

# MapReduce



# Why MapReduce?

- Motivation: Large Scale Data Processing
- Want to process lots of data ( > 1 TB)
- Want to parallelize across hundreds/thousands of CPUs
- ... Want to make this easy
  - MPI has programming overhead

- MapReduce Idea: simple, highly scalable, generic parallelization model
- Automatic parallelization & distribution
- Fault-tolerant
- Clean abstraction for programmers
- status & monitoring tools



## Who Uses MapReduce?

#### At Google:

- Index construction for Google Search
- Article clustering for Google News
- Statistical machine translation

#### At Yahoo!:

- "Web map" powering Yahoo! Search
- Spam detection for Yahoo! Mail

#### At Facebook:

- Data mining
- Ad optimization



#### **Overview**

- MapReduce: the concept
- Hadoop: the implementation
- Query Languages for Hadoop
- Spark: the improvement
- MapReduce vs databases
- Conclusion



# MapReduce: the concept

#### Credits:

- David Maier
- Google
- Shiva Teja Reddi Gopidi

# Preamble:

#### JACOBS UNIVERSITY

# **Merits of Functional Programming (FP)**

- FP: input determines output and nothing else
  - No other knowledge used (global variables!)
  - No other data modified (global variables!)
  - Every function invocation generates new data
- Opposite: procedural programming → side effects
  - Unforeseeable interference between parallel processes
    - → difficult/impossible to ensure dterministic result
- (function, value set) must be monoid
- Advantage of FP: parallelization can be arranged automatically
  - can (automatically!) reorder or parallelize execution data flow implicit





# **Programming Model**

- Goals: large data sets, processing distributed over 1,000s of nodes
  - Abstraction to express simple computations
  - Hide details of parallelization, data distribution, fault tolerance, load balancing
    - MapReduce engine performs all housekeeping
- Inspired by primitives from functional PLs like Lisp, Scheme, Haskell
- Input, output are sets of key/value pairs
- Users implement interface of two functions:

```
map (inKey, inValue) -> (outKey, intermediateValuelist )
```

reduce(outKey, intermediateValuelist) -> outValuelist

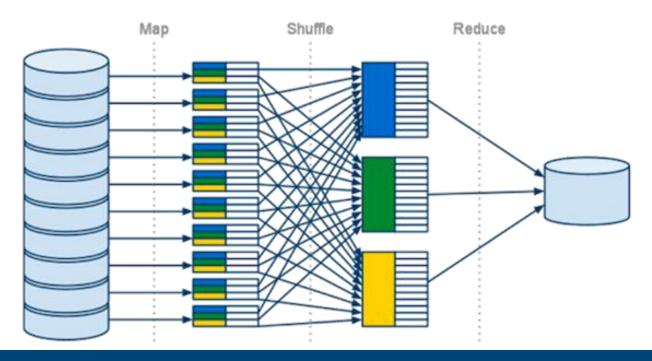




#### **Ex 1: Count Word Occurrences**

```
map(String inKey, String inValue):
   // inKey: document name
   // inValue: document contents
   for each word w in inValue:
        EmitIntermediate(w, "1");
```

```
reduce(String outputKey, Iterator auxValues):
    // outKey: a word
    // outValues: a list of counts
    int result = 0;
    for each v in auxValues:
        result += ParseInt(v);
    Emit( AsString(result) );
```



[image: Google]

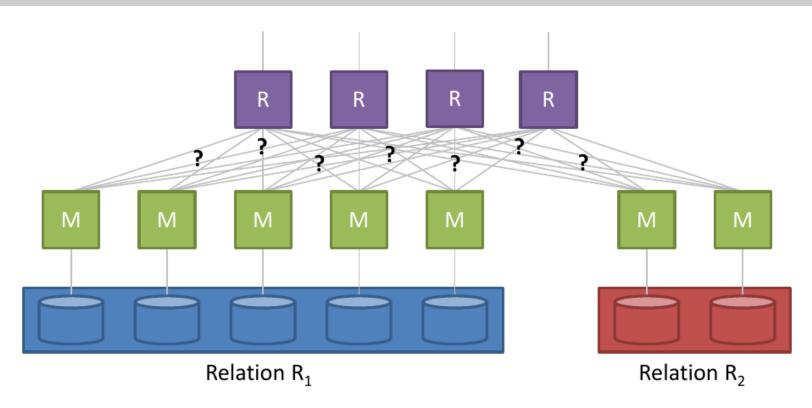


#### Ex 2: Distributed Grep

- map function emits line if matches given pattern
  - identity function that just copies supplied intermediate data to output
- Application 1: Count of URL Access Frequency
  - logs of web page requests → map() → <URL,1>
  - all values for same URL → reduce() → <URL, total count>
- Application 2: Inverted Index
  - Document → map() → sequence of <word, document ID> pairs
  - all pairs for a given word → reduce() sorts document IDs → <word, list(document ID)>
  - set of all output pairs = simple inverted index
  - easy to extend for word positions



