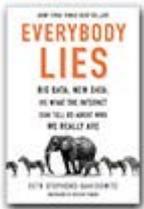
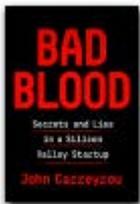


***Everybody Lies: Big Data, New Data, and What the Internet Can Tell Us About Who We Really Are*, by Seth Stephens-Davidowitz, HarperCollins, New York, 2017, 352 pages, ISBN-13: 978-0062390851.**



Seth Stephens-Davidowitz is a former Google data scientist and currently a lecturer at the Wharton School. He hypothesizes that surveys and Facebook do not reflect our true inner selves. The answers we provide in surveys and what we put on Facebook reflect what we want other people to think, not what we actually think. On the other hand, the anonymity of the Google search, and the ability to slice and dice the resultant data, allows one skilled in the art of analytics to extract a true view of what we are thinking and feeling in near real-time. Stephens-Davidowitz provides many examples including tracking the flu, unemployment and racial slurs and how the results compare to Centers for Disease Control, Bureau of Labor Statistic and election results. He also demonstrates the ease with which hypotheses can be tested on the general population through big data in ways that would not pass ethics reviews otherwise. Warning: there is a lot of explicit language in this book – it is not for youngsters.

***Bad Blood: Secrets and Lies in a Silicon Valley Startup*, by John Carreyou, Penguin Random House, New York, 2018, 352 pages, ISBN-13: 978-1524731656.**



I hate to use a cliché, but this book is a page-turner, even though I already knew that the principals of Theranos, Elizabeth Holmes and Ramesh “Sunny” Balwani, had been indicted on multiple charges of wire fraud and conspiracy to commit wire fraud. Carreyou does a superb job of narrative setup before he comes on the scene as a reporter for *The Wall Street Journal*, then outlining the details of how he and the *WSJ* brought the facts to light, and kept going in spite of all manner of legal threats.

Theranos proposed using modern biochemistry and microfluidics to analyze a drop of blood using a small benchtop analyzer. It’s a great idea, but Theranos could not execute it, failed to deliver on promises, and began to lie. The lies took many forms, but the most egregious was the production of false results on the very blood tests that made them famous. Patients were being misdiagnosed. Imagine learning your potassium level is so high you could have a heart attack at any moment, when you previously thought you were not at risk? Here is an example of vaporware with the possibility of tragic consequences.

*Review by Joseph Ferrara
Deputy Director, X-ray Research Laboratory, Rigaku*