

Be sure to first look over the **assigned readings** for this week before going through this week's material.

WHAT ARE **BIG DATA?**

- Every two days we create as much data as we did from the beginning of time until 2000.
- And the amount of data we're creating continues to increase rapidly.
- By 2020, the amount of digital information available will have grown to 50 zettabytes.
- Data are traditionally limited to spreadsheets or databases, but it can now include anything from databases to photos, videos, sound recordings, written text and sensor data.



ATA BIG DATA BIG

written text and sensor data.