

**ZMATH 2013e.00016**

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**More precious than gold?**

Consortium, No. 103, 25-33 (2012).

Summary: Gold has been much admired by human societies at different times and in different places. In times of economic turmoil many people invest in gold as a way to protect the value of their money. In 2011 the price of gold (love that data) on some markets exceeded \$ 1900 an ounce. Black gold has been a metaphor for the importance and value of oil (which sometimes has sold for over \$ 100 a barrel) for many years now. But could it be that it will be data that will be the really valuable commodity of the future? And if so, what does that have to do with mathematics?

*Classification:* A30 K10 R40

*Keywords:* data; data mining; history of mathematics; mathematical applications; artificial intelligence; probability; probability theory; conditional probability; Bayes' law; tree diagrams; mathematicians; statistics; tools of data mining