

# John S. Bracken

APPROACHING LEVIATHAN: THE DANGERS AND OPPORTUNITIES OF “BIG DATA”



THE CENTER FOR RESEARCH LIBRARIES  
GLOBAL RESOURCES COLLECTIONS FORUM



**John S. Bracken**

**@jsb**

**@knightfdn**

*dangers +  
opportunities  
of “big data”*

# “Big Data”

QuickTime™ and a  
GIF decompressor  
are needed to see this picture.



# SPORTS ILLUSTRATED

SEPTEMBER 26, 2011 | SI.COM



## THE NEW MONEYBALL

$\frac{13(\text{HR}) + 3(\text{BB}) - 2(\text{K})}{\text{INNINGS PITCHED}} + 3.2 =$

IT'S MORE THAN A MOVIE...

BY AUSTIN MURPHY | P. 43

IT'S HOW THE RED SOX LIVE OR DIE

BY TOM VERDUCCI | P. 38

Read Pitt's story, Mc Ginn, Billy Beane in Moneyball













Save the  
Internet  
STOP PIPA

Save the  
Internet  
PIPA

SWINER & WILSON

make something  
people want or  
move on





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*Informed & Engaged Communities*

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**PARTNERSHIP TO SPUR TRANSFORMATION**

# Detroit revitalization plan

Photo credit: Flickr user memories\_by\_mike

# Knight News Challenge

✓ Recommend 15k



How can we strengthen the Internet for free expression and innovation?

This is an open call for ideas. We want to discover projects that make the Internet better. We believe that access to information is key to vibrant and successful communities, and we want the Internet to remain an open, equitable platform for free expression, commerce and learning. We want an Internet that fuels innovation through the creation and sharing of ideas. We don't have specific projects... [Read The Challenge Brief](#)

SUBMISSIONS



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# Knight Prototype Fund

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HUMAN-CENTERED DESIGN

## Knight Prototype Fund tests early-stage ideas

[View this project >](#)

< 1 of 4 >







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Services

USERS

ADVERTISING

website

PARTNER-  
PROMOTERS

ARTISERS

DEV.  
ADV.  
SUPPORT

Support

## Welcome to Expunge.io for Illinois

If you were arrested when you were 17 or younger, you probably have a juvenile record - these records do not go away on their own.

The good news: most juvenile records can be erased through a process called juvenile expungement!

### Juvenile Expungement 1-2-3

1. Find out if you're eligible for juvenile expungement

START!

2. Get your arrest information (rap sheet)

Find Out How

3. Apply for expungement

Get Paperwork





# FOODBORNE CHICAGO

Report food poisoning

A project of the **SmartChicago**  
COLLABORATIVE

# What happened?

Please be as descriptive as possible, letting us know what food items you consumed, what time of day, what was your first symptom, and for how long you were sick.

\* What restaurant was it?

e.g. Pete's Fish Shack

\* What was its address?

e.g. 70 E Lake St, Chicago, IL

\* What happened?

e.g. I ate 2 chicken breasts from Restaurant Name around 7pm, and had diarrhea/vomiting at 2am. I felt terrible for the next 24 hours.

\* When did it happen?

[prototypefund.org](http://prototypefund.org)



Explore and **document** Main Streets across the country:

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**CURRENT ROUTE: Tennessee**

