

Human Analytics – The Real Benefit Big Data

by
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The marriage of mind-boggling computer processing capabilities with oceans of unstructured content is something that I believe heralds the next era of big data analysis -- human analytics. And the most significant benefit will be to enabling better quality of life in more places around the globe. Heck, it may even lead to better quality of life inside the walls of enterprise.

First, let's get money discussed and out of the way. With natural language processing and deep learning tools in the hands of enterprise marketers, content and sentiment analysis will surely lead to increased revenue for companies smart enough to recognize that the more they understand what their customer care about, the more successful they'll be. Hat's off to them! Making money is in fact a good thing and NLP will help forward-thinking organizations reap the rewards of using it.

Here's where the human analytics gets interesting. The brain is still superior to the computer in some ways: nuance, subtlety, double-entendre, and originality are a few things that come to mind for me, pun intended. But what computers bring to the table is the sheer horsepower to serve up what you could not have known. For example, IBM's Watson "[can read all of the world's medical journals in less time than it takes a physician to drink a cup of coffee.](#)"

I hope you stray from this post to read the article I've linked, but to summarize: After training Watson on cancer and feeding it daily with the latest relevant information published on the Web, the computer can help the physician diagnose and treat the patient. The great thing is that Watson, and other Watson-esque NLP technologies, acts as an assistant, capable of pointing out what you might have missed, and up to date on in about as real-time as is possible on a given subject. "It's like being able to take a knowledge worker – cancer specialist, nurse, bond trader, portfolio manager, whatever – and equip that person with the best knowledge, and have it available at their fingertips."* What's also important is being able to share the results, so the patient on the other side of the world benefits from what's learned.

<http://www.fastcompany.com/3001739/ibms-watson-learning-its-way-saving-lives>