

VERACITY

- **Veracity** refers to the biases, noise and abnormalities, ambiguities, latency in data.
- Having a lot of data in different volumes coming in at high speed is worthless if that data is incorrect.

PARALLELIZATION

- Normally, computer programs compute data **serially**: they solve one problem, and then the next, then the next.
- **Parallelization** is the act of designing a computer program or system to process data in parallel.
- This is especially helpful when using **Big Data**.
- If a computer program or system is parallelized, it breaks a problem down into smaller pieces that can each independently be solved at the same time by discrete computing resources.

