










-A binary welcome



01100111,
00100111,01100100,
01100001, 01111001

- 
- A solid red arrow pointing to the right, located at the top left of the slide.
- Cleaning up the data – specific examples
 - Reality or just convincing conclusions
 - What has history and our culture told us about wisdom?
 - How does this affect our approach?
- 
- Several thin, hand-drawn lines in shades of brown and grey, starting from the left edge and extending upwards and outwards across the slide.

- 
- A solid red arrow pointing to the right, located in the top left corner of the slide.
- 
- Several thin, hand-drawn lines in shades of brown and grey, extending from the bottom left corner towards the center of the slide.
- Where is the wisdom we have lost in knowledge?
 - Where is the knowledge we have lost in information?
 - T.S. Eliot – Choruses from The Rock

- 
- A solid red arrow pointing to the right, located in the top left corner of the slide.
- 
- Several thin, hand-drawn lines in shades of brown and grey, extending from the bottom left corner towards the center of the slide.
- Big Data size isn't everything
 - "Where is the information we have lost in data?"

Big Data – Is many lines many numbers



- -37.816450, 145.292117,0,433.1,42817.1025694444, 23-Mar-17, 02:27:42
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- -37.816417, 145.292067,0,397.0,42817.1186226852, 23-Mar-17, 02:50:49
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- -37.816417, 145.292067,0,397.0,42817.1186458333, 23-Mar-17, 02:50:51
- -37.784883, 145.123817,0,400.3,42817.2097916667, 23-Mar-17, 05:02:06
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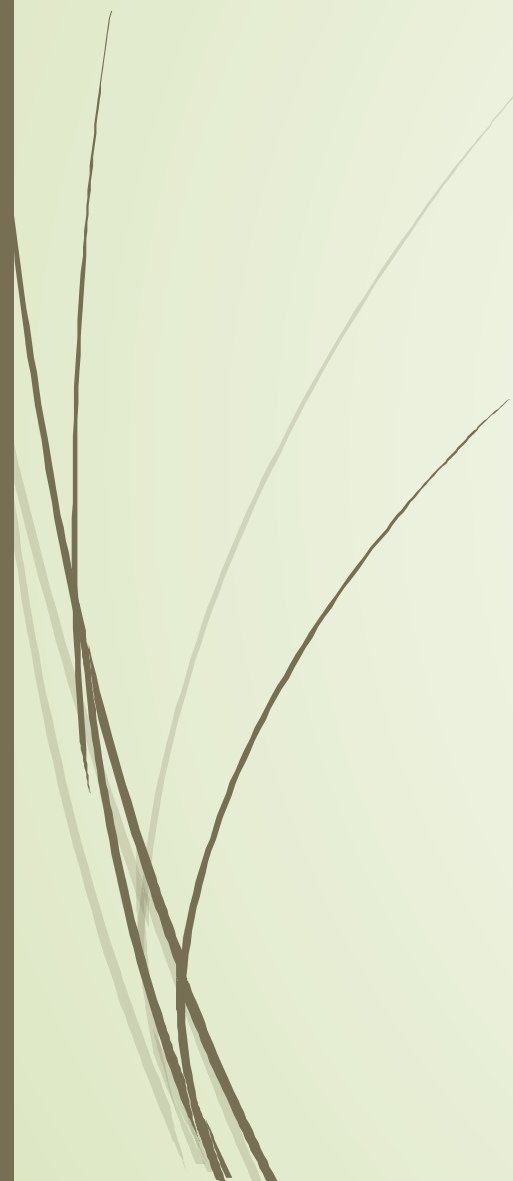
Big Data is not

