Eric Schmidt

      The Amazon Database is a vast database that reportedly host over 42 terabytes of data from only their two biggest databases. Their data consists of phone numbers, addresses, receipts, wish lists, and tracking data while any user is logged on. They also keep a library of 250,000 full text books online where any user can comment and interact with others on every page of every book in their library. The difference in this context of data verse information is best represented, in my opinion, by the phone numbers and wish list features of their database. For phone numbers, it's just a representation of numbers that mean nothing to anyone if given to them without any context. For wish lists, it's just a list of items that someone, somewhere in the world wants. The value of information provides is immense when compared to data. Once you introduce context to data, like with wish lists, Amazon can use that to track users to push the most suited products onto consumers, which would help increase their possible profits.