



Immersive Data

Steven Adler
IBM Chief Data Strategist

Steven Adler Bio...

- IBM Chief Data Strategist
- Chief Data Officer, City of Medellin
- US Commerce Data Advisory Council
- Peru Open Data School of Journalism
- Global Partnership for Sustainable Development Data
- New York Civil Liberties Union Board Member
- President's Volunteer Service Award
- Open Climate Data Initiative
- Africa Open Data Group, Australia Open Data Group
- 4 Patents, many publications, blogs syndicated globally

Data has Value when it is Utilized

- Data is not a traditional asset
- Its value is not based on scarcity
- I can have a copy, you can, and so can 2 billion others
- **Data at rest has no immediate value**
 - **There is acquisition cost and maintenance**
 - **You can calculate LTV, but only for Utility...**
- Data has value when we increase Utilization and reduce publishing Latency

$$\text{DATA VALUE} = \frac{\text{UTILITY}}{\text{LATENCY}}$$

Open Data has given us

The home of the U.S. Government's open data

Here you will find data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and [more](#).

GET STARTED

SEARCH OVER 193,127 DATASETS



Federal Student Loan Program Data



BROWSE TOPICS



Agriculture



Climate



Consumer



Ecosystems



Education



Energy



Finance



Health



Local
Government



Manufacturing



Maritime



Ocean



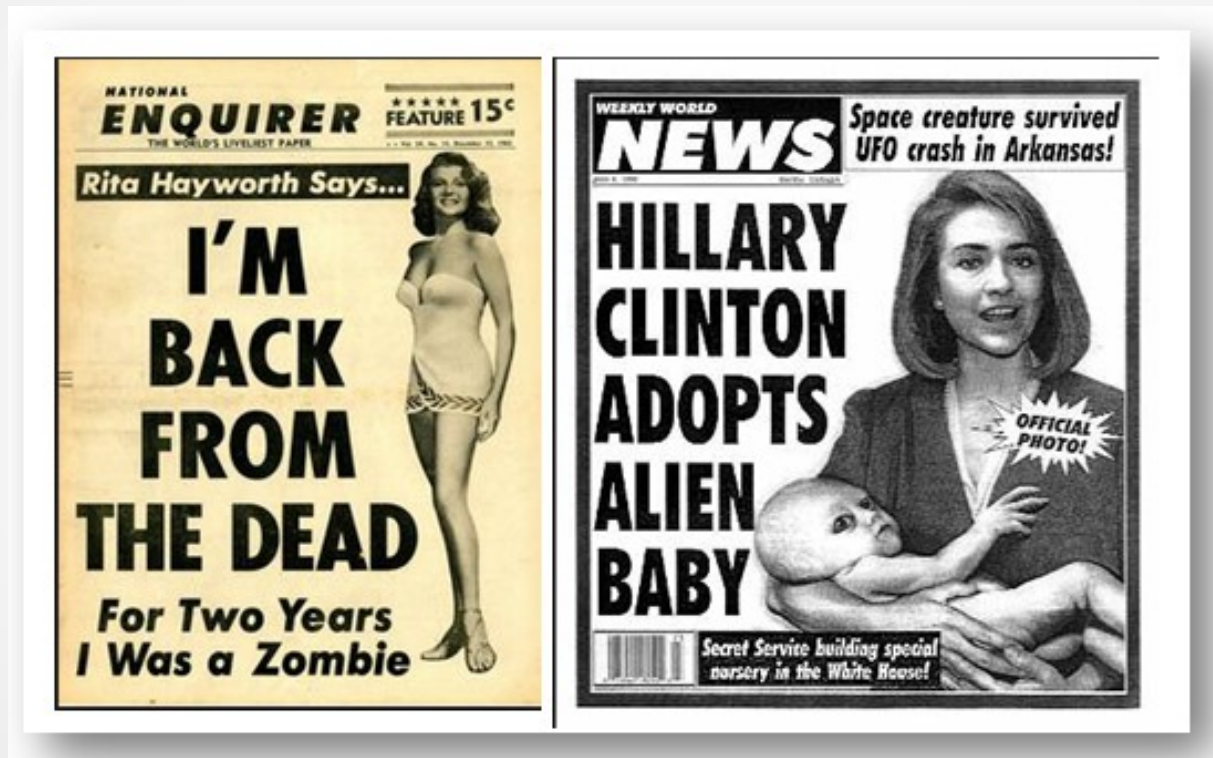
Public Safety



Science &
Research

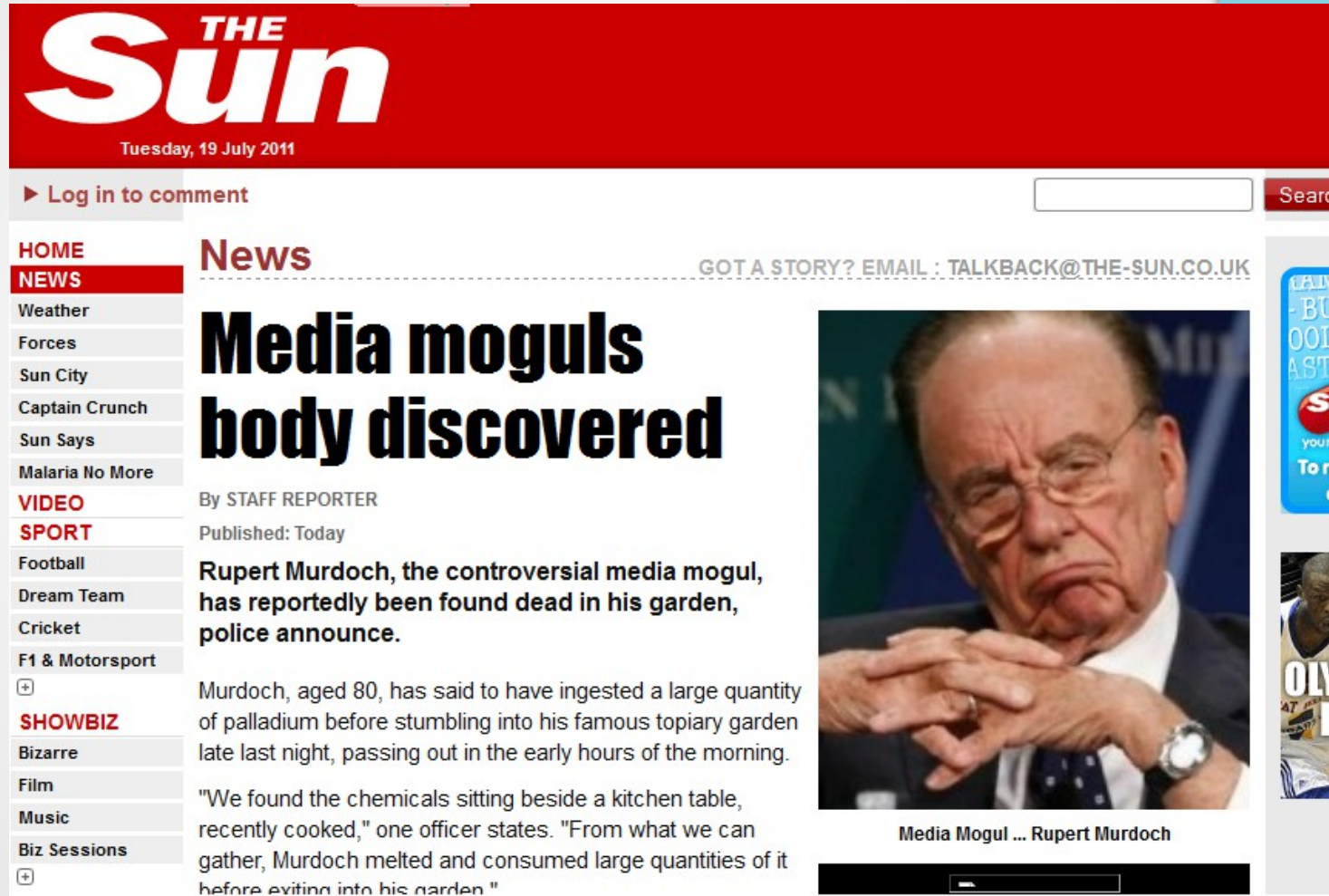
...millions of datasets

We can't Increase Data Utility...



...If the Data is full of lies

We have a lot of fake news..



THE Sun
Tuesday, 19 July 2011

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News GOT A STORY? EMAIL : TALKBACK@THE-SUN.CO.UK


Media moguls body discovered

By STAFF REPORTER
Published: Today

Rupert Murdoch, the controversial media mogul, has reportedly been found dead in his garden, police announce.

Murdoch, aged 80, has said to have ingested a large quantity of palladium before stumbling into his famous topiary garden late last night, passing out in the early hours of the morning.

"We found the chemicals sitting beside a kitchen table, recently cooked," one officer states. "From what we can gather, Murdoch melted and consumed large quantities of it before exiting into his garden."

