







1. Anchoring bias.

People are **over-reliant** on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.



2. Availability heuristic.

People **overestimate the importance** of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.



3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of **groupthink** and is reason why meetings are often unproductive.



4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.



11. Outcome bias.

Judging a decision based on the **outcome** — rather than how exactly the decision was made in the moment. Just because you won a lot in Vegas doesn't mean gambling your money was a smart decision.



16. Salience.

Our tendency to focus on the **most easily recognizable features** of a person or concept. When you think about dying, you might worry about being mauled by a lion, as opposed to what is statistically more likely, like dying in a car accident.



17. Selective perception.

Allowing our expectations to **influence how we perceive** the world. An experiment involving a football game between students from two universities showed that one team saw the opposing team commit more infractions.



18. Stereotyping.



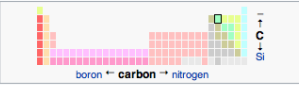
Expecting a group or person to have certain qualities without having real information about the person. It allows us to quickly identify strangers as friends or enemies, but people tend to **overuse and abuse** it.

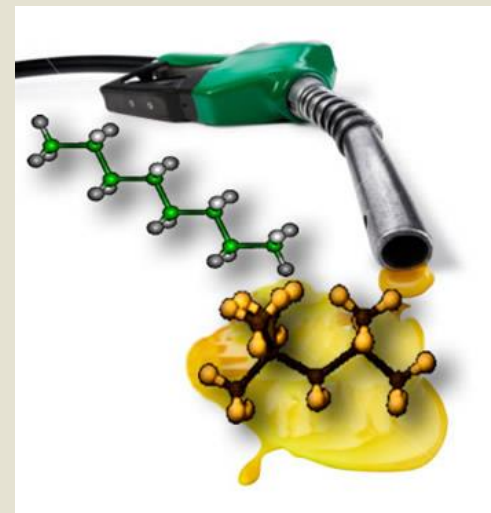


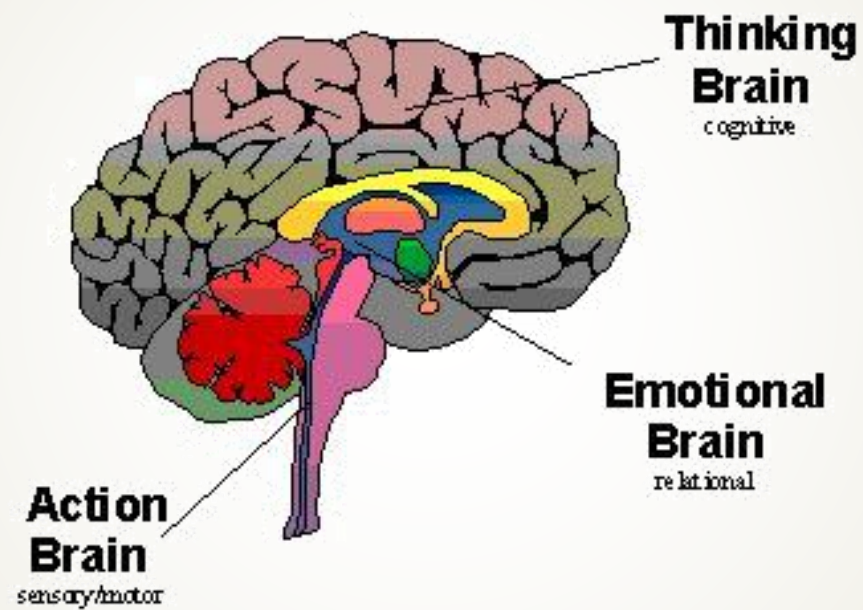
Só existe duas maneiras de se viver a vida; pode-se viver como se nada fosse um milagre, a outra maneira é compreender que tudo é um milagre.

A estratificação cognitiva do mundo



Carbon, $_6\text{C}$	
	
Graphite (left) and diamond (right), the two most well-known allotropes of carbon	
	
Spectral lines of carbon	
General properties	
Name, symbol	carbon, C
Pronunciation	/ˈkɑːbən/ KAR-bən
Allotropes	graphite, diamond
Appearance	graphite: black diamond: clear
Carbon in the periodic table	
	
boron ← carbon → nitrogen	
Atomic number (Z)	6
Group, block	group 14 (carbon group), p-block
Period	period 2
Element category	polyatomic nonmetal, sometimes considered a metalloid
Standard atomic weight (A_r)	12.011 ^[1] (12.0096–12.0116) ^[2]
Electron configuration	[He] 2s ² 2p ²
Electrons per shell	2, 4





