

Big Data A Very Short Introduction Very Short Introductions

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Probability: A Very Short Introduction - John Haigh 2012-04-26

Making good decisions under conditions of uncertainty - which is the norm - requires a sound appreciation of the way random chance

works. As analysis and modelling of most aspects of the world, and all measurement, are necessarily imprecise and involve uncertainties of varying degrees, the understanding and management of probabilities is central to much

work in the sciences and economics. In this Very Short Introduction, John Haigh introduces the ideas of probability and different philosophical approaches to probability, and gives a brief account of the history of development of probability theory, from Galileo and Pascal to Bayes, Laplace, Poisson, and Markov. He describes the basic probability distributions, and goes on to discuss a wide range of applications in science, economics, and a variety of other contexts such as games and betting. He concludes with an intriguing discussion of coincidences and some curious paradoxes. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Critical Theory - Stephen Eric Bronner 2017
Secondary edition statement from sticker on cover.

Cryptography: A Very Short Introduction - Fred Piper 2002-05-30

This book is a clear and informative introduction to cryptography and data protection - subjects of considerable social and political importance. It explains what algorithms do, how they are used, the risks associated with using them, and why governments should be concerned. Important areas are highlighted, such as Stream Ciphers, block ciphers, public key algorithms, digital signatures, and applications such as e-commerce. This book highlights the explosive impact of cryptography on modern society, with, for example, the evolution of the internet and the introduction of more sophisticated banking methods. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the

perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Philosophy of Biology - Samir Okasha
2019-11-07

Over the last forty years the philosophy of biology has emerged as an important sub-discipline of the philosophy of science. Covering some of science's most divisive topics, such as philosophical issues in genetics, it also encompasses areas where modern biology has increasingly impinged on traditional philosophical questions, such as free will, essentialism, and nature vs nurture. In this Very Short Introduction Samir Okasha outlines the core issues with which contemporary philosophy of biology is engaged. Offering a whistle-stop tour of the history of biology, he explores key ideas and paradigm shifts throughout the centuries, including areas such as the theory of

evolution by natural selection; the concepts of function and design; biological individuality; and the debate over adaptationism. Throughout Okasha makes clear the relevance of biology for understanding human beings, human society, and our place in the natural world, and the importance of engaging with these issues.

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[Analytic Philosophy](#) - Michael Beaney 2017
"Analytic philosophy is now widely regarded as the dominant tradition in philosophy today. But what exactly is it? How did it arise, and what are its characteristic methods and concerns? What are its main strengths and weaknesses? In this

[book], Michael Beaney discusses the nature and development of analytic philosophy by exploring key questions that reveal some of its central concerns, and illustrate some of the core ideas of its main founders"--Front cover flap.

Anaesthesia: A Very Short Introduction -

Aidan O'Donnell 2012-04-26

What do anaesthetists do? How does anaesthesia work? What are the risks? And how does the anaesthetist know if you are really asleep?

Anaesthesia is a mysterious and sometimes threatening process. In this Very Short Introduction, Aidan O'Donnell takes the reader on a tour through the whole of the modern anaesthetic practice. He begins by explaining general anaesthesia: what it is, how it is produced, and how it differs from natural sleep and other forms of unconsciousness. He goes on to consider the main categories of anaesthetic drugs, including anaesthetic vapours, intravenous agents, muscle relaxants, and analgesics, together with explanations of how

they work and what their purpose is. Set against the historical background of anaesthetic and surgical practice, O'Donnell examines the large role anaesthetists play in specialised areas such as intensive care medicine, pain medicine, and childbirth; and finally, he considers the risks of anaesthesia, putting in to context that anaesthesia is a very safe process. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Education: A Very Short Introduction - Gary Thomas 2013-03-28

From the schools of ancient times to the present day, Gary Thomas explores how and why education has evolved as it has. Examining education worldwide, he explains the way

schools work, noting how curricula are remarkably consistent around the world. Delving into some of the big questions, Thomas explores the history of education in this Very Short Introduction. Considering various styles such as progressive versus formal, he also explores the ideas of some of the big theorists, including Piaget and Vygotsky. Looking at different forms of education and styles of teaching, he considers the ways in which education is being improved by matching styles of learning to teaching, and ensuring that schools are more inclusive and meaningful for a broader range of students. He finishes by considering the ways in which education may develop over the coming century.

