

PHILOSOPHY, SOFTWARE

BIG DATA PARADOX: QUALITY BEATS QUANTITY

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[/www.nature.com/articles/s41586-021-04198-4](https://www.nature.com/articles/s41586-021-04198-4) (via [@emollick](#))

Surveys are a crucial tool for understanding public opinion and behaviour, and their accuracy depends on maintaining statistical representativeness of their target populations by minimizing biases from all sources. Increasing data size shrinks confidence intervals but magnifies the effect of survey bias: an instance of the Big Data Paradox ... We show how a survey of 250,000 respondents can produce an estimate of the population mean that is no more accurate than an estimate from a simple random sample of size 10

It basically confirms my earlier observation in [asthma genetics](#)

this result was possible with just 415 individuals instead of 500,000 individuals nowadays

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