Como a Netflix encarna um dos mitos mais sedutores da era algorítmica

Slate

Ed Finn

23/03/2017 | 00h00



Ouvir texto

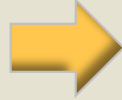
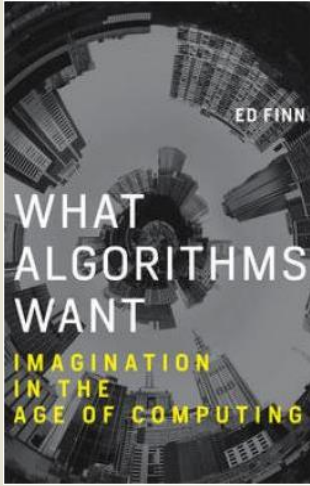
Imprimir

Comunicar erro

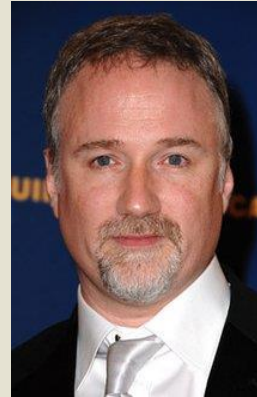
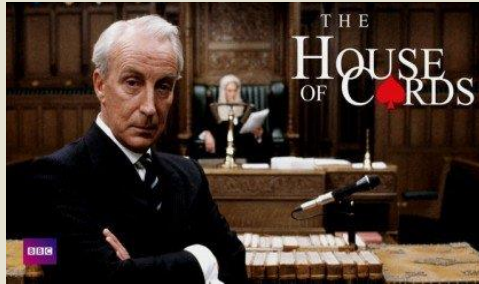
Divulgação



Cena da série "House of Cards"



Netflix's data indicated that the **same subscribers** who **loved** the original BBC production also **gobbled down** movies starring **Kevin Spacey** or directed by **David Fincher**



IoT



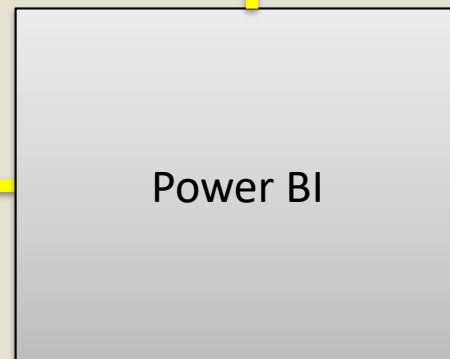
Big Data

Relatórios

BI



Openstack



O Que é um Cientista de Dados?



Cientista

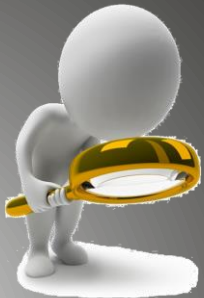
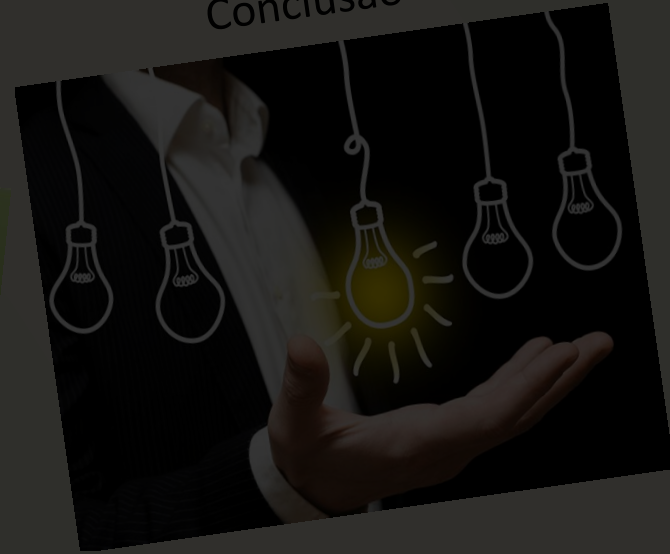


hipótese

Suposição; possibilidade considerada válida antes de sua confirmação.
Conjectura; proposição admitida como um início e através da qual algo pode ser comprovado ou demonstrado: hipótese científica.