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to make interesting and challenging topics highly readable.

Logic: A Very Short Introduction - Boyce Gibson
Professor of Philosophy Graham Priest
2000-10-12

Logic is often perceived as having little to do with the rest of philosophy, and even less to do with real life. Graham Priest explores the philosophical roots of the subject, explaining how modern formal logic addresses many issues.

Philosophy: A Very Short Introduction - Edward Craig
2002-02-21

How ought we to live? What really exists? How do we know? This book introduces important themes in ethics, knowledge, and the self, via readings from Plato, Hume, Descartes, Hegel, Darwin, and Buddhist writers. It emphasizes throughout the point of doing philosophy, explains how different areas of philosophy are related, and explores the contexts in which philosophy was and is done.

ABOUT THE SERIES: The Very Short Introductions series

from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Astrophysics: A Very Short Introduction -

James Binney 2016-03-24

Astrophysics is the physics of the stars, and more widely the physics of the Universe. It enables us to understand the structure and evolution of planetary systems, stars, galaxies, interstellar gas, and the cosmos as a whole. In this Very Short Introduction, the leading astrophysicist James Binney shows how the field of astrophysics has expanded rapidly in the past century, with vast quantities of data gathered by telescopes exploiting all parts of the electromagnetic spectrum, combined with the rapid advance of computing power, which has allowed increasingly effective mathematical

modelling. He illustrates how the application of fundamental principles of physics - the consideration of energy and mass, and momentum - and the two pillars of relativity and quantum mechanics, has provided insights into phenomena ranging from rapidly spinning millisecond pulsars to the collision of giant spiral galaxies. This is a clear, rigorous introduction to astrophysics for those keen to cut their teeth on a conceptual treatment involving some mathematics. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable

Robotics: A Very Short Introduction - Alan

Winfield 2012-09-27

Robotics is a key technology in the modern

world. Robots are a well-established part of manufacturing and warehouse automation, assembling cars or washing machines, and, for example, moving goods to and from storage racks for Internet mail order. More recently robots have taken their first steps into homes and hospitals, and seen spectacular success in planetary exploration. Yet, despite these successes, robots have failed to live up to the predictions of the 1950s and 60s, when it was widely thought - by scientists and engineers as well as the public - that by turn of the 21st century we would have intelligent robots as butlers, companions, or co-workers. This Very Short Introduction explains how it is that robotics can be both a success story and a disappointment, how robots can be both ordinary and remarkable, and looks at their important developments in science and their applications to everyday life. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds

of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Measurement: A Very Short Introduction - David J. Hand 2016-09-29

Measurement is a fundamental concept that underpins almost every aspect of the modern world. It is central to the sciences, social sciences, medicine, and economics, but it affects everyday life. We measure everything - from the distance of far-off galaxies to the temperature of the air, levels of risk, political majorities, taxes, blood pressure, IQ, and weight. The history of measurement goes back to the ancient world, and its story has been one of gradual standardization. Today there are different types of measurement, levels of accuracy, and systems of units, applied in different contexts.

Measurement involves notions of variability,

accuracy, reliability, and error, and challenges such as the measurement of extreme values. In this Very Short Introduction, David Hand explains the common mathematical framework underlying all measurement, the main approaches to measurement, and the challenges involved. Following a brief historical account of measurement, he discusses measurement as used in the physical sciences and engineering, the life sciences and medicine, the social and behavioural sciences, economics, business, and public policy. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