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01001001, 01010100

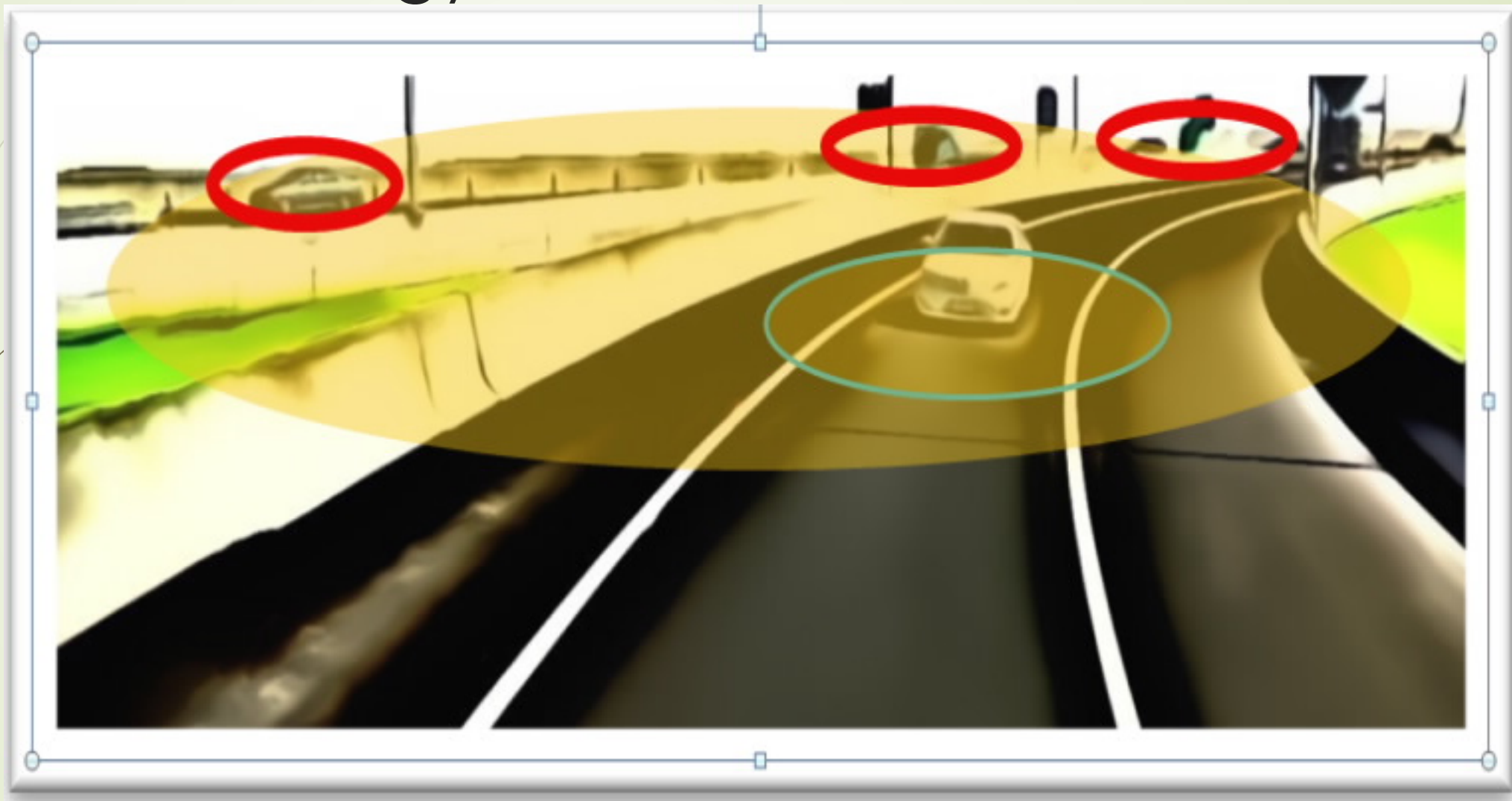


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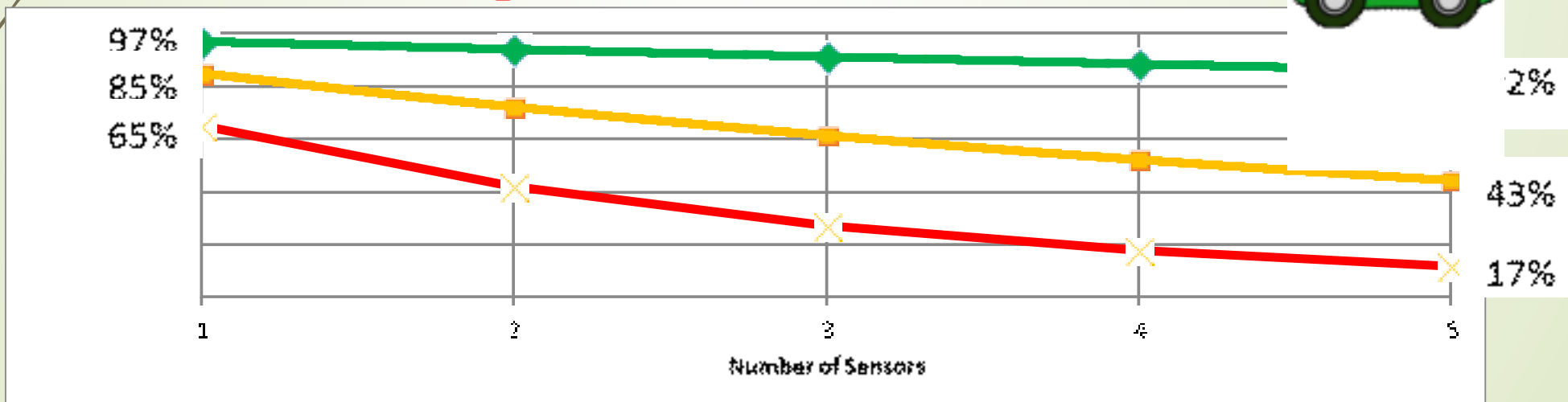
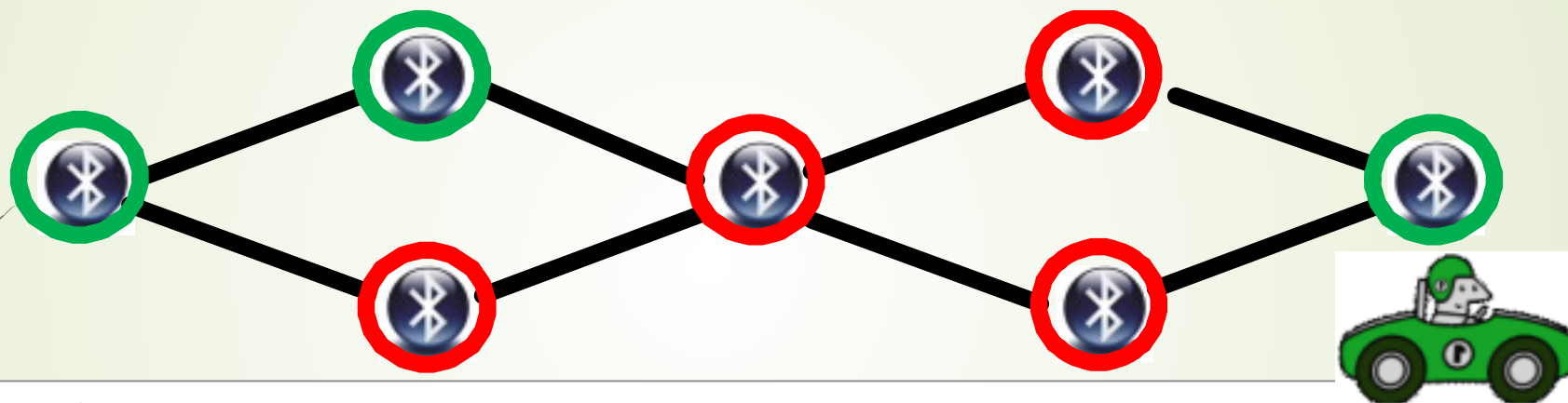
Big Data is a Big Task

- 
- Several thin, dark, curved lines that originate from the left side of the slide and sweep upwards and to the right, creating a decorative background element.
- The first step is clean data
 - Where are the data outliers

