

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.



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