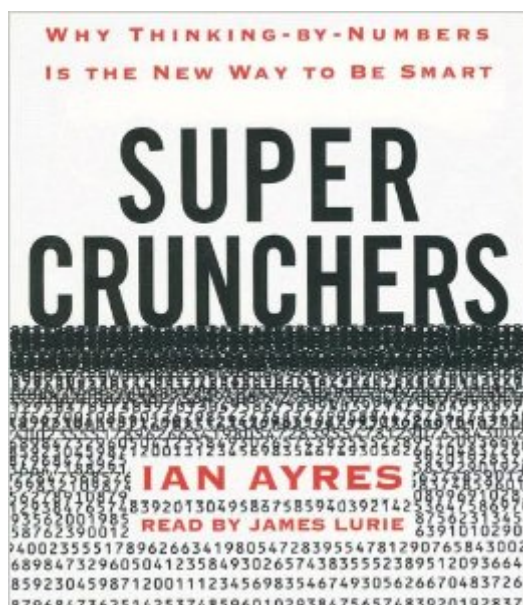# Super Crunchers: Why Thinking-by-Numbers Is The New Way To Be Smart

Synopsis

Why would a casino try and stop you from losing? How can a mathematical formula find your future spouse? Would you know if a statistical analysis blackballed you from a job you wanted? Today, number crunching affects your life in ways you might never imagine. In this lively and groundbreaking new book, economist Ian Ayres shows how today's best and brightest organizations are analyzing massive databases at lightening speed to provide greater insights into human behavior. They are the Super Crunchers. From internet sites like Google and that know your tastes better than you do, to a physician's diagnosis and your child's education, to boardrooms and government agencies, this new breed of decision makers are calling the shots. And they are delivering staggeringly accurate results. How can a football coach evaluate a player without ever seeing him play? Want to know whether the price of an airline ticket will go up or down before you buy? How can a formula outpredict wine experts in determining the best vintages? Super crunchers have the answers. In this brave new world of equation versus expertise, Ayres shows us the benefits and risks, who loses and who wins, and how super crunching can be used to help, not manipulate us. Gone are the days of solely relying on intuition to make decisions. No businessperson, consumer, or student who wants to stay ahead of the curve should make another keystroke without reading Super Crunchers.From the Hardcover edition.

Book Information

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Customer Reviews

Is it a new brand of cereal? Or maybe it's a granola bar, or a chunky peanut butter spread? Then again, could it be the latest infomercial exercise device designed to give you the six pack abs you've

always dreamed of but know in your heart of hearts you'll never achieve? Actually, it's a book - the title a product of the very methods the book describes. Here's what SUPER CRUNCHERS says.(1) Mathematical regression models generated from large datasets often generate better predictions than human experts, and they provide supporting information on the predictive weight and reliability of each explanatory variable.(2) Well-crafted experiments using randomized trials and control groups provide good market research and behavioral analysis results.(3) Technological advances - the Internet, massive data storage devices, rapid computation, broadband telecommunication - are making it possible to share more sources of information and create ever-larger databases for analysis.(4) Today's companies engage in multiple forms of market research by creating and using large databases and large-scale randomized trials.(5) Many phenomena conform to normal distributions in which 95% of the population will be found within two standard deviations of the mean, the5% balance generally divided evenly in the two tails.That's it. I just saved you $25.00 U.S. and a half-dozen or more hours learning how a guy from Yale named Ian Ayres collected a bit of information about applied mathematical techniques that have been in practical use for decades, packaged them up, palmed them off as something new, and cooked up the ridiculous name Super Crunching to describe an ostensibly new technological development.

Like "Freakonomics," this book over-relies on a catchy phrase as a substitute for a thorough exploration of the concepts and issues. The list of concerns includes:1. Vague definition of the term "supercrunching." Is it "super" because the author wants us to think all statistics are super, or (what I had hoped) is there something about the type of statistics to which he refers that are in fact different from statistics in decision making for the last 40 years? All the talk of large datasets implies that supercrunching is a matter of size, but then why does the very first example of regression involve a model that has only 2 predictors? No need for large data sets for this kind of a model, right? Unless the effect size is tiny, but then, what good is the model? Tell us how things really are new and different now.2. The book reads like a list of (mostly internet) companies and how fabulous and smart they are for using statistics. Actuarial science has been around for many, many years and again we see little discussion of how the actuarial tradition has become more available outside of the insurance industry. The whole book seems more like a stream of consciousness than an organized conceptual framework about the emergence of statistics as a guide to commercial, medical, and policy making over time.3. While perhaps an excellent lawyer and professor, the author makes so many misleading or inaccurate remarks about statistics that it could be difficult for someone with a statistics background to enjoy the book.

Super Crunchers: Why Thinking-by-Numbers Is the New Way to Be Smart Super Simple Jewelry: Fun and Easy-To-Make Crafts for Kids (Super Sandcastle: Super Simple Crafts) Kindergarten Super Math Success (Sylvan Super Workbooks) (Math Super Workbooks) Fourth Grade Super Math Success (Sylvan Super Workbooks) (Math Super Workbooks) First Grade Super Math Success (Sylvan Super Workbooks) (Math Super Workbooks) First Grade Super Math Success (Sylvan Super Workbooks) (Sylvan Math Super Workbooks) Kindergarten Super Math Success (Sylvan Super Workbooks) (Sylvan Math Super Workbooks) Third Grade Super Math Success (Sylvan Super Workbooks) (Sylvan Math Super Workbooks) Fifth Grade Super Math Success (Sylvan Super Workbooks) (Sylvan Math Super Workbooks) Numbers in the Bible : God's Unique Design in Biblical Numbers You Are Not So Smart: Why You Have Too Many Friends on Facebook, Why Your Memory Is Mostly Fiction, an d 46 Other Ways You're Deluding Yourself You Are Not So Smart: Why You Have Too Many Friends on Facebook, Why Your Memory Is Mostly Fiction, and 46 Other Ways You're Deluding Yourself Learn Ruby the Hard Way: A Simple and Idiomatic Introduction to the Imaginative World Of Computational Thinking with Code (3rd Edition) (Zed Shaw's Hard Way Series) Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation Blink: The Power of Thinking Without Thinking Thinking Kids’™ Math Analogies, Grade 3 (Thinking Kids (Carson-Dellosa)) Thinker's Guide to Analytic Thinking: How to Take Thinking Apart and What to Look for When You Do Curriculum and Aims, Fifth Edition (Thinking about Education) (Thinking About Education Series) Computational Design Thinking: Computation Design Thinking Thinking about Hinduism (Thinking about Religion)