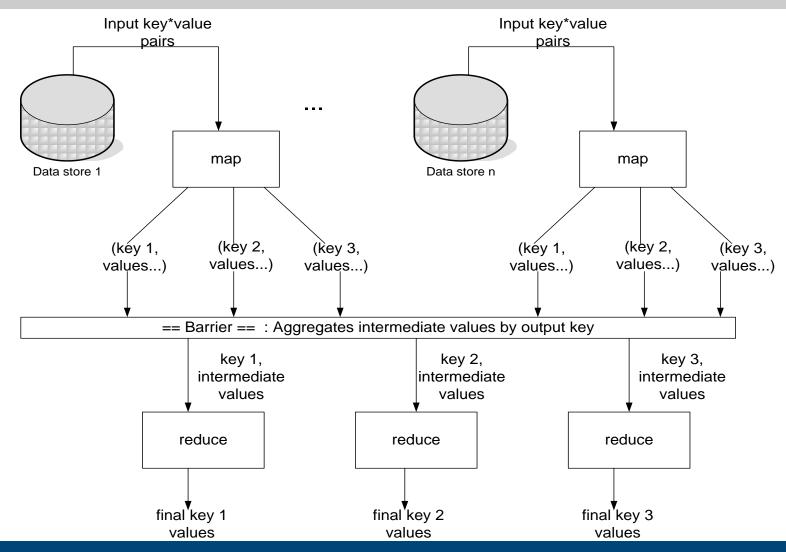
#### Ex 3: Relational Join



- Map function M: "hash on key attribute":  $(?, tuple) \rightarrow list(key, tuple)$
- Reduce function R: "join on each k value": (key, list(tuple)) → list(tuple)



# Map & Reduce





# **Map Reduce Patent**

- Google granted US Patent 7,650,331, January 2010
- System and method for efficient large-scale data processing A large-scale data processing system and method includes one or more application-independent map modules configured to read input data and to apply at least one application-specific map operation to the input data to produce intermediate data values, wherein the map operation is automatically parallelized across multiple processors in the parallel processing environment. A plurality of intermediate data structures are used to store the intermediate data values. One or more applicationindependent reduce modules are configured to retrieve the intermediate data values and to apply at least one application-specific reduce operation to the intermediate data values to provide output data.





# Hadoop: a MapReduce implementation

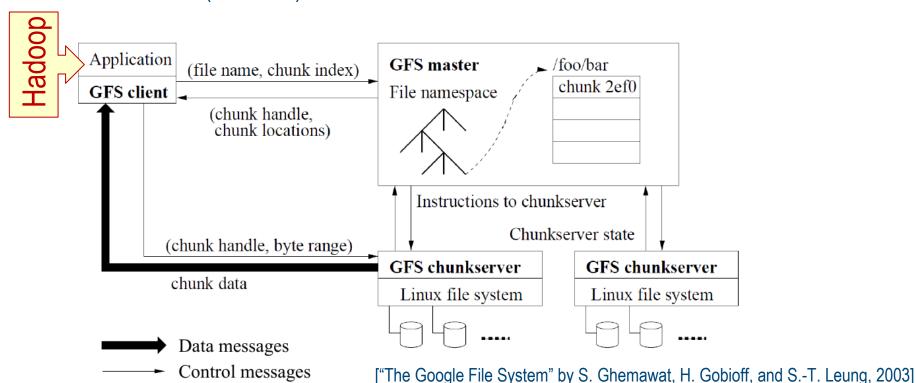
#### Credits:

- David Maier, U Wash
- Costin Raiciu
- "The Google File System" by S. Ghemawat, H. Gobioff, and S.-T. Leung, 2003
- https://hadoop.apache.org/docs/r1.0.4/hdfs\_design.html



## **Hadoop Distributed File System**

- HDFS = scalable, fault-tolerant file system
  - modeled after Google File System (GFS)
  - 64 MB blocks ("chunks")





#### **GFS**

- Goals:
  - Many inexpensive commodity components failures happen routinely
  - Optimized for small # of large files (ex: a few million of 100+ MB files)
- relies on local storage on each node
  - parallel file systems: typically dedicated I/O servers (ex: IBM GPFS)
- metadata (file-chunk mapping, replica locations, ...) in master node's RAM
  - Operation log on master's local disk, replicated to remotes → master crash recovery!
  - "Shadow masters" for read-only access

#### **HDFS** differences?

- No random write; append only
- Implemented in Java, emphasizes platform independence
- terminology: namenode → master, block → chunk, ...



## **GFS Consistency**

- Relaxed consistency model
  - tailored to Google's highly distributed applications, simple & efficient to implement
- File namespace mutations are atomic
  - handled exclusively by master; locking guarantees atomicity & correctness
  - master's log defines global total order of operations
- State of file region after data mutation
  - consistent: all clients always see same data, regardless of replica they read from
  - defined: consistent, plus all clients see the entire data mutation
  - undefined but consistent: result of concurrent successful mutations; all clients see same data, but may not reflect any one mutation
  - inconsistent: result of a failed mutation



