Are Metrics Blinding Our Perception?

Description

Tweet

(from New York Times, found by Aldo Benini)

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CAMBRIDGE, Massachusetts â?? The Trixie Telemetry company believes in hard, quantifiable truths. It believes that there is a right time and wrong time to breast-feed a baby. It believes that certain hours and rooms are better for a childâ??s naps than others and that data can establish this, too. It believes that parents should track how long their infants have gone without soiling a diaper and devote themselves to beating this â??high score.â?•

To these ends, the company sells what is a coveted service in this age: a dashboard. It invites you to enter data on your babyâ??s life, and it produces color-coded charts, Sleep Probability Distributions, digestive analysis and such, to help parents make data-based decisions.

Donâ??t laugh, because Trixie Telemetry is made from the essence of our ageâ?¦ >read the rest of the article on the NYT website here<

Tags

1. Information / Communication Technology (ICT)
2. quantative
3. research

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