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MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 5 UNIT 1
Interactive Infographic Transcript

Data Desert

Data collected from people's smartphones, and other technological devices, can be used to predict behavior and solve societal issues. However, some communities do not have access to the same technological infrastructure, which means that they do not generate this kind of data. This leads to a lack of representation in relevant collected data sets, which is known as a data desert.

Causes of a data desert

- Inferior infrastructure

- Unequal access to technology

- Various levels of digital literacy

Data Mirage

Although big data is characterized by high volumes of data that companies have access to, having more data doesn't always ensure that you will reach the best conclusion. A data mirage refers to the assumption that the more data you collect, the better your insights will be. Unfortunately, this is not the case, as big data can create more noise and lead to incorrect conclusions if you don't ask the right questions and skillfully analyze the data.

Causes of a data mirage

- Data lives in the past and has a limited ability to predict the future.

- Data can't account for emotions, which largely influence people's decisions.

- Data is often biased, either through the collection or analysis process.

- Not all data is useful and analysts often look at the available data instead of data that is more relevant, but difficult to collect.

- Data can lead to confusion between correlation and causation.

- A failure to account for more than one explanation behind decisions.

- More data is not necessarily better if it's inaccurate or irrelevant.

IN COLLABORATION WITH getsmarter

Sources

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