(j) Dicio.com.br

Conclusão



Cientista

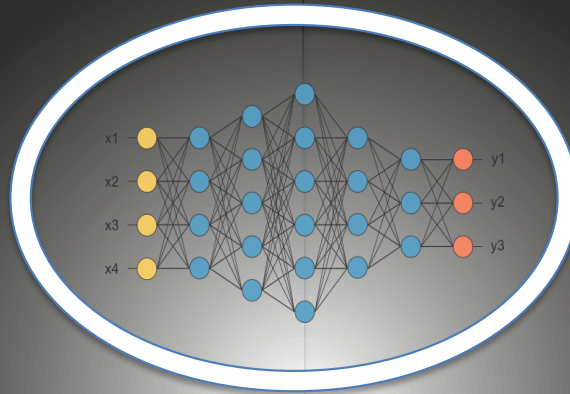


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(l) Dicio.com.br

Conclusão



Matemática

Estatística

Ciência da
Computação

Negócio

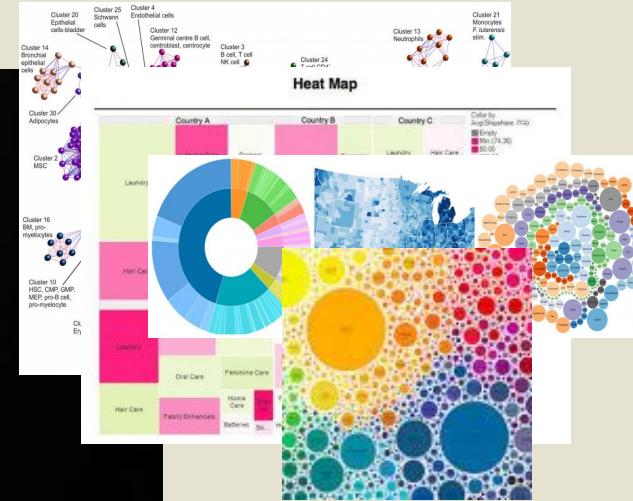
Técnicas de Descoberta



Java, Hadoop, R, Python, etc.

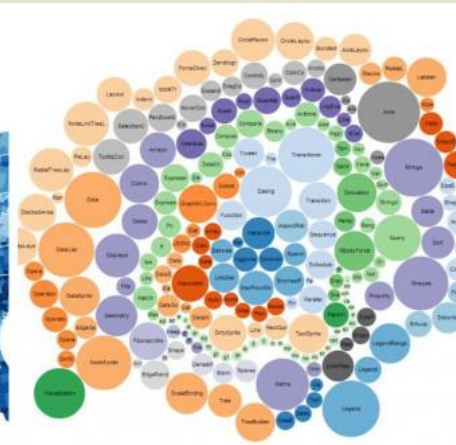
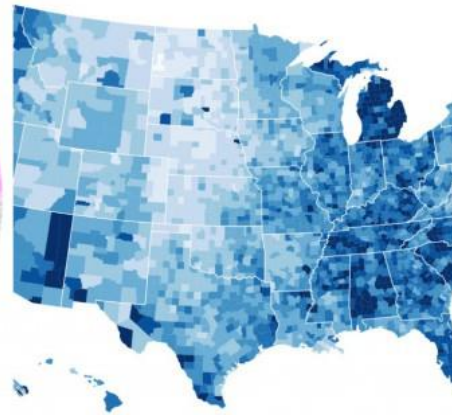
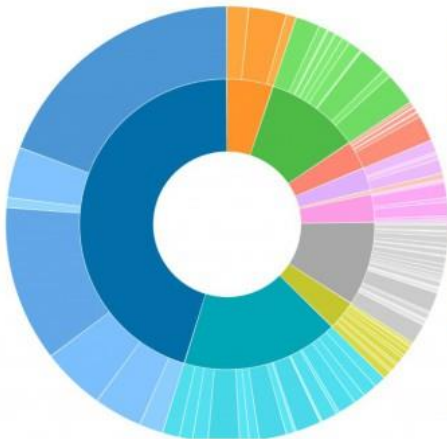
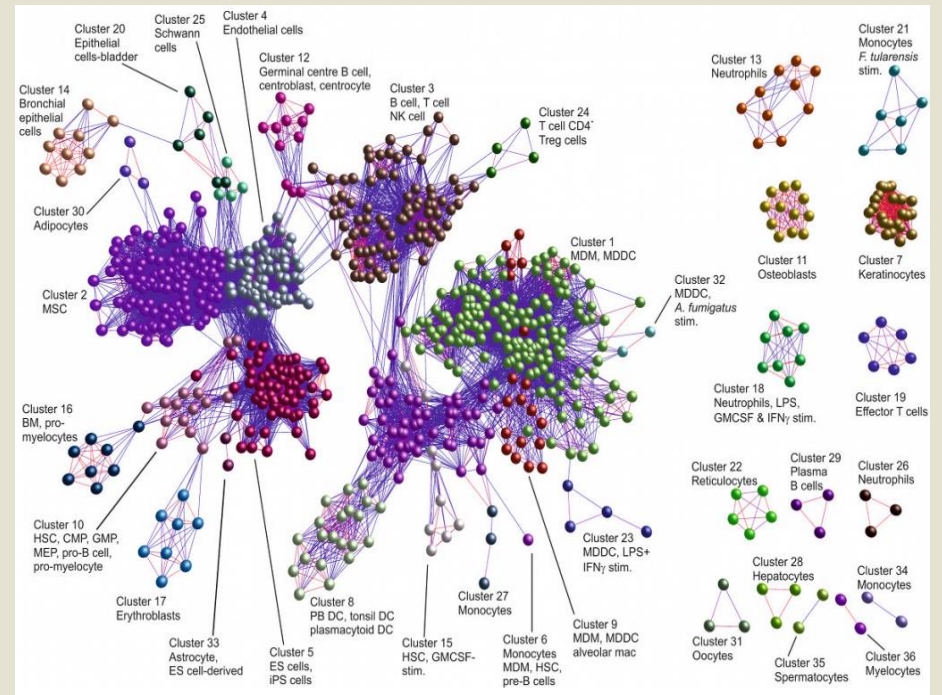
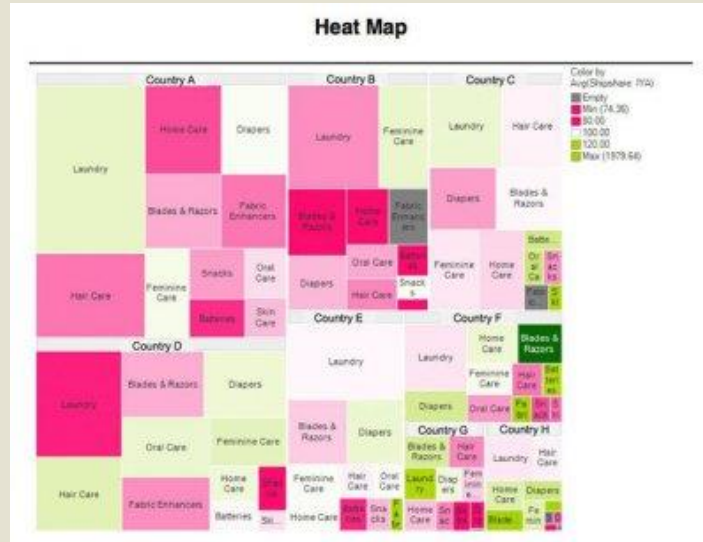
MYTHS