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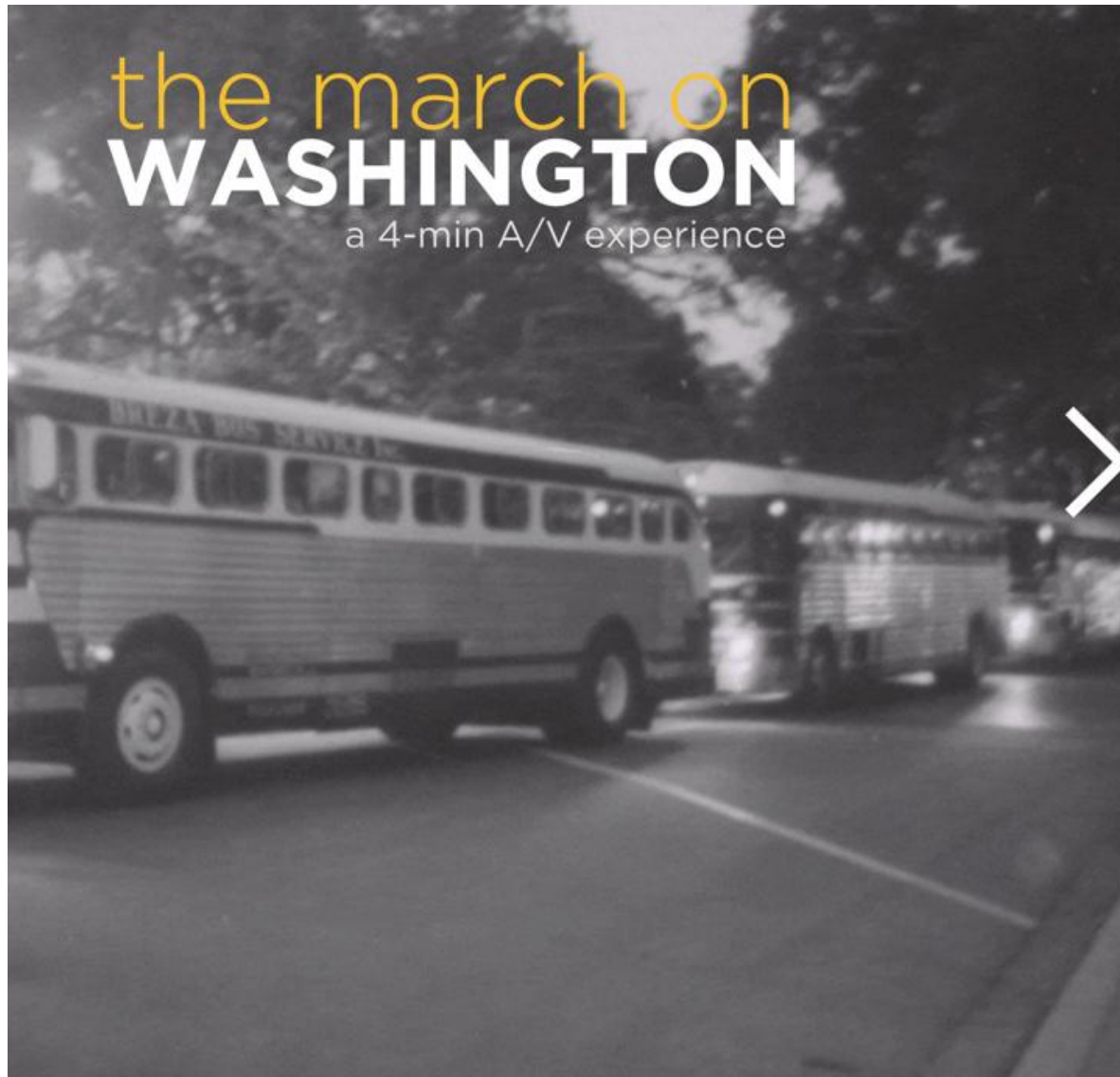
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ough to build  
lia ventures



the march on  
**WASHINGTON**  
a 4-min A/V experience





Verizon

10:47 AM



Explore



Search

FEATURED



#tbt



#spring



#worldcup



1: Query Local Board of  
Elections for “Active Registration  
Database”

- 2: Query City Clerk for  
“Municipal Employee  
List”

- 3: Compare names on “Municipal Employee List” with “Active Voter Registration”

- 4: Utilize Google streetview and exposed social media profiles to compile creepy walkthroughs of people's houses

- Step 5: lulz!

SO WHAT









**“DO NOT FEAR  
MISTAKES.  
THERE ARE  
NONE”.**

**MILES DAVIS**



THANK  
YOU

March  
of  
Dimes