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| **D** | **Storage Devices** | | | |
|  | | **Type** | **Advantages** | **Disadvantages** |
| Flash drive | | SSD | Portable, Durable | More expensive than CDs. Limited storage space |
| SD card | | SSD | Very portable, Durable | Requires SD card reader, more expensive than Flash Drive |
| CD | | Optical | Portable, Cheap | Can get scratched – not very durable. Limited storage space |
| Hard drive | | Magnetic | Durable, cheap, huge storage | Not very portable. External HDDs |

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| **B** | **Uses of Data** | |
| **Retail** | | Loyalty schemes, tracking stock, predicting trends etc |
| **Law** | | Automatic Number Plate Recognition, CCTV and speed cameras help police find crimes and criminals |
| **Education** | | Massive Open Online Courses (MOOCS) allow thousands of people to take part in a course at once |
| **Health** | | Wearable technology can collect data on people while they exercise |
| **Leisure** | | Adverts cost more or less depending on how much a show is watched. Recommendations are made based on previous viewing choices |
| **Lifestyle** | | Social media collects vast amounts of data and can be used to promote political agendas, advertise to specific groups or develop scientific theories |

Information Technology 4: Data Storage and Uses

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| **C** | **The Cloud** | |
| **Advantages** | | **Disadvantages** |
| No need to update application software | | Entrusting potentially sensitive data with outsiders |
| No need to maintain the equipment, software or data | | Safety and security of sensitive data is outside your control |
| No need to employ network managers or other technical staff | | The service must be totally reliable |
| Service provider takes care of backups | | Requires internet connection |
| Easy to share files and collaborate across platforms and locations | |  |

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| **A** | **Key Vocab** | |
| **Cloud** | | Remotely located storage and software, accessed via the internet |
| **SSD** | | Solid State Drive. A storage device with no moving parts. |
| **Optical Storage** | | DVDs and CDs. Data is read from disks by a laser |
| **Magnetic Storage** | | Data is stored on a thin magnetic disk |
| **Big Data** | | A term used to describe quantities of data which are too big for normal processing |

Name: