Why Big Data and Where Did it Come From?
Graded Quiz • 38 min

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TOTAL POINTS 19

1. Which of the following is an example of big data utilized in action today?   `1 point`

   ○ The Internet

   ◉ Social Media

   ○ Individual, Unconnected Hospital Databases

   ○ Wi-Fi Networks

2. What reasoning was given for the following: why is the "data storage to price ratio" relevant to big data?   `1 point`

   ◉ Larger storage means easier accessibility to big data for every user because it allows users to download in bulk.

   ○ It isn't, it was just an arbitrary example of big data usage.

   ○ Lower prices mean larger storage becomes easier to access for everyone, creating bigger amounts of data for client-facing services to work with.

   ○ Companies can't afford to own, maintain, and spend the energy to support large data storage unless the cost is sufficiently low.

3. What is the best description of personalized marketing enabled by big data?   `1 point`

   ○ Being able to obtain and use customer information for groups of consumers and utilize them for marketing needs.

   ○ Marketing to each customer on an individual level and suiting to their needs.

   ◉ Being able to use personalized data from every single customer for personalized marketing needs.

4. Of the following, which are some examples of personalized marketing related to big data?   `1 point`

   ◉ Facebook revealing posts that cater towards similar interests.

   ○ A survey that asks your age and markets to you a specific brand.

   ○ News outlets gathering information from the internet in order to report them to the public.

5. What is the workflow for working with big data?   `1 point`

   ○ Theory -> Models -> Precise Advice

   ○ Extrapolation -> Understanding -> Reproducing

   ◉ Big Data -> Better Models -> Higher Precision

6. Which is the most compelling reason why mobile advertising is related to big data?   `1 point`

   ○ Mobile advertising allows massive cellular/mobile texting to a wide audience, thus providing large amounts of data.

   ◉ Mobile advertising benefits from data integration with location which requires big data.

   ○ Mobile advertising in and of itself is always associated with big data.

   ○ Since almost everyone owns a cell/mobile phone, the mobile advertising market is large and thus requires big data to contain all the information.

7. What are the three types of diverse data sources?   `1 point`

   ○ Sensor Data, Organizational Data, and Social Media

   ○ Information Networks, Map Data, and People

   ◉ Machine Data, Organizational Data, and People

○ Machine Data, Map Data, and Social Media

8. What is an example of machine data? `1 point`

○ Sorted data from Amazon regarding customer info.

○ Social Media

◉ Weather station sensor output.

9. What is an example of organizational data? `1 point`

○ Satellite Data

○ Social Media

◉ Disease data from Center for Disease Control.

10. Of the three data sources, which is the hardest to implement and streamline into a model? `1 point`

◉ People

○ Organizational Data

○ Machine Data

11. Which of the following summarizes the process of using data streams? `1 point`

◉ Integration -> Personalization -> Precision

○ Big Data -> Better Models -> Higher Precision

○ Theory -> Models -> Precise Advice

○ Extrapolation -> Understanding -> Reproducing

12. Where does the real value of big data often come from? `1 point`

○ Using the three major data sources: Machines, People, and Organizations.

○ Having data-enabled decisions and actions from the insights of new data.

○ Size of the data.

◉ Combining streams of data and analyzing them for new insights.

13. What does it mean for a device to be "smart"? `1 point`

◉ Collect data and services autonomously.

○ Having a specific processing speed in order to keep up with the demands of data processing.

○ Must have a way to interact with the user.

14. What does the term "in situ" mean in the context of big data? `1 point`

○ In the situation

◉ Bringing the computation to the location of the data.

○ The sensors used in airplanes to measure altitude.

○ Accelerometers.

15. Which of the following are reasons mentioned for why data generated by people are hard to process? Choose all that apply. `1 point`

☑ Very unstructured data.

☐ They cannot be modeled and stored.

☑ The velocity of the data is very high.

☑ Skilled people to analyze the data are hard to come by.

16. What is the purpose of retrieval and storage; pre-processing; and analysis in order to convert multiple data sources into valuable data? `1 point`

○ Designed to work like the ETL process.

◉ To allow scalable analytical solutions to big data.

○ To enable ETL methods.

○ Since the multi-layered process is built into the Neo4j database connection.

17. Which of the following are benefits of organization-generated data? Choose all that apply. `1 point`

☑ Higher Sales

☑ Better Profit Margins

☑ Improved Safety

☐ High Velocity

☑ Customer Satisfaction

18. What are data silos and why are they bad? `1 point`

○ Highly unstructured data. Bad because it does not provide meaningful results for organizations.

○ A giant centralized database to house all the data production within an organization. Bad because it hinders opportunity for data generation.

◉ Data produced from an organization that is spread out. Bad because it creates unsynchronized and invisible data.

○ A giant centralized database to house all the data produces within an organization. Bad because it is hard to maintain as highly structured data.

19. Which of the following are benefits of data integration? Choose all that apply. `1 point`

☑ Unify your data system.

☑ Increase data availability.

☑ Adds value to big data.

☑ Reduce data complexity.

☑ Increase data collaboration.

☐ Monitoring of data.

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