# Human Judgement in Data World

## What is the issue?

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It is essential to complement the increasing emphasis on "data" with the human judgement, for better decision-making.

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## How is data gaining significance?

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- Most of the processes of day-to-day usage are also getting digitised.
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- There is increasing emergence of different social network platforms, blogs, etc.
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- Deployment of sensors and adoption of hand-held and wearable digital devices are also increasing.
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- Meanwhile, there is explosion in the usage of internet.
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- Anything and everything “smart” means greater data volumes at accelerating speeds.
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- All these result in huge amount of data being generated on a continuous basis.
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- It is estimated that world’s population collectively generates 2.5 quintillion bytes of data every day.
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- The world is thus getting increasingly ‘datafied’ in every single moment.
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## What is the emerging view?

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- Insights from vast arrays of data will be a key business differentiator in the near future.
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- This is expected to promote popularity of business analytics, and demand for data scientists.
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- Deriving insight from data to understand their origin and making sense of the numbers are emphasized.
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- This understanding on data will then be used to make informed decisions.
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- Increased availability of data, the "big data", can work as raw material for business intelligence.
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## What are the concerns?

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- **Understanding** - However, more data does not necessarily mean better performance.
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- It is essential that the employees are able to incorporate the data into complex decision-making.
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- Without ensuring this, investments in analytics can be useless and even harmful.
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- **Ambiguity** - So much data come from so many sources leading to ambiguity, inconsistency and contradictions.
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- So the basic principles that make for good strategy or decision often get obscured.
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- Mechanically developing strategies “free of human judgment” would thus be a mistake.
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- As, decision making and strategy building involves a larger cognitive and sometimes social processes.

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## What is the way forward?

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- Numbers cannot deal with every nuance of a decision.
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- Generating insight is an inherently human trait and strategy is a way of thinking.
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- However, it is not that data are not useful, as it all depends on how the data are used.
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- So processes and human capabilities should keep pace with the computing fire-power and information they import.
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- To overcome the insight deficit, Big Data needs to be complemented by big judgment.
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**Source: BusinessLine**

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