

Are Metrics Blinding Our Perception?

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(from New York Times, found by Aldo Benini)

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CAMBRIDGE, Massachusetts — 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 child'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 "high score."

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

Don't laugh, because Trixie Telemetry is made from the essence of our age... >read the rest of the article [on the NYT website here](#)<

Tags

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

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