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data. The amount of information collected on human behavior every day is staggering, and exponentially greater than at any time in the past. At the same time, we are inundated by stories of powerful algorithms capable of

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corporations are they fine-tune their advertising strategies. And yet social scientists continue mainly to employ a set of analytical tools developed in an earlier era when data was sparse and difficult to come by. In this

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radically, from that of conventional statistical modeling familiar to most social scientists. They demystify data mining, describing the diverse set of techniques that the term covers and discussing the strengths and weaknesses of the

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