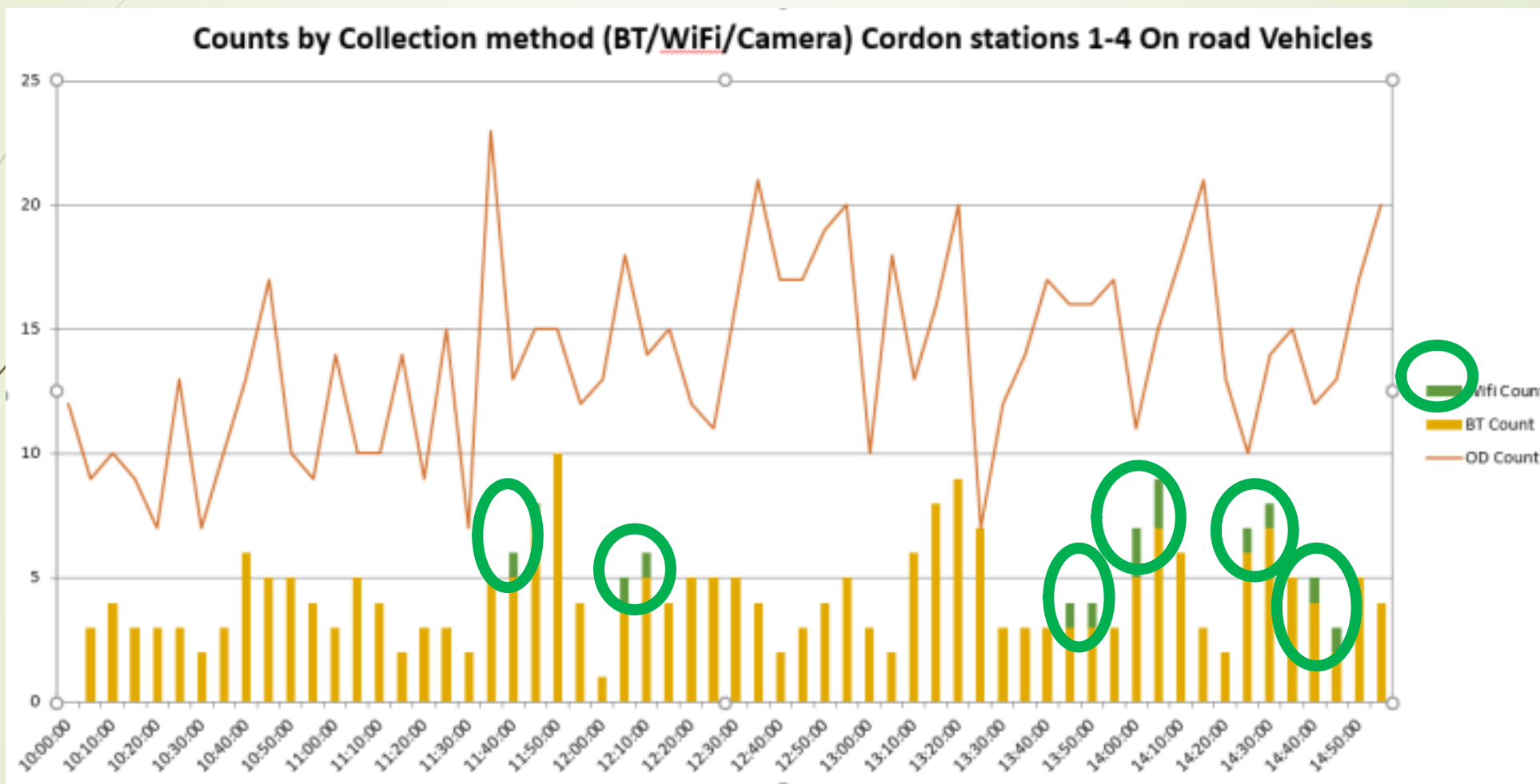
Technology evaluation



BT Read Rate & Repeatability



Sample Rates & Matched Events