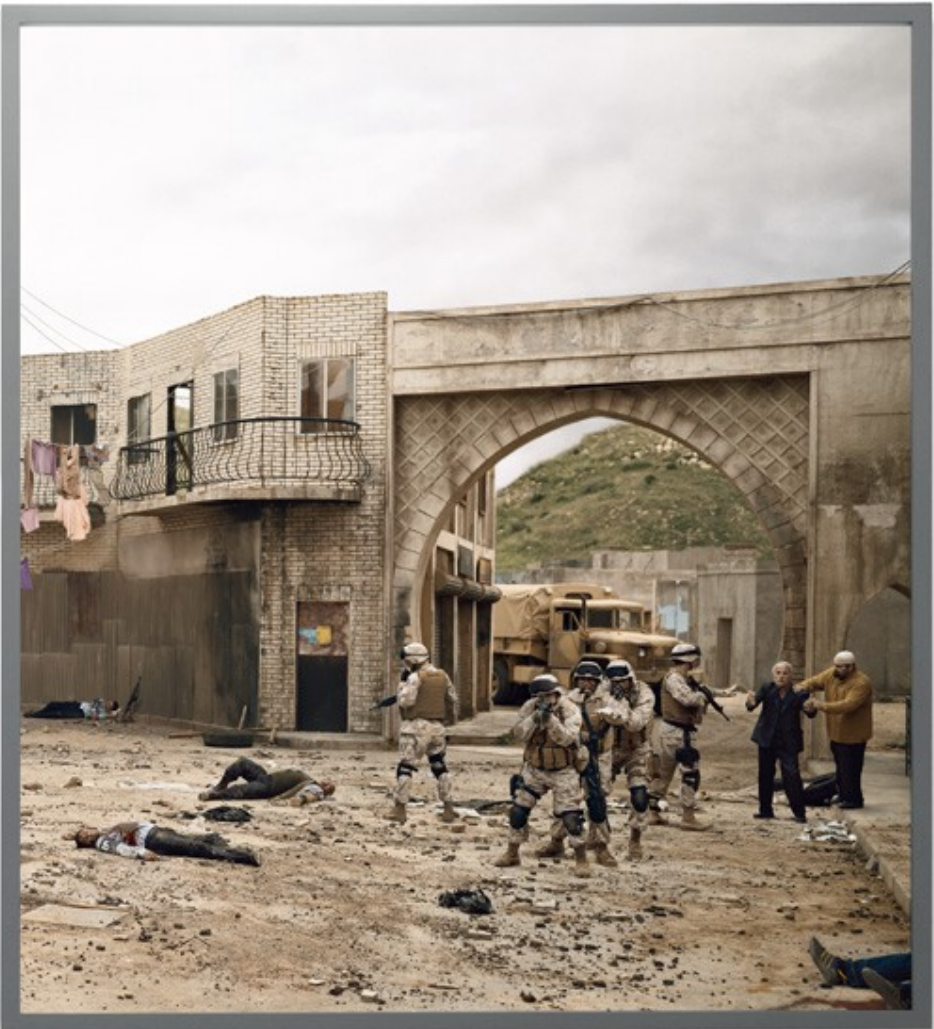


Media Mogul ... Rupert Murdoch

OLY
47
B

...today

Fake Media/News is not New...



...It's often called Art

The Sharpshooter's Last Sleep, by Alexander Gardner



The Media hid FDR's Disability..



...for Decades

Stalin Hid Trotsky..



...from History

The Public has few tools...

- Face vs Fiction
- Different Interpretations of The Truth
- Provenance and Etymology
- Culture and History
- Philosophy of Ideas
- Metadata and Beliefs encoded in Systems
- Information Completeness and Errors
- Bias and Prejudice
- Decisions and Outcomes

