

# Data, Experts and the Private Sector

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**#dataprijs2016,**  
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We woke up to a shock this morning

Clinton was the close but steady favourite for the entire race

Obviously we did not have all the data in the polls

A broader worry: As experts in the university sector, can we make correct analyses without all the data (whatever the field) ?

One example - **the history of reading**: the scholarly examination of how the population consumes, for example, fictional, poetic, dramatic, and religious texts

## **Pre-internet:**

Qualitative investigations of readers; observing or asking small samples of readers what they thought of a text

or

Literary criticism that supposed an ideal reader; not based on actually asking readers what they thought of the text

## **Internet era:**

Extensive data on highlighting, sharing, choosing,  
reading owned by Amazon (and others)



Anyone trying to understand how people **reading** must access the data held by Amazon - engagement with the private sector is a must

This is true for so many academic disciplines:

Healthcare – data on private health providers

Traffic - uber, google etc and how vehicles are used

Energy - shell, bp, etc

Music - apple, spotify etc.

...

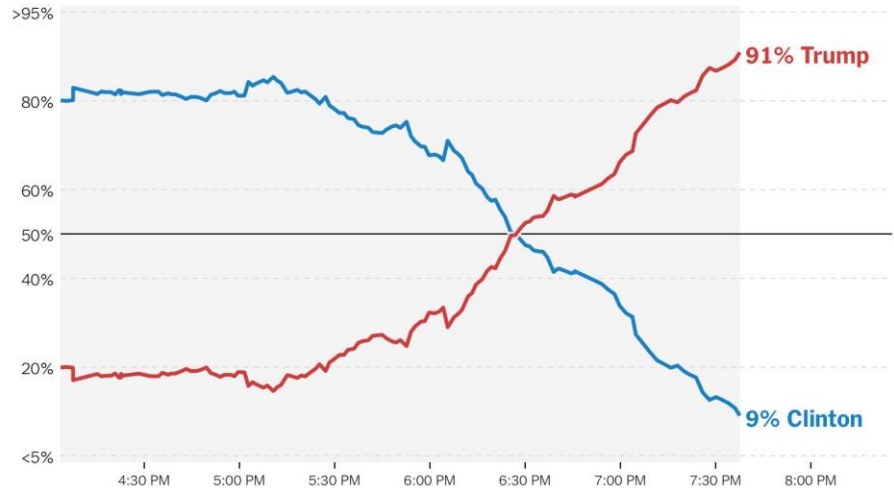
In my experience at TU Delft, there are plenty of informal agreements with the private sector

But based on informal unwritten agreements: “Use this data but don’t share it within anyone else”

Our challenge - finding better ways to access private sector data for research re-use

Here's how our forecasts have changed:

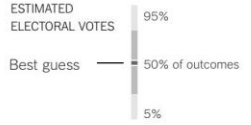
### Chance of Winning Presidency



One final point - it's not just data, it's how you use it.

### Total Electoral Votes

The estimates below include an estimate of uncertainty. We expect the uncertainty around these estimates to narrow, especially after races are called.



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## Credits:

Slide 6 onwards: Reading in the age of the internet, Daniel Allington  
Stephen Pihlaja, doi: 10.1177/0963947016652781  
Language and Literature August 2016 vol. 25 no. 3 201-210

Slide 14: <https://twitter.com/BrentO/status/796196288089817088>