FACTS



Algoritmos

Técnicas de Descoberta





**KEEP
CALM
AND
A HORA É
AGORA**



Connectivity

Controlling VR with Your Mind

The startup Neurable thinks its brain-computer interface will be fast and accurate enough for playing games in VR.

by Rachel Metz March 22, 2017



A prototype version of Neurable's brain-computer interface technology includes a number of dry electrodes placed on the scalp.



GESTÃO: UM CASO DE FRACASSO

Eu acredito que não devemos desperdiçar o talento das pessoas fazendo elas executarem o trabalho de máquinas.

- Albert Einstein -



Issue

WanRefrio

#DOWNTIME WanRefrio - Acesso

FW09-REFRIO

#DOWNTIME FW09-REFRIO - Core

vm450.castrolanda.coop.br

Existem portas em switches com mais de 2 macs

CLT_MTZ

VPN tunnel REFRIO is DOWN

CLT_MTZ

Memory usage exceeded 75%

FW19-ITABERA_I

VPN tunnel FABC-Itabera is DOWN

CTR06IC-W-00010

Está ocorrendo um erro de Duplex Mismatch no equipamento CTR06IC-W-00010

CTR06IC-W-00030

Erros de Late Collision em CTR06IC-W-00030 interface Ethernet Port on unit 1, port 23

CTR06IC-W-00029

Erros de FCS em CTR06IC-W-00029 interface Ethernet Port on unit 1, port 24

CTR06IC-W-00030

Erros de Deferred Transmissions em CTR06IC-W-00030 interface Ethernet Port on unit 1, port 23

CTR06IC-W-00020

Houve uma mudança na tabela do LLDP.

CTR06IC-W-00030

Erros de Single Collision em CTR06IC-W-00030 interface Ethernet Port on unit 1, port 23

CORE-VSS

Está ocorrendo um erro de NATIVE_VLAN_MISMATCH no equipamento CORE-VSS

Foi criada uma vlan no equipamento SW142

"Life is like riding a bicycle.

To keep your balance,
you must keep moving."

-Albert Einstein