...To understand Information

A lot of Information is Ambiguous



Hard to Understand

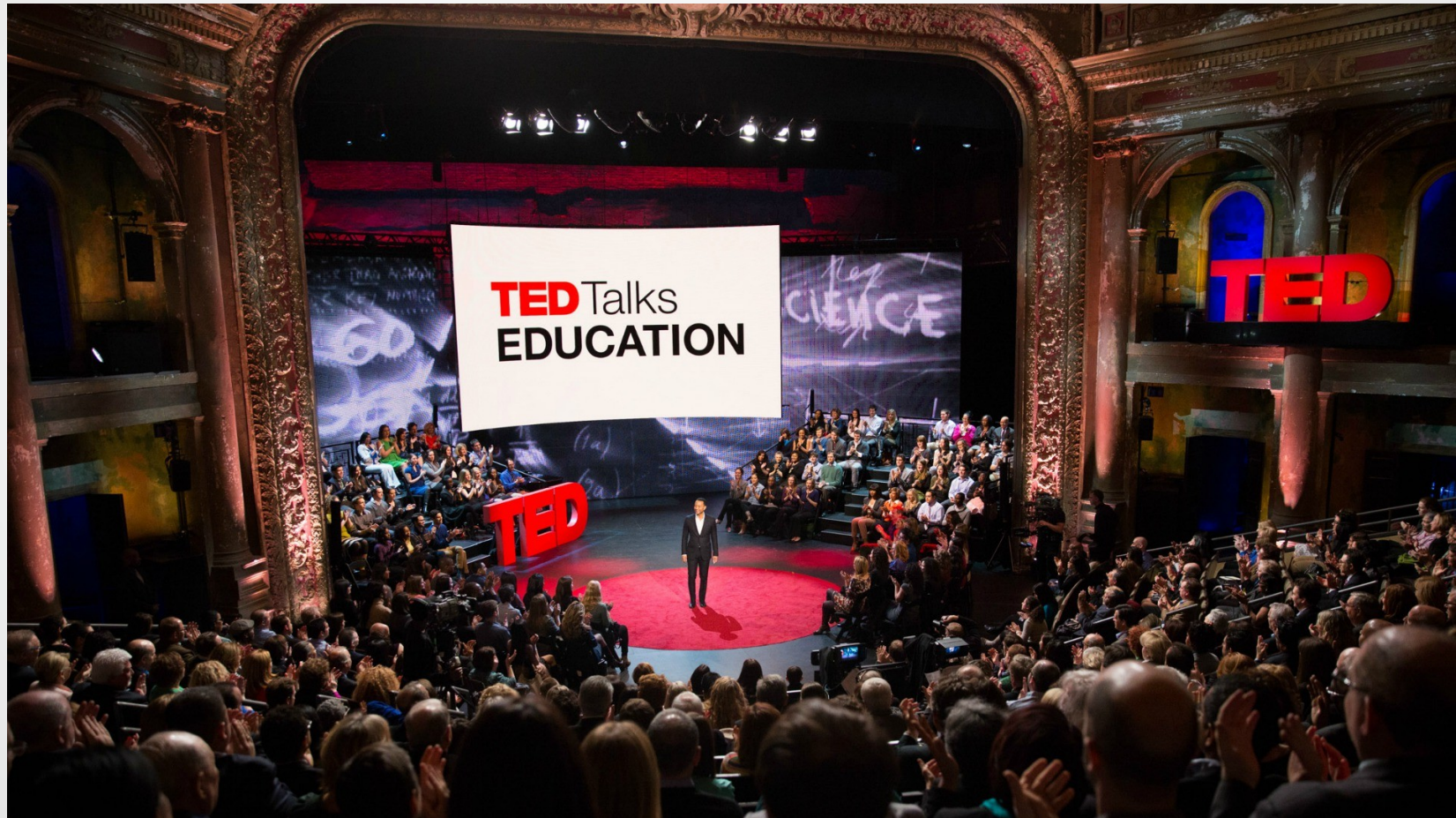


Too Often the public...



...Consumes Information Alone

We Need a Public Dialog...



