**Team Activity: Big Data**

* **Purpose:** Participate in a 60-minute online team meeting to explore the idea of **big data**.
* **Task:** Discuss how big data can be used in a business/organization
* **Overview:** There is so much data in the world today. Everything we do is recorded in some way or another. This "big data" is changing our world, how will you use it?

**How is the church using Big Data to help build the kingdom and gather Israel?**

The Church could use the data gathered to help find relatives, ancestors and perform saving ordinances for them. LDS Tools is an excellent resource that can hold data of members for other members to communicate with and serve each other.

They ensure to keep it safe. And to only use it for the benefit of the people. To learn patterns that can lead to better learning, and the habits that people should usually avoid.

**What types of data about you is stored in databases?**

Name, age, gender, pictures, search history, purchase history, location, device information, network information, friends, family, likes and dislikes, etc.

**What type of data do companies like Amazon, Instagram, and Google store about you?**

Most if not all of them. There is no piece of information that could be regarded as irrelevant in the Big Data landscape.

**What do you believe are some of the impacts of data sharing? Discuss and record your thoughts.**

Learning, research, and discovery will advance in an exponential way that will lead to immense progress for humanity.

Every person will be benefited from it when used to achieve their own objectives, and the facility to find any information regarding anything and anyone will open the doors for the age of innovation and creativity.

People will be more connected than ever before, anything you do can be instantly shared to hundreds upon thousands of people at any time.

**Discuss the impact that the misuse of big data might have on you, or society as a whole.**

The misuse of big data can create huge privacy issues and leaks of millions of sensitive information, including account information and passwords, which is something that many people believe is a huge risk that must be regarded as such.

The trust people will have on their devices, and the companies that host their information, will inevitably start to decline with the knowledge that anything they do and everything about who they are could potentially be exposed for anyone to see and exploit at any point without warning.

**Use your remaining time to discuss what you think might be ethical or unethical use of big data.**

Some ethical uses of big data could be

* Finding patters in patients of things that lead or cause health complications.
* Helping groups of people be organized about their information and get rid of the worry of not having a record.
* Ease of access to learning, education, news, events, etc.

Some unethical uses of big data could be:

* Collecting data without consent, sharing data without consent.
* Selling personal data of users to third parties.
* Spying and tracking.