A General Introduction to Data Analytics -
João Moreira 2018-07-02

A guide to the principles and methods of data analysis that does not require knowledge of statistics or programming A General Introduction to Data Analytics is an essential guide to understand and use data analytics. This book is written using easy-to-understand terms and does not require familiarity with statistics or programming. The authors—noted experts in the field—highlight an explanation of the intuition behind the basic data analytics techniques. The text also contains exercises and illustrative examples. Thought to be easily accessible to non-experts, the book provides motivation to the necessity of analyzing data. It explains how to visualize and summarize data, and how to find natural groups and frequent patterns in a dataset. The book also explores predictive tasks, be them classification or regression. Finally, the book discusses popular data analytic applications, like mining the web, information retrieval, social network analysis, working with text, and recommender systems. The learning

resources offer: A guide to the reasoning behind data mining techniques A unique illustrative example that extends throughout all the chapters Exercises at the end of each chapter and larger projects at the end of each of the text's two main parts Together with these learning resources, the book can be used in a 13-week course guide, one chapter per course topic. The book was written in a format that allows the understanding of the main data analytics concepts by non-mathematicians, non-statisticians and non-computer scientists interested in getting an introduction to data science. A General Introduction to Data Analytics is a basic guide to data analytics written in highly accessible terms.

Climate: A Very Short Introduction - Mark Maslin 2013-06-27

In this wide-ranging Very Short Introduction to climate, Mark Maslin considers all aspects of the global climate system, exploring and explaining the different components that control climate on

Earth. He considers the processes that allow energy to reach the Earth and how it is redistributed around the planet by the ocean-atmosphere system; the relationship and differences between climate and the weather; how climate has affected life on Earth and human settlements; and the cyclic and quasi-cyclic features of climate such as the Milankovitch cycles and El Nino. He concludes by touching on the issue of climate change, and outlines some of the approaches that are now being taken to tackle it. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Film: A Very Short Introduction - Michael Wood 2012-01-26

Offers a wealth of insight into the paradoxical nature of film, considering its role and impact on society in the 20th century as well as its future in the digital age. Original.

Computer Science - Subrata Dasgupta 2016

While the development of information technology has been obvious to all, the underpinning computer science has been less apparent. Subrata Dasgupta provides a thought-provoking introduction to the field and its core principles, considering computer science as a science of symbol processing.

Big Data - Timandra Harkness 2016-06-02

What is Big Data, and why should you care? Big data knows where you've been and who your friends are. It knows what you like and what makes you angry. It can predict what you'll buy, where you'll be the victim of crime and when you'll have a heart attack. Big data knows you better than you know yourself, or so it claims. But how well do you know big data? You've probably seen the phrase in newspaper

headlines, at work in a marketing meeting, or on a fitness-tracking gadget. But can you understand it without being a Silicon Valley nerd who writes computer programs for fun? Yes. Yes, you can. Timandra Harkness writes comedy, not computer code. The only programmes she makes are on the radio. If you can read a newspaper you can read this book. Starting with the basics - what IS data? And what makes it big? - Timandra takes you on a whirlwind tour of how people are using big data today: from science to smart cities, business to politics, self-quantification to the Internet of Things. Finally, she asks the big questions about where it's taking us; is it too big for its boots, or does it think too small? Are you a data point or a human being? Will this book be full of rhetorical questions? No. It also contains puns, asides, unlikely stories and engaging people, inspiring feats and thought-provoking dilemmas. Leaving you armed and ready to decide what you think about one of the decade's big ideas: big data.

Complexity - John Henry Holland 2014

In this very short introduction, John Holland presents an introduction to the science of complexity. Using examples from biology and economics, he shows how complexity science models the behaviour of complex systems.

Ethnomusicology: A Very Short Introduction

- Timothy Rice 2014

Explaining that musicality is an essential touchstone of the human experience, a concise introduction to the study of the nature of music, its community and its cultural values explains the diverse work of today's ethnomusicologists and how researchers apply anthropological and other social disciplines to studies of human and cultural behaviors. Original.

Modern Brazil: a Very Short Introduction -

Anthony W. Pereira 2020-09-24

Anthony Pereira introduces the country and idea of Brazil, from its depiction in the 2016 Olympic Games in Rio, to Brazil's colonial past, and the country's transformation from a poor

agricultural outpost to an integral part of the 21st century global order. Throughout he considers the economic, political, and social challenges the country faces.