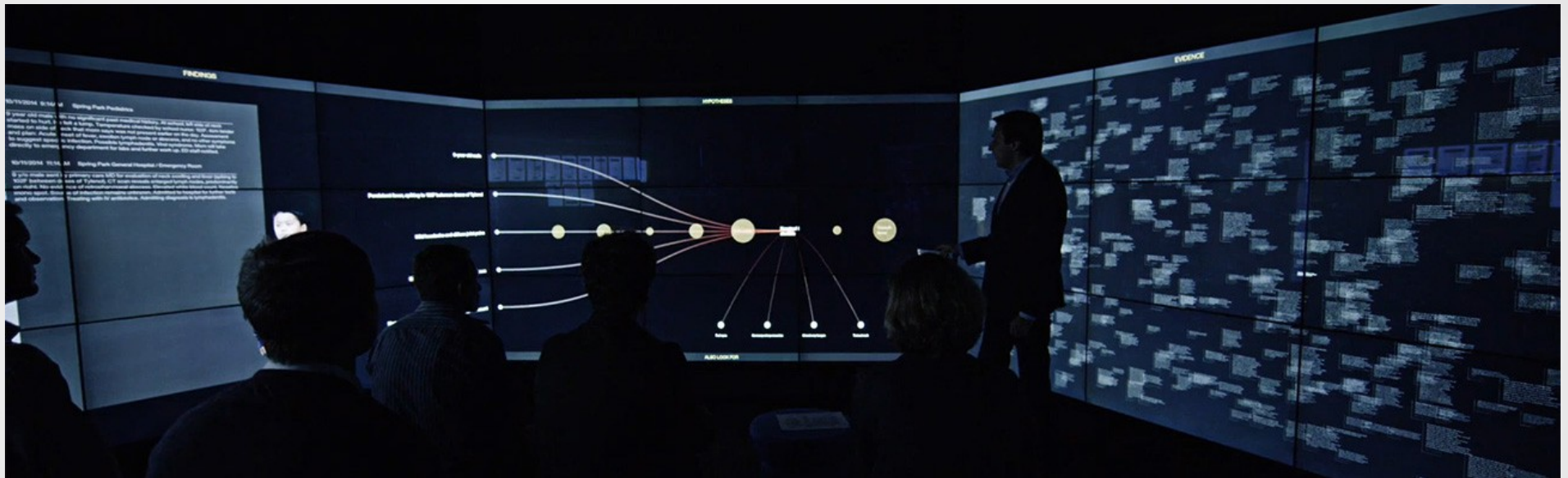
...about Information

In Spaces that are immersive...



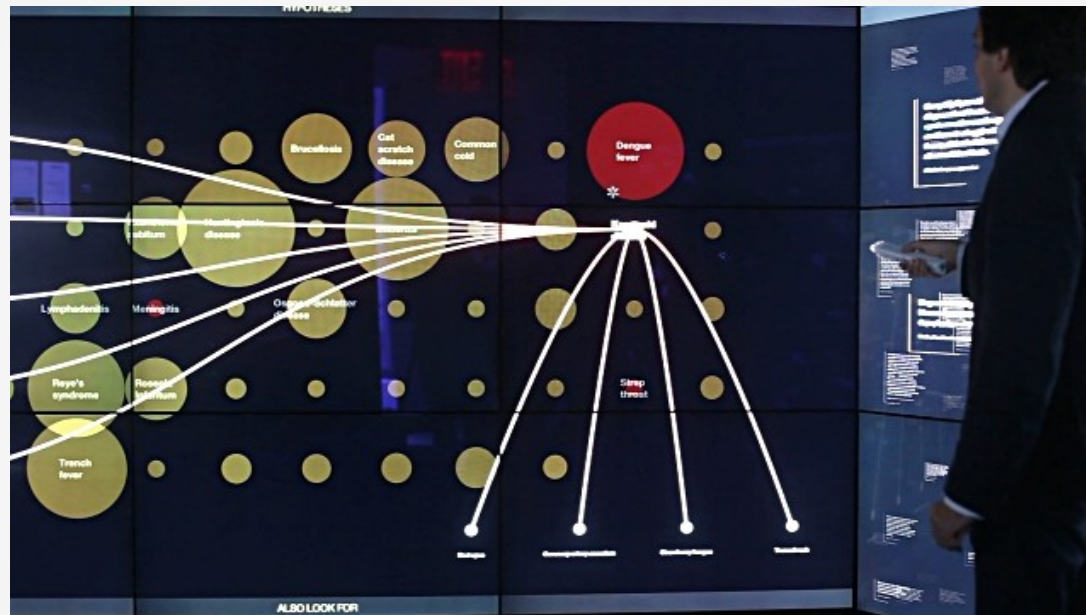
...to explore meaning and inform dialog

Where Information can...



...be Discovered and Compared

With Petabytes, Provenance,...



...Purpose, and Relationships

And discussed...



...in groups to discover meaning

I see Librarians as...



...Information Mediarities

And Libraries as...



...Centers of Public Dialog

We need Public Spaces...



...Devoted to Truth and Knowledge

And Librarians with new Tools...



...and Skills

And I want to build this...

The DATA COOKING SHOW
ENCUENTRO INTERNACIONAL DE PERIODISMO, «COCINANDO CON DATOS»

CÓMO USAR LA TECNOLOGÍA PARA REINVENTAR LAS SALAS DE REDACCION

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Museo de Arte Contemporáneo de Lima (Av. Grau 1311, Barranco)
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organizan: **ODPE** **IBM**

auspiciadores: **La República** **Correos** **Caracol**

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La sección está en el momento de cocinar
Data cooking: la mesa servida para reporteros y programadores
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...To go farther than we have gone

I want everyone on stage...



...Talking and Learning Together

Libraries and Librarians are...

- We need to build a Research Lab
- To test technologies, methods, and audiences
- Teach Librarians, IT, and Communications
- Build new tools
- Proto

...Critical

But it must not be abused...



...So control must be de-centralized