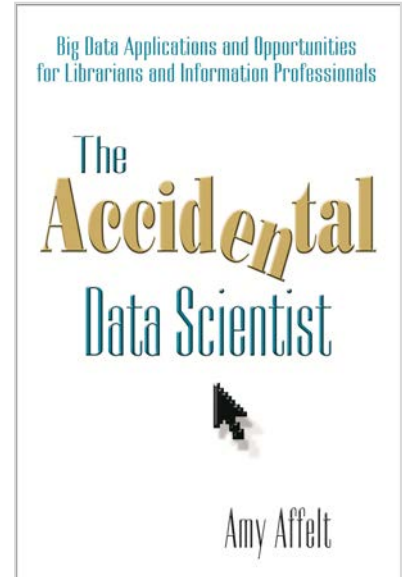


**For Immediate Release**

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## The Accidental Data Scientist

### **New Book Focuses on Big Data Applications and Opportunities for Librarians and Information Professionals**



January 26, 2015, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *The Accidental Data Scientist: Big Data Applications and Opportunities for Librarians and Information Professionals*, by Amy Affelt.

*Harvard Business Review* has described the data scientist as a high-ranking professional with the training and curiosity to make discoveries in the world of Big Data, and called it “the sexiest job of the 21st century.” According to author Affelt, “Librarians and information professionals have always worked with data in order to meet the information needs of their constituents, thus ‘Big Data’ is not a new concept for them, though it is spawning new approaches along with a language all its own.”

With *The Accidental Data Scientist*, the author shows information professionals how to leverage their skills and training to master emerging tools, techniques, and vocabulary; create mission-critical Big Data research deliverables; and discover rewarding new career opportunities by embracing their inner Data Scientist. “The trick is viewing Big Data—and the perils and promise that come with it—with a realistic understanding of what it can and cannot do,” Affelt said. “This book will help you to master that understanding and show you how to help others in your organization reach a better understanding as well.”

“Affelt argues convincingly that the world of information management has changed dramatically over the past several years,” Thomas H. Davenport writes in the book’s Foreword. “We have so much information now—particularly in less structured forms like video, audio, text, and images—that we have to devote considerable effort to getting it in structured form, and then to analyzing it. ... If information professionals want to play a significant role in the big data era they will have to become comfortable with the ideas presented in *The Accidental Data Scientist*.”

–more–

In addition to Davenport's Foreword, *The Accidental Data Scientist* includes the following chapters:

- 1) Big Data: Everything Old is New Again
- 2) What the Elves Do
- 3) The 21st Century Librarian's Skillset:  
The Role of Big Data
- 4) Dipping a Toe in the Water: Simple  
Tools to Get You Started
- 5) Big Data Applications and Initiatives by  
Industry
- 6) Big Data Projects for Info Pros
- 7) Big Data Communications Framework:  
Insights Into Big Data Mastery for  
Information Professionals
- 8) Data Scientists Wanted: Career  
Opportunities in a Big Data World

### **Advance Praise for *The Accidental Data Scientist***

"A much needed call to action to ensure that librarians retain their essential role as guides, curators, and knowledgeable experts as every aspect of our lives becomes increasingly data driven. ... Essential reading for anyone about to jump down the Big Data rabbit hole!"

—Rick Smolan, co-creator, *The Human Face of Big Data*

"Part librarian manifesto, part how-to guide, [the book] makes the convincing case that librarians have been playing many critical roles expected of the modern and much-hyped data scientist, emphasizing the often undervalued importance of data verification and data integrity."

—Dr. Cathy O'Neil, Director, The Lede Program,  
Columbia University Graduate School of Journalism

"Eminently inspiring, interesting, and useful ... essential reading for all librarians and especially for those seeking to better understand the world of Big Data."

—Kathryn J. Deiss, Content Strategist, Association of  
College & Research Libraries, American Library Association

### **About the Author**

Since earning her master's degree in Library and Information Science from Dominican University, **Amy Affelt** has spent her professional career in economic consulting, working with PhD economists who testify as experts in litigation. A popular information industry speaker and writer, Affelt is active in the Special Libraries Association (SLA), having served as the chair of its Future Ready Toolkit initiative and as chair of the Leadership and Management Division. *The Accidental Data Scientist* is her first book.

*The Accidental Data Scientist: Big Data Applications and Opportunities for Librarians and Information Professionals* (240 pp/softbound/\$39.50/ISBN 978-1-57387-511-0) is published by Information Today, Inc. (ITI) and is available wherever professional books and ebooks are sold. For more information or to order, contact the publisher by calling (800) 300-9868; faxing (609) 654-4309; emailing [custserv@infotoday.com](mailto:custserv@infotoday.com); or visiting the ITI website at [www.infotoday.com](http://www.infotoday.com).

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