Classification; 1.2.2 The Modern Industrial System; 1.3 Data Industry; 1.3.1 Definitions; 1.3.2 An Industry Structure Study; 1.3.3 Industrial Behavior; 1.3.4 Market Performance; Chapter 2 Data Resources; 2.1 Scientific Data; 2.1.1 Data-Intensive Discovery in the Natural Sciences; 2.1.2 The Social Sciences Revolution; 2.1.3 The Underused Scientific Record; 2.2 Administrative Data; 2.2.1 Open Governmental Affairs Data
2.2.2 Public Release of Administrative Data2.2.3 A ""Numerical"" Misunderstanding in Governmental Affairs; 2.3 Internet Data; 2.3.1 Cyberspace: Data of the Sole Existence; 2.3.2 Crawled Fortune; 2.3.3 Forum Opinion Mining; 2.3.4 Chat with Hidden Identities; 2.3.5 Email: The First Type of Electronic Evidence; 2.3.6 Evolution of the Blog; 2.3.7 Six Degrees Social Network; 2.4 Financial Data; 2.4.1 Twins on News and Financial Data; 2.4.2 The Annoyed Data Center; 2.5 Health Data; 2.5.1 Clinical Data: EMRs, EHRs, and PHRs; 2.5.2 Medicare Claims Data Fraud and Abuse Detection
2.6 Transportation Data2.6.1 Trajectory Data; 2.6.2 Fixed-Position Data; 2.6.3 Location-Based Data; 2.7 Transaction Data; 2.7.1 Receipts Data; 2.7.2 e-Commerce Data; Chapter 3 Data Industry Chain; 3.1

| Sommario/riassunto | Provides an introduction of the data industry to the field of economics This book bridges the gap between economics and data science to help data scientists understand the economics of big data, and enable economists to analyze the data industry. It begins by explaining data resources and introduces the data asset. This book defines a data industry chain, enumerates data enterprises' business models versus operating models, and proposes a mode of industrial development for the data industry. The author describes five types of enterprise agglomerations, and multiple industrial cluster effects. A discussion on the establishment and development of data industry related laws and regulations is provided. In addition, this book discusses several scenarios on how to convert data driving forces into productivity that can then serve society. This book is designed to serve as a reference and training guide for ata scientists, data-oriented managers and executives, entrepreneurs, scholars, and government employees. Defines and develops the concept of a "Data Industry," and explains the economics of data to data scientists and statisticians Includes numerous case studies and examples from a variety of industries and disciplines Serves as a useful guide for practitioners and entrepreneurs in the business of data technology The Data Industry: The Business and Economics of Information and Big Data is a resource for practitioners in the data science industry, government, and students in economics, business, and statistics. CHUNLEI TANG , Ph.D., is a research fellow at Harvard University. She is the co-founder of Fudan's Institute for Data Industry and proposed the concept of the "data industry". She received a Ph.D. in Computer and Software Theory in 2012 and a Master of Software Engineering in 2006 from Fudan University, Shanghai, China. |