

Sous la direction de
Evelyne Broudoux
et Ghislaine Charbon

Big data – Open data

Quelles valeurs ? Quels enjeux ?

Big Data Quelles Valeurs Enjeux

Jérôme Béranger



Big Data Quelles Valeurs Enjeux:

Big Data - Open data Evelyn Broudoux, Ghislaine Chartron, 2016-12-30 Du Big Data à l'Open Data les enjeux techniques sociaux et industriels de l'exploitation massive de données informationnelles en ligne Depuis 2006 la conférence Document numérique et société se donne pour mission d'apporter des éclairages sur les transformations des dispositifs d'information le numérique en privilégiant la dimension sociale Cette 5^e édition se focalise sur l'effervescence autour du Big data et de l'Open data qui anime autant les milieux d'affaires que les gouvernements et les scientifiques Elle s'explique par l'interconnexion généralisée transformant l'économie des services et les internautes en fournisseurs de données mais également par l'importance grandissante de l'internet des objets et d'une manière générale par les capacités computationnelles qui traitent désormais l'information sur toute sa chaîne de production diffusion et transformation Cet ouvrage rassemble les textes présentés lors du colloque de Rabat les 4 et 5 mai 2015 des recherches théoriques expérimentales et des analyses critiques qui s'inscrivent dans la perspective des études sur le phénomène du Big data et de l'Open data en termes d'enjeux pour nos sociétés et de création de valeurs Pour les professionnels de l'information pour les chercheurs enseignants et étudiants en information documentation et humanités numériques

Stratégies internationales. Enjeux et valeurs de la transformation digitale et nouveaux modèles économiques Patricia Brun, 2019-08-20 Aujourd'hui 1 entreprise sur 25 utilise l'intelligence artificielle d'ici 3 ans ce sera 1 sur 3 L'IA peut trouver des données qui sont inaccessibles à l'humain et combinée au Big data elle guidera les entreprises vers ses futurs meilleurs clients Ce sera le plus grand changement du siècle dans le domaine du business et ce n'est qu'un début Mais les concurrents s'agitent les disrupteurs veillent et l'entreprise du futur devra redessiner les contours de son marché et s'appuyer sur un nouveau marketing mix car l'impact de la révolution digitale se fait jour à 3 niveaux la transformation de la relation client des processus opérationnels des modèles d'affaires Le digital renforce la mondialisation et se développer l'international n'est plus seulement un relais de croissance mais un véritable levier afin de réduire les coûts et opérer un saut de valeur Mais il ne peut pas se faire sans une connaissance approfondie de l'évolution de l'environnement mondial des défis actuels et de ce que souhaite la population

Big Data et société André Mondoux, Marc Ménard, 2018-09-19 T00:00:00-04:00 Le Big Data suscite des discours porteurs de visions économiques prometteuses Ce phénomène soulève toutefois d'importantes et préoccupantes questions Les auteurs de cet ouvrage envisagent le Big Data comme producteur d'effets en même temps que produit de dynamiques sociales Il interressera les étudiants et les chercheurs du domaine de la communication qui s'interrogent sur le vaste univers des mégadonnées

Innovation Economics, Engineering and Management Handbook 2 Dimitri Uzunidis, Fedoua Kasmi, Laurent Adatto, 2021-06-08 Innovation in economic activity in managerial concepts and in engineering design results from creative activities entrepreneurial strategies and the business climate Innovation leads to technological organizational and commercial changes due to the relationships between enterprises public institutions and civil society organizations These innovation networks create new knowledge and

contribute to the dissemination of new socio economic and technological models through new production and marketing methods Innovation Economics Engineering and Management Handbook 2 is the second of the two volumes that comprise this book The main objectives across both volumes are to study the innovation processes in today's information and knowledge society to analyze how links between research and business have intensified and to discuss the methods by which innovation emerges and is managed by firms not only from a local perspective but also a global one The studies presented in these two volumes contribute toward an understanding of the systemic nature of innovations and enable reflection on their potential applications in order to think about the meaning of growth and prosperity *Big data - Open data* Evelyne Broudoux, Ghislaine Chartron, 2015-10-16

The Trace Factory Yves Jeanneret, 2020-06-03 The collection and treatment of traces which reveal who we are and what we do naturally piques our interest when it pertains to others and anxiety when it concerns ourselves Do we truly know what a trace is And if knowledge is power how vulnerable are we in the public sphere The demonstrability of a trace hides the complexity of the process that allows it to be produced interpreted and used This book proposes a reasoned approach to the analysis of the trace as an object and as a sign By following such an approach the reader will understand how the media participates in the creation and deployment of traces and the issues raised by what can be traced on social media The Trace Factory offers a historical perspective returning to the founding theories of collecting and producing traces linked to knowledge and power in society Observing technology and information through the prism of these theories a large number of devices and their uses are evaluated This book offers itself as a tool of thought and work for researchers professionals and social actors of all kinds who are confronted with the existence treatment and interpretation of the traces of society and culture

Methods and Tools for Creative Competitive Intelligence Stéphane Gorla, 2017-05-17 Creative competitive intelligence is an information seeking and monitoring activity of an information environment for the purpose of creativity and innovation It involves the process leading up to the development of an informational supply adapted to the inspiration of creative or innovative personnel This dynamic aims for the recognition of novelties ideas products technologies etc the identification of new players in the world of creation and innovation and the identification of forgotten or neglected developmental paths This book is aimed at readers who already have some experience of innovation and who are now looking for new ways to discover new products under development anticipate the design of future products identify unexplored tracks of inventions develop and analyze innovation strategies or recognize the emergence of budding artists

Les intelligences artificielles au prisme de la justice sociale. Considering Artificial Intelligence Through the Lens of Social Justice Collectif Collectif, 2023-11-15 T00:00:00-05:00 Cet ouvrage vient clarifier deux années de réflexion intensive sur les enjeux à l'intersection entre la justice sociale et les technologies d'IA Une compréhension de ces impacts sociétaux d'aujourd'hui passe alors l'aspect technique pour se concentrer principalement sur le fait social

Electronic Government and the Information Systems Perspective Andrea Kö, Enrico Francesconi, Gabriele

Anderst-Kotsis, A Min Tjoa, Ismail Khalil, 2019-08-19 This book constitutes the refereed proceedings of the 8th International Conference on Electronic Government and the Information Systems Perspective EGOVIS 2019 held in Linz Austria in August 2019 The 17 full papers presented were carefully reviewed and selected from 25 submissions The papers are organized in the following topical sections open data and open innovation data driven approaches in e government e government cases data and knowledge management e government theoretical background and digitalization and transparency Les Big Data et l'éthique Jérôme Béranger, 2016-01-01 Economiste et gestionnaire de santé Jérôme Béranger est chercheur PhD et expert en éthique du numérique en santé pour la société Keosys Ses recherches portent sur une approche éthique de la santé des m Health et des Big Data

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