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[AU PHOTO] VIKTOR MAYER-SCHONBERGER is Professor of Internet Governance and Regulation at the Oxford Internet Institute, Oxford University. A widely recognized authority on big data, he is the author of over a hundred articles and eight books, of which the most recent is Delete: The Virtue of Forgetting in the Digital Age.

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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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is an excellent primer, and there's no doubt that its authors are on to something.

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