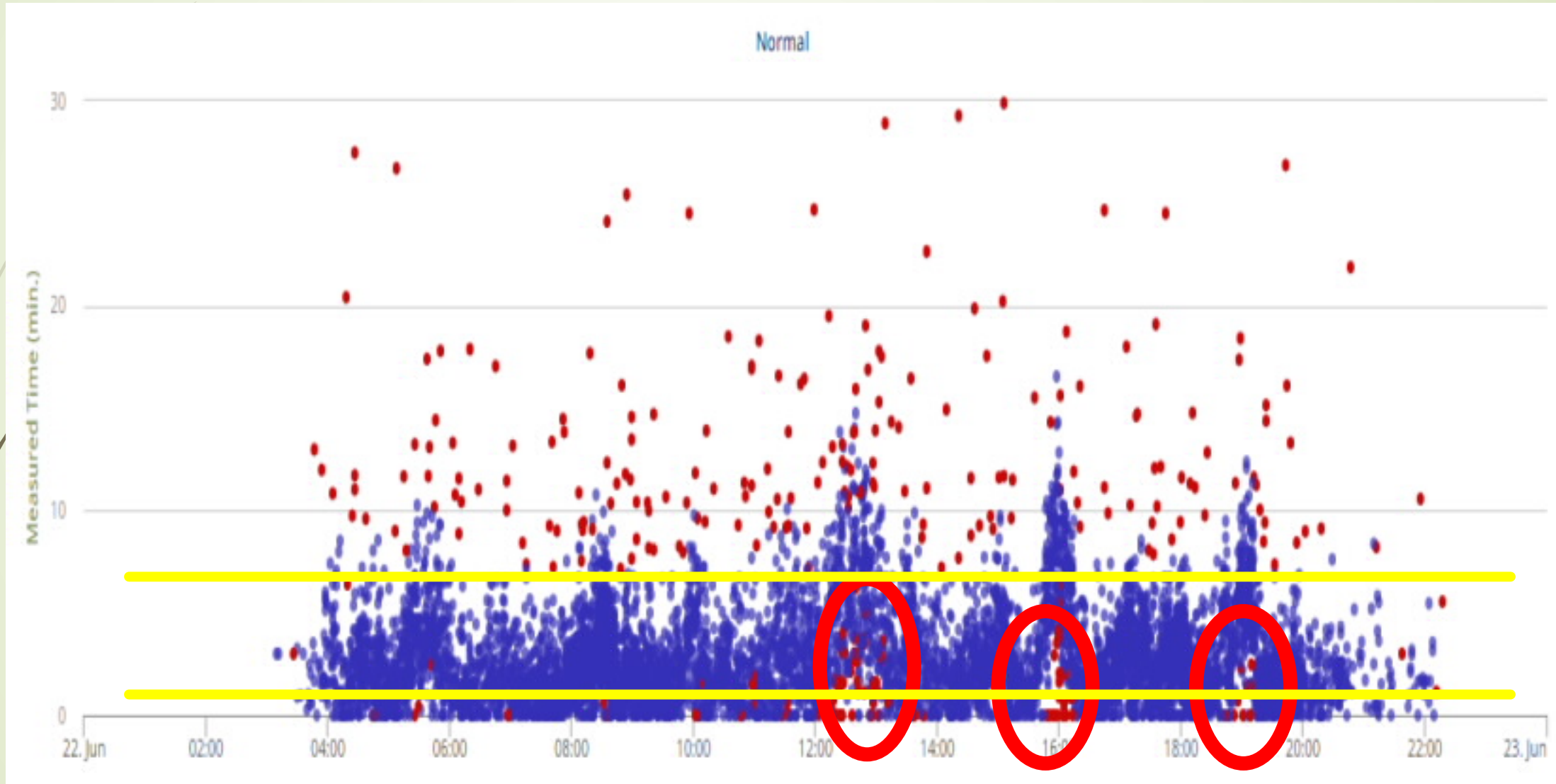
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Big Data– Outliers - Filters



