

O'REILLY®
OSdata
open source convention



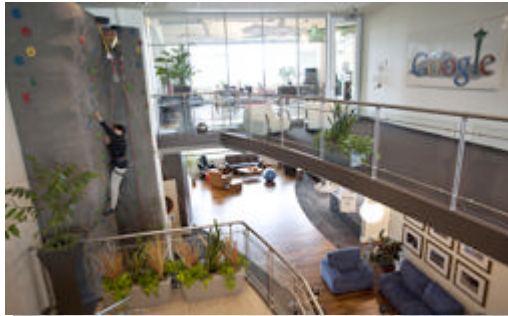
oscon.com/data

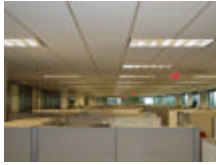
What would you do with your own Google?

Steve Yegge
July 26, 2011

Prime Directive

- **Always work on stuff you love!**

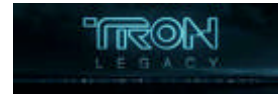




COURTESY: AMAZON.COM

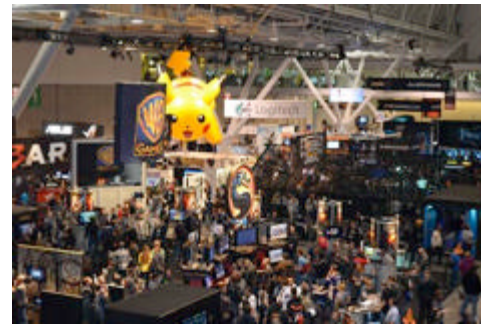
Hollywood 2011

- 27 sequels -- the most in history
- 13 comic-book adaptations
- metacritic: all studios "C" or worse



Game Industry 2011

- Hundreds of games to be released
- How many will you actually play?



Auteurs



Social Networks



Your interests over time

▪ Now:

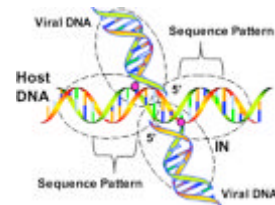
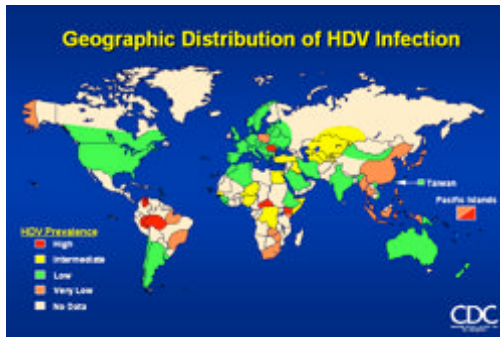
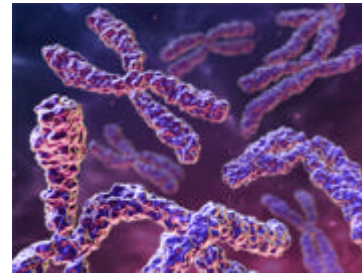


▪ Age 60:



Changing the world

- All the hard problems require math and statistics
- ...and domain expertise



Human Genome Project



If we focus only on scaling...



- ...then we deserve what we get.

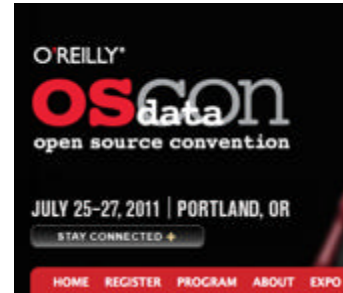
If we start focusing on the actual problems...



- ...we just might solve them

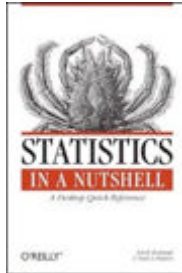
Changing the culture

- We need to establish a new culture in our industry: **everyone is a mathematician.**
- O'Reilly is leading the charge!



- But how do we learn the math and science?
- **A Challenge:** *O'Reilly publishes a math and science series, and we buy it and study it.*

Challenge accepted!



What about our end of the bargain?

| | | | |
|------|------|---------|------------|
| Home | Shop | Answers | Radar: New |
|------|------|---------|------------|



| | | |
|-----------|--------|----------|
| Community | Events | Webcasts |
|-----------|--------|----------|

POPULAR TOPICS

| | |
|-------------|------------|
| JavaScript | iPhone |
| Android | Python |
| HTML5 & CSS | Head First |
| jQuery | Java |
| iPad | PHP |
| Perl | Linux |

Where is “math” in this list?



OSCON Data: starting a culture change

- Short-term: **infrastructure and scaling**
- Medium-term: **math, data mining, bioinformatics**
- Long-term: **important problems!**