## **GFS Consistency: Consequences**

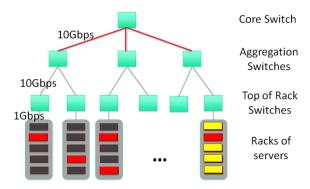
- Implications for applications
  - better not distribute records across chunks!
  - rely on appends rather than overwrites
  - application-level checksums, checkpointing, writing self-validating & self-identifying records
- Typical use cases (or "hacking around relaxed consistency")
  - writer generates file from beginning to end and then atomically renames it to a permanent name under which it is accessed
  - writer inserts periodical checkpoints, readers only read up to checkpoint
  - many writers concurrently append to file to merge results, reader skip occasional padding and repetition using checksums



#### Replica Placement

- Goals of placement policy
  - scalability, reliability and availability, maximize network bandwidth utilization
- Background: GFS clusters are highly distributed
  - 100s of chunkservers across many racks
  - accessed from 100s of clients from same or different racks
  - traffic between machines on different racks may cross many switches
  - bandwidth between racks typically lower than within rack







## Replica Placement

- Goals of placement policy
  - scalability, reliability and availability, maximize network bandwidth utilization
- Background: GFS clusters are highly distributed
  - 100s of chunkservers across many racks
  - accessed from 100s of clients from same or different racks
  - traffic between machines on different racks may cross many switches
  - bandwidth between racks typically lower than within rack
- Selecting a chunkserver
  - place chunks on servers with below-average disk space utilization
  - place chunks on servers with low number of recent writes
  - spread chunks across racks (see above)



# Hadoop Job Management Framework

- JobTracker = daemon service for submitting & tracking MapReduce jobs
- TaskTracker = slave node daemon in the cluster accepting tasks (Map, Reduce, & Shuffle operations) from a JobTracker

#### **Discussion:**

- Pro: replication & automated restart of failed tasks
  - → highly reliable & available
- Con: 1 Job Tracker per Hadoop cluster, 1 Task Tracker per slave node
  - → single point of failure



## Optimizations / 1

- Problem:
  - No reduce can start until map is complete
  - → single slow disk controller can rate-limit whole process
- Solution:

Master redundantly executes slow ("straggler") map tasks; uses results of first copy to finish

Why is it safe to redundantly execute map tasks? Wouldn't this mess up the total computation?



# Optimizations / 2

- Problem: excessive data transport between map() and reduce() workers
- Approach:
   "Combiner" functions can run on same machine as a mapper
  - "mini-reduce phase" followed by "final" reduce phase
  - saves bandwidth

• Under what conditions is it sound to use a combiner?



#### **Discussion**

- MapReduce concept:
  - One-input two-stage data flow extremely rigid
  - Most suitable for independent data
    - Good: word count
    - Not optimal: join, graphs, arrays, ...
  - HDFS assumes shared-nothing & locality, but datacenters often run SANs
  - (Well-known) algorithms need cumbersome rewriting = special-skill programming
    - Query frontends: Pig Latin, Hive, etc.
  - map(), reduce() procedural Java code
     → hard to optimize

- Hadoop implementation:
  - All intermediate data communicated via disk
  - Task scheduler: central point of failure
  - HDFS not standards conformant (eg, POSIX)



# Query Languages for MapReduce

#### Credits:

- Matei Zaharia



#### **Motivation**

- MapReduce is powerful
  - many algorithms can be expressed as a series of MR jobs
- But fairly low-level
  - must think about keys, values, partitioning, etc.
- Can we capture common "job patterns"?
  - Like eg SQL does



# Pig

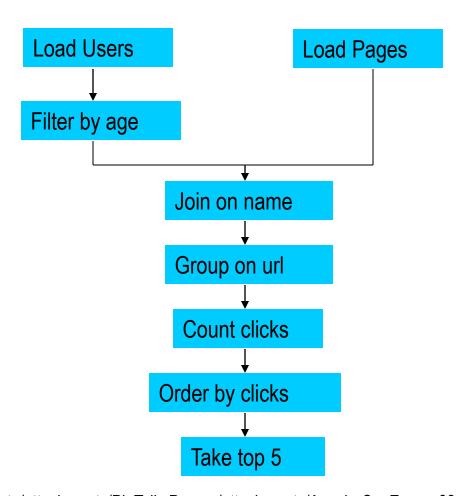
- Started at Yahoo! Research
  - Runs about 50% of Yahoo!'s jobs
- Features:
  - Expresses sequences of MapReduce jobs
  - Data model: nested "bags" of items
  - Provides relational (SQL) operators (JOIN, GROUP BY, etc)
  - Easy to plug in Java functions





#### **Example Problem**

- user data in one file
- website data in another
- find top 5 most visited pages
- by users aged 18-25



[http://wiki.apache.org/pig-data/attachments/PigTalksPapers/attachments/ApacheConEurope09.ppt]



## In MapReduce

```
import java.io.IOException:
import java.util.ArrayList;
import java.util.Iterator;
import java.util.List;
import org.apache.hadoop.fs.Path:
import org.apache.hadoop.io.LongWritable;
import org.apache.hadoop.io.Text;
import org.apache.hadoop.io.Writable;
import org.apache.hadoop.io.WritableComparable;
import org.apache.hadoop.mapred.FileInputFormat;
import org.apache.hadoop.mapred.FileOutputFormat;
import org.apache.