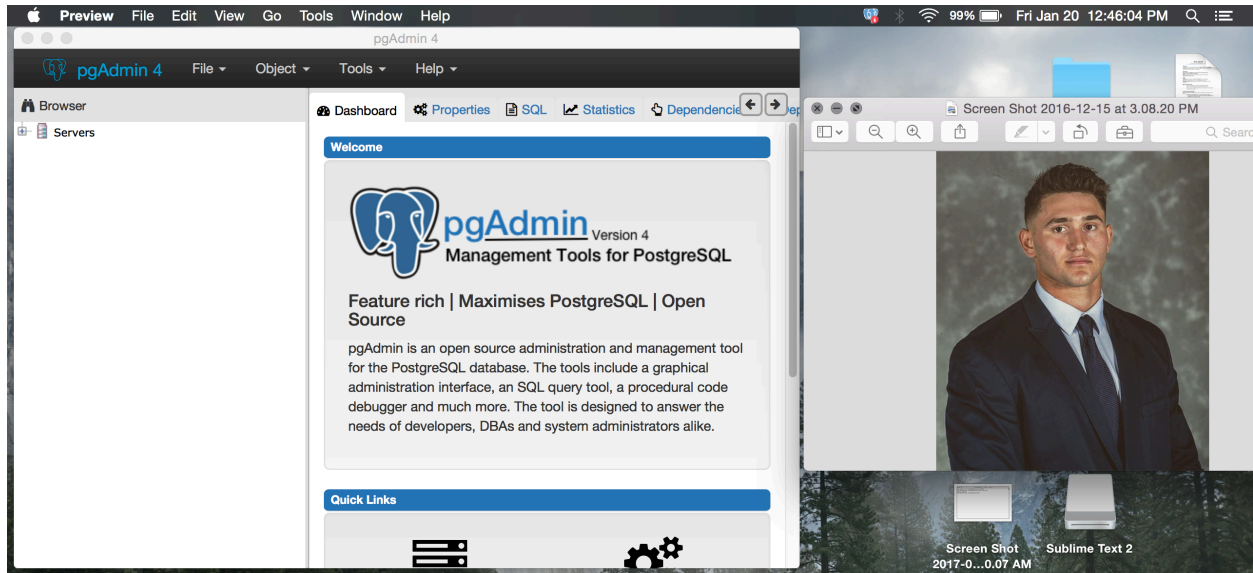


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Lab 1: PostgreSQL



Assignment #2: Data vs Information

The database infrastructure I have selected to analyze pertains to the 2012 presidential election. Former President Barack Obama had hired Chicago based company, Civis Analytics to facilitate his campaign. This particular group of coders and data analysts had developed tools to sift through data so efficiently and effectively that they would go on to re-engineer the way politics function. Derived from millions of data points, this team was able to construct one of the most accurate voter targeting models ever used in a national campaign. Despite the team's success, without the proper resources and queries used to manipulate this data, their work would have been meaningless. Wherein this case, simply just the names of potential voters wouldn't have been enough. A sole name which stands alone is nothing more than data. However, when the name, their income, marital status, and prior vote have been brought together within a database, information is created. By bringing these data points together, this team was able to string together enough information to target the voters who were most likely to vote for Barack Obama.

Assignment #3: Data Models

The hierarchical database model organizes data into a tree like structure. Data is stored as records which connect to one another through links. In this given model, each child record is only allowed one parent, whereas each parent record can have multiple child records. Contrasting the hierarchical database model, we have the pre relational network model. In the

network model, each record is allowed to have multiple parent and child records. Both the hierarchical and network model fall short comparatively to the relational database model. The relational model offers a higher level, more declarative interface. Another issue with the network and hierarchical model is their lack of supporting higher level query languages, whereas the relational database model supports them proficiently.