Big Data - ANPR The folly of numbers which numbers ?

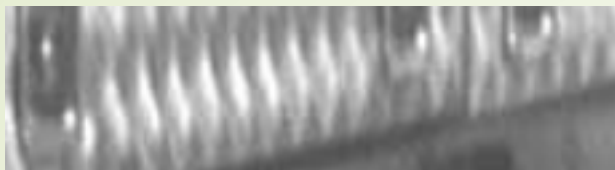


M00IK

M00IGK

T00IGK



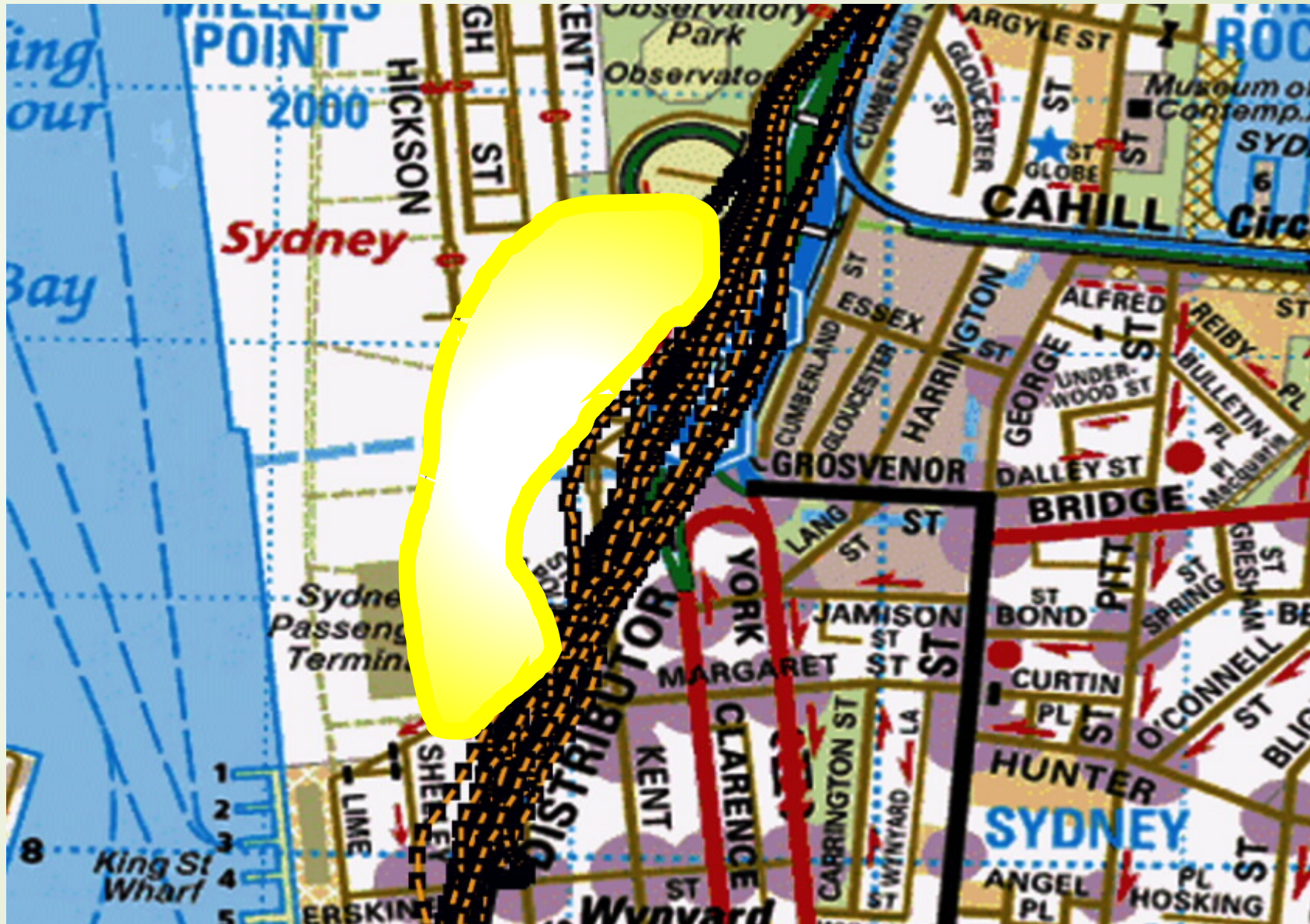


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Big Data – Outliers - probe point - GPS



Informed Media are on to it



KGI director Aaron Clarke has joined the leadership program. PHOTO: WAYNE TAYLOR

Gamadjil Institute (KGI) at Richmond Football Club, has joined a leadership program championed by the National Australia Bank to accelerate the promotion of Indigenous executives into the corporate world.

The Emerging Indigenous Executive Leaders Program, which kicked off in March, is backed by NAB, Crown Resorts, Richmond Football Club, KPMG, Rio Tinto, Commonwealth Bank, Broadpectrum, CareerTrackers (sponsored by Herbert Smith Freehills), Sodexo, Aboriginal Victoria, Reconciliation Australia and the federal Department of Human Services.

Eleven women and five men will participate in a 10-day course run over

and making critical decisions about how business operates," Mr Clarke said. He said Reconciliation Action Plans had been great stepping stones to expose corporate Australia to Aboriginal Australia, but beyond art, sport and land rights it was now time for Aboriginal Australia to also be better represented in the broader corporate world, and the economy where the doors have been shut for some time.

Each participant is also paired with an executive mentor. NAB has 230 Indigenous employees, up from 10 in 2009, however, most are in entry-level roles.

"Indigenous people share the same aspirations to climb the corporate

an absence of role models."

NAB worked with the Australian Graduate School of Management at the University of NSW to develop the program. Only businesses whose Reconciliation Action Plan has attained "Elevate" status are eligible to send participants on the course.

Mr Brennan is NAB's most senior Indigenous employee. NAB conceived of the program after a round-table discussion with Reconciliation Australia and other businesses that support Indigenous employment and wanted to progress Indigenous careers and leadership. "We didn't want to come up with another course that didn't resonate and wasn't needed," he said.

A masterclass in calling bullshit

Business life

Lucy Kellaway



Students at Washington University were offered a new course last month, entitled Calling Bullshit in the Age of Big Data. For the past couple of decades, week in and week out, I have been calling bullshit for this publication, and so was delighted to hear my favourite pastime had made it into academia.

While this course is limited to spotting bullshit in numbers, there is an equal need for one spotting it in words, especially words used in business. What follows is an outline for a rival course aimed to fill that gap.

It starts with a definition: bullshit means nonsense, usually of a puffed-up variety that pretends to be something it is not. Sharp eyes will spot at once the

difficulty in applying this to corporate life – almost everything fits the description. Before I have even got inside my office I have tripped over a yellow plastic sign saying "Caution Wet Floor" – bullshit because usually the floor is not wet and if it were the picture of someone falling spectacularly is wildly overdoing it.

The first rule about calling corporate bullshit is not to do it too assiduously or you will go insane. I have learnt to ignore 95 per cent of it, and of the remainder ask myself two questions: what is the quality? And: how damaging is it? I have gone through dozens of examples of bullshit that have come my way in the past couple of days and picked three that are worth calling.

The first is a branding document produced for a new Pepsi logo in 2008 and resuscitated last week on Twitter. With diagrams comparing the Earth's magnetic fields to "Pepsi energy fields" and text that reads, "The Pepsi DNA

finds its origin in the dynamic of perimeter oscillations" – it is grade A, unadulterated BS. But on the second question – whether it was damaging – the answer is no.

Pepsi changed its logo and carried on selling its brown sugar-water around the world willy-nilly. Even so, bullshit like this deserves to be called both for its exceptional quality, and because doing so might encourage its perpetrators to have a dark night of the soul in which they wonder what on earth they are up to.

