BIA 678 Big Data Seminar

Term Paper Abstract

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**The Application of Big Data in Urban Life**

**Abstract：**

“A lot of people haven’t figured out what is the PC Internet when the mobile Internet is coming. When we haven’t figured out the mobile Internet, the big data era is coming again.” This is what Ma Yun said when he left Alibaba. This is a good explanation for the popularity of big data in the past few years. Big data is a new resource, it has enough value, and there is enough space and potential for mining. For investors and entrepreneurs, big data is an opportunity for them to create value and benefit by mining and using big data. And most ordinary people can enjoy the resources and convenience brought by big data.

In this article, I focus my discussion on the application of big data in people’s lives. What aspects of “big data” can be used in our lives? Does is make people’s urban life more convenient? The answer is YES. The concept of “smart city” is a good combination of big data and human life. As Eric Siegel said in the book “Big Data Prediction”: “Under the service of a smart city, as if everything has temperature, people can feel her warmth in every corner of the city.” Big data is the key supporting technology for “smart” in all areas of smart cities. It is the smart engine of smart cities.

**Key words:** Bid data, smart city, application

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