Artificial Intelligence: A Very Short

Introduction - Margaret A. Boden 2018-08-13

The applications of Artificial Intelligence lie all around us; in our homes, schools and offices, in our cinemas, in art galleries and - not least - on the Internet. The results of Artificial Intelligence have been invaluable to biologists, psychologists, and linguists in helping to understand the processes of memory, learning, and language from a fresh angle. As a concept, Artificial Intelligence has fuelled and sharpened the philosophical debates concerning the nature of the mind, intelligence, and the uniqueness of human beings. In this Very Short Introduction , Margaret A. Boden reviews the philosophical and technological challenges raised by Artificial Intelligence, considering whether programs could ever be really intelligent, creative or even

conscious, and shows how the pursuit of Artificial Intelligence has helped us to appreciate how human and animal minds are possible. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

[Intellectual Property: A Very Short Introduction](#) - Siva Vaidhyanathan 2017-02-09

We all create intellectual property. We all use intellectual property. Intellectual property is the most pervasive yet least understood way we regulate expression. Despite its importance to so many aspects of the global economy and daily life, intellectual property policy remains a confusing and arcane subject. This engaging book clarifies both the basic terms and the major

conflicts surrounding these fascinating areas of law, offering a layman's introduction to copyright, patents, trademarks, and other forms of knowledge falling under the purview of intellectual property rights. Using vivid examples, noted media expert Siva Vaidhyanathan illustrates the powers and limits of intellectual property, distilling with grace and wit the complex tangle of laws, policies, and values governing the dissemination of ideas, expressions, inventions, creativity, and data collection in the modern world. Vaidhyanathan explains that intellectual property exists as it does because powerful interests want it to exist. The strongest economies in the world have a keen interest in embedding rigid methods of control and enforcement over emerging economies to preserve the huge economic interests linked to their copyright industries—film, music, software, and publishing. For this reason, the fight over the global standardization of intellectual property has become one of the

most important sites of tension in North-South global relations. Through compelling case studies, including those of Starbucks, Coca-Cola, Sony, Amazon, and Google Books, Vaidhyanathan shows that the modern intellectual property systems reflect three centuries of changes in politics, economics, technologies, and social values. Although it emerged from a desire to foster creativity while simultaneously protecting it, intellectual property today has fundamentally shifted to a political dimension.

Sport - Mike Cronin 2014

Sport is big business; international in nature and the focus of much media and cultural attention. In this Very Short Introduction, Mike Cronin charts the history of sport, from its traditional origins in folk football and cock fighting to its position as a global phenomenon today. Looking at a variety of sports from team games such as rugby, cricket, and football to games for individuals such as golf, tennis, and skiing, he

considers how these first emerged and captivated the interest of ordinary people, and how sport has been transformed within our daily lives. Exploring the relationship between sport and class, gender, commerce, identity, and ethics, Cronin considers some of the central issues in sport today, including the high pay of professional footballers and the glamour of women in sports, as well as fair play standards. Charting sport through the ages and around the world, this is a short guide to the history, development, and place of sport in contemporary global society. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Forensic Science: a Very Short Introduction

- Jim Fraser 2020-02-27

Forensic science is a subject of wide fascination. What happens at a crime scene? How does DNA profiling work? How can it help solve crimes that happened 20 years ago? In forensic science, a criminal case can often hinge on a piece of evidence such as a hair, a blood trace, half a footprint, or a tyre mark. Complex scientific findings must be considered carefully and dispassionately, and communicated with clarity, simplicity, and precision. High profile cases such as the Stephen Lawrence enquiry and the Madeleine McCann case have attracted enormous media attention and enhanced general interest in this area in recent years. In this Very Short Introduction, Jim Fraser introduces the concept of forensic science and explains how it is used in the investigation of crime. He begins at the crime scene itself, explaining the principles and processes of crime scene management, and drawing on his own personal experience of high profile cases including, the

murder of Rachel Nickell and the unsolved murder of Jill Dando. Fraser explores how forensic scientists work; from the reconstruction of events to laboratory examinations. He considers the techniques they use, such as fingerprinting, and goes on to highlight the immense impact DNA profiling has had.

Providing examples from forensic science cases in the UK, US, and other countries, he considers the techniques and challenges faced around the world. This new edition has been fully updated to take into account developments in areas such as DNA analysis and drug analysis, and the growing field of digital forensics. Topical areas explored include the growing significance of cognitive bias in forensic science, and recent research that raises doubts about the validity of some forensic techniques. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new

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Earth System Science: A Very Short

Introduction - Tim Lenton 2016-02-25

When humanity first glimpsed planet Earth from space, the unity of the system that supports humankind entered the popular consciousness. The concept of the Earth's atmosphere, biosphere, oceans, soil, and rocks operating as a closely interacting system has rapidly gained ground in science. This new field, involving geographers, geologists, biologists, oceanographers, and atmospheric physicists, is known as Earth System Science. In this Very Short Introduction, Tim Lenton considers how a world in which humans could evolve was created; how, as a species, we are now reshaping that world; and what a sustainable future for humanity within the Earth System might look like. Drawing on elements of geology,

biology, chemistry, physics, and mathematics, Lenton asks whether Earth System Science can help guide us onto a sustainable course before we alter the Earth system to the point where we destroy ourselves and our current civilisation.

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Big Data Demystified - David Stephenson

2018-02-12

Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how

an ecommerce company avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. With simple and straightforward chapters that allow you to map examples onto your own business, *Big Data Demystified* will help you:

- Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible.
- Understand big data and data science and how they can help you reach your business goals and gain competitive advantage.
- Use big data to understand where you are now and how you can improve in the future.
- Understand

factors in choosing a big data system, including whether to go with cloud-based solutions.

- Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven.

BIG DATA MAKES A BIG DIFFERENCE "Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School "Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure Group

Information: A Very Short Introduction - Luciano Floridi 2010-02-25

Introduction; 1 The information revolution; 2 The language of information; 3 Mathematical

information; 4 Semantic information; 5 Physical information; 6 Biological information; 7 Economic information; 8 The ethics of information; Conclusion; References.

Light - Ian A. Walmsley 2015

Introduces readers to the basic properties of light - reflection and refraction, polarization, and interference- before moving on to how light is generated, its role in relativity, and quantum effects it exhibits.

Climate Change: A Very Short Introduction - Mark Maslin 2014-10-23

Climate change is still, arguably, the most critical and controversial issue facing the world in the twenty-first century. Previously published as *Global Warming: A Very Short Introduction*, the new edition is now *Climate Change: A Very Short introduction*, reflecting an important change in the terminology of the last decade. In the third edition, Mark Maslin includes crucial updates from the last few years, including the results of the 2013 IPCC Fifth Assessment

Report, the effects of ocean acidification, and the impact of changes to global population and health. Exploring all of the key topics in the debate, Maslin makes sense of the complexities climate change involves, from political and social issues to environmental and scientific. Looking at its predicated impacts, he explores all of the controversies, and also explains the various proposed solutions. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Child Psychology - Usha C. Goswami 2014

This volume tracks child development from birth to early adolescence. Exploring the process of attachment and psychological relationships, as well as methods of active learning, including

language and reasoning, Usha Goshwami explains how children develop as they do and how we can understand developmental differences.

The Enterprise Big Data Lake - Alex Gorelik
2019-02-21

The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You'll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays

about data lake implementation, you'll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to the data Use different methods for architecting your data lake Discover ways to implement a data lake from experts in different industries

Big Data: A Very Short Introduction - Dawn E. Holmes
2017-11-16

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all

our social media traffic, our online shopping, even the GPS data from our cars. 'Big Data' represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analysed, and exploited by a variety of bodies from big companies to organizations concerned with disease control. Big data is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts,

analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

[Astrobiology: A Very Short Introduction](#) - David C. Catling 2013-10-24

Examines the origins of life on Earth and the search for extraterrestrial life, through an understanding of the factors that have allowed life to exist on this planet and the commonalities on others that may enable life elsewhere.

Small Summaries for Big Data - Graham Cormode 2020-11-12

A comprehensive introduction to flexible, efficient tools for describing massive data sets to improve the scalability of data analysis.

Big Data - Dawn E. Holmes 2017

An unimaginably vast amount of data is now generated by our online lives, including all our uploaded documents, social media traffic, online shopping, and even GPS data from our cars. At the same time, our ability to manage this data is becoming ever more sophisticated. In this Very

Short Introduction, Dawn Holmes explains how big data is stored, analysed, and exploited by a variety of bodies, from large companies to organizations concerned with medical research. As big data transforms the way businesses operate, it simultaneously raises important ethical issues, as cases such as the Snowden affair and hacked smart devices have shown.

Big Data Technologies and Applications -

Borko Furht 2016-09-16

The objective of this book is to introduce the basic concepts of big data computing and then to describe the total solution of big data problems using HPCC, an open-source computing platform. The book comprises 15 chapters broken into three parts. The first part, Big Data Technologies, includes introductions to big data concepts and techniques; big data analytics; and visualization and learning techniques. The second part, LexisNexis Risk Solution to Big Data, focuses on specific technologies and techniques developed at LexisNexis to solve

critical problems that use big data analytics. It covers the open source High Performance Computing Cluster (HPCC Systems®) platform and its architecture, as well as parallel data languages ECL and KEL, developed to effectively solve big data problems. The third part, Big Data Applications, describes various data intensive applications solved on HPCC Systems. It includes applications such as cyber security, social network analytics including fraud, Ebola spread modeling using big data analytics, unsupervised learning, and image classification. The book is intended for a wide variety of people including researchers, scientists, programmers, engineers, designers, developers, educators, and students. This book can also be beneficial for business managers, entrepreneurs, and investors.

Statistics: A Very Short Introduction -

David J. Hand 2008-10-23

Modern statistics is very different from the dry and dusty discipline of the popular imagination.

In its place is an exciting subject which uses deep theory and powerful software tools to shed light and enable understanding. And it sheds this light on all aspects of our lives, enabling astronomers to explore the origins of the universe, archaeologists to investigate ancient civilisations, governments to understand how to benefit and improve society, and businesses to learn how best to provide goods and services. Aimed at readers with no prior mathematical knowledge, this Very Short Introduction explores and explains how statistics work, and how we can decipher them. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable. [Intelligence: A Very Short Introduction](#) - Ian J.

Deary 2001-02-22

People value their powers of thinking and most of us are interested in why some people seem to drive a highly tuned Rolls Royce brain while others potter along with a merely serviceable Ford Fiesta. This Very Short Introduction describes what psychologists have discovered about how and why people differ in their thinking powers. The book takes readers from no knowledge about the science of human intelligence to a stage where they are able to make judgements for themselves about some of the key questions about human mental ability differences. Each chapter deals with a central issue that is both scientifically lively and of considerable general interest, and is structured around a diagram which is explained in the course of the chapter. The issues discussed include whether there are several different types of intelligence, whether intelligence differences are caused by genes or the environment, the biological basis of intelligence differences, and

whether intelligence declines or increases as we grow older. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Branding - Robert Jones 2017

Branding is possibly the most powerful commercial and cultural force on the planet. Robert Jones discusses the vast variety of brands, and why we still fall for them even as we are becoming more brand-aware. Looking at the philosophy and story behind brands, he considers how they work their magic, and what the future for brands might be.

[The Rust Programming Language \(Covers Rust 2018\)](#) - Steve Klabnik 2019-09-03

The official book on the Rust programming

language, written by the Rust development team at the Mozilla Foundation, fully updated for Rust 2018. The Rust Programming Language is the official book on Rust: an open source systems programming language that helps you write faster, more reliable software. Rust offers control over low-level details (such as memory usage) in combination with high-level ergonomics, eliminating the hassle traditionally associated with low-level languages. The authors of The Rust Programming Language, members of the Rust Core Team, share their knowledge and experience to show you how to take full advantage of Rust's features--from installation to creating robust and scalable programs. You'll begin with basics like creating functions, choosing data types, and binding variables and then move on to more advanced concepts, such as:

- Ownership and borrowing, lifetimes, and traits
- Using Rust's memory safety guarantees to build fast, safe programs
- Testing, error handling, and effective refactoring
- Generics,

smart pointers, multithreading, trait objects, and advanced pattern matching • Using Cargo, Rust's built-in package manager, to build, test, and document your code and manage dependencies • How best to use Rust's advanced compiler with compiler-led programming techniques You'll find plenty of code examples throughout the book, as well as three chapters

dedicated to building complete projects to test your learning: a number guessing game, a Rust implementation of a command line tool, and a multithreaded server. New to this edition: An extended section on Rust macros, an expanded chapter on modules, and appendixes on Rust development tools and editions.