Exhibit two is a document from Deliveroo on its preferred language for describing the poor sods who cycle round with other people's smelly takeaways on their backs. The memo bans "employees", replacing it with "independent suppliers", and forbids "pay" and "hiring" preferring "invoices" and "onboarding" instead. On the quality measure this bullshit is tame. "Independent supplier" and



Deliveroo denies "employees" basics like holidays and sick pay. PHOTO: JASON SOUTH

"invoice" are innocuous, and "onboarding", though regrettable as a gerund, especially with no boat in sight, is so common there is little point in protesting. But on the measure of harm, Deliveroo's memo is wicked. It knows that if people used the ordinary words "employee" and "hire", they might make the mistake of thinking they were due ordinary things like holidays and sick pay – which Deliveroo doggedly denies them.

The third example comes from Jim

Norton, who has the delightfully bullshit title of chief business officer, president of revenue at Conde Nast. Last week he outlined his new strategy to all staff in a memo that began "Team" and proceeded with a stream of corporate nonsense about playbooks and journeys and wide arrays of differentiated solutions. It glossed over sackings as "hard personnel decisions", only to declare the new corporate plan, "Conde Nast One".

For companies to claim themselves "one" is standard bullshit – it is a cliché and a lie, given the inevitable number of vested interests in any organisation. If Norton were in the motor trade or banking, I might let this pass. Yet Conde Nast publishes *Vanity Fair* and *The New Yorker*, where standards of editing are so exacting that one of the latter's editors has written a whole book based on the correct placement of a comma.

Norton may well bang on about the "heritage of quality journalism", but had he asked his staff to edit his battle cry: "We will all transition this business together", they would surely have told him transition was ugly as a verb, but as a transitive one was a monster.

FINANCIAL TIMES

BA AFRGA1 A039

The Fine Art of Sniffing Out Crappy Science

By *Steve Kolowich* | JANUARY 16, 2017



Syllabus

With links to readings

Calling Bullshit in the Age of Big Data

Logistics

Course: INFO 198 / BIOL 106B. University of Washington

To be offered: Spring Quarter 2017

Credit: 1 credit, C/NC

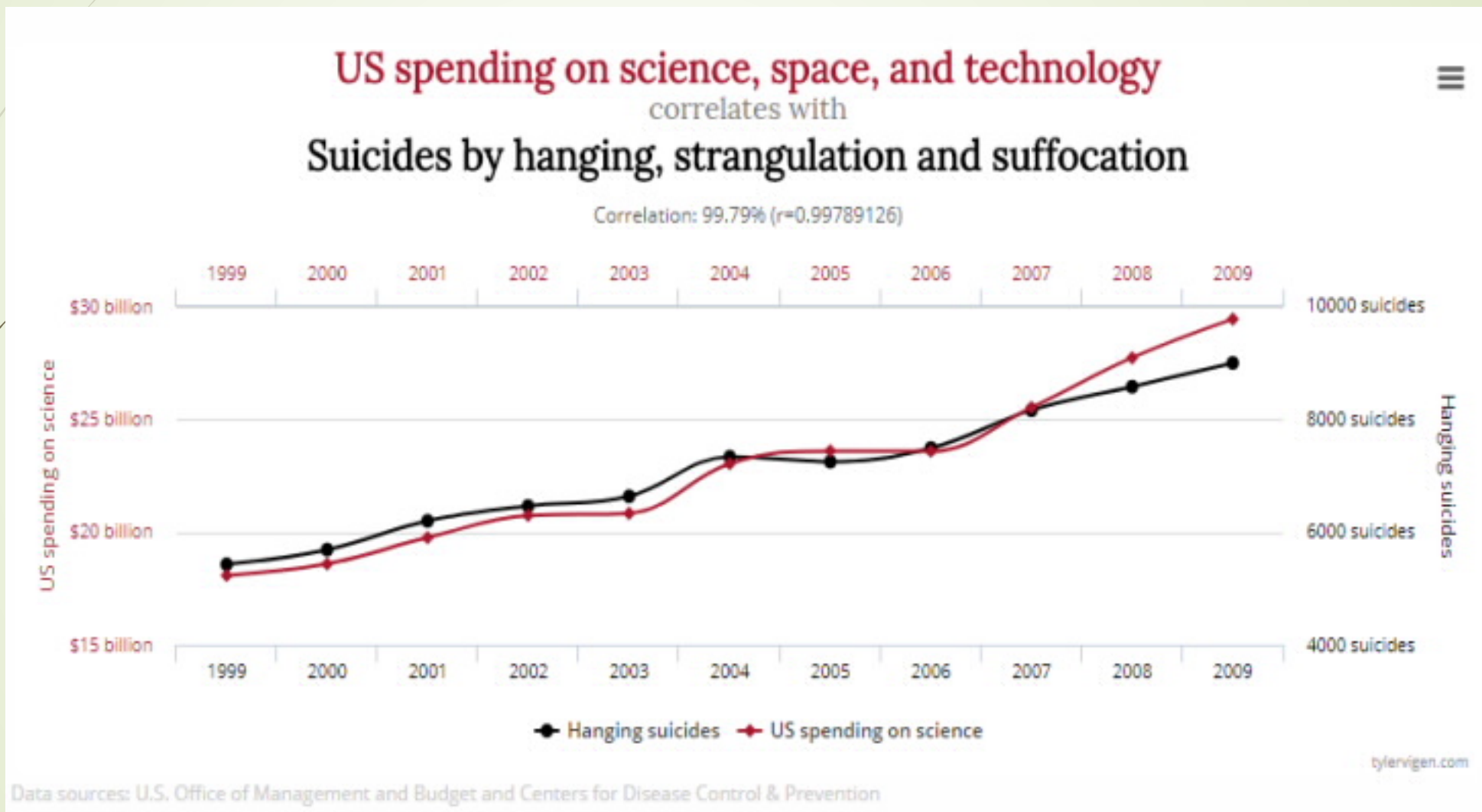
Enrollment: 160 students

Instructors: [Carl T. Bergstrom](#) and [Jevin West](#)

Synopsis: Our world is saturated with bullshit. Learn to detect and defuse it.

The course will be offered as a 1-credit seminar this spring through the [Information School](#) at the University of Washington. We aim to expand it to a 3

Reality or Pretty Patterns



Big Data – Smart Cities

Perfect Practice Perfect Wisdom



Banjo Paterson

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Can we go from good data
to full blown wisdom?


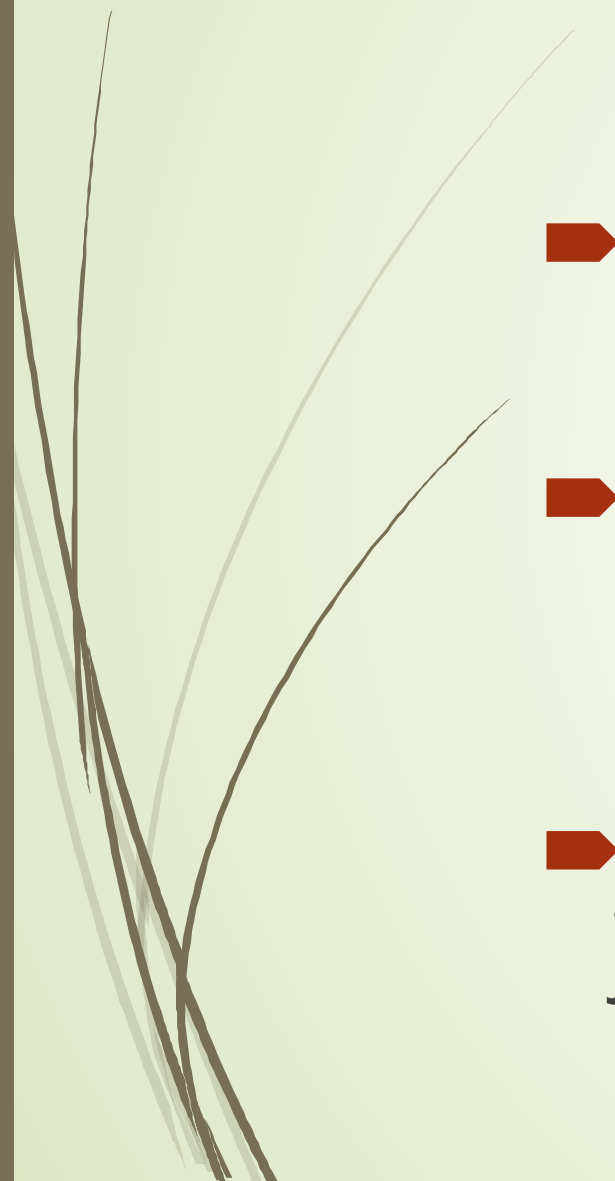
Several thin, dark, hand-drawn lines that originate from the left side of the slide and curve upwards and to the right, resembling a sketch or a decorative element.



- ➔ Mentoring

- ➔ De-skilling

- ➔ Consultation much more than informing,

- 
- A solid red arrow pointing to the right, located in the top left corner of the slide.
- What is Wisdom
 - Wisdom is not just an improved form of information or knowledge
 - Wisdom is rarely just a one-off judgement or Data set
- 
- A series of thin, dark, curved lines on the left side of the slide, resembling a stylized tree or a set of abstract paths.

A solid red arrow pointing to the right, located at the top left of the slide.

A binary farewell

A small red arrow pointing to the right, located at the start of the binary code.

01110100, 01101000, 01100001,
01101110, 01101011, 01111001,
01101111, 01110101