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VIKTOR MAYER-SCHÖNBERGER is a professor of Internet governance and regulation at Oxford University. He is the author of Delete: The Virtue of Forgetting in the Digital Age. KENNETH CUKIER is the data editor of the Economist and a prominent commentator on developments in big data.

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VIKTOR MAYER-SCHONBERGER is Professor of Internet Governance and Regulation at the Oxford Internet Institute, Oxford University. The co-author of Big Data: A Revolution That Will Transform How We, Live, Work, and Think, he has published over a hundred articles and eight other books, including Delete: The Virtue of Forgetting in the Digital Age. He is on the advisory boards of corporations and ...

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Mayer-Schönberger's research focuses on the role of information in the networked economy. Among other things, he has been studying data privacy, governance in virtual worlds, law and entrepreneurship, e-government, and (more recently) big data. He has been advocating a right to be forgotten in the form of expiration dates on personal information.

Viktor Mayer-Schönberger - Wikipedia

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Viktor Mayer-Schönberger y Kenneth Cukier

He has published eleven books, including the international bestseller "Big Data" (HMH, co-authored with Kenneth Cukier, translated into more than 20 languages), "Learning with Big Data" (HMH, co-authored with Kenneth Cukier) and the awards-winning "Delete: The Virtue of Forgetting in the Digital Age" with Princeton University Press (also available in multiple languages).

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The chapter entitled “ More ” (chapter 2) explains how big data is defined by collecting as much data as possible, and at times “ all ” of it. The authors argue that new technologies will allow data scientists to passively collect, store, and analyze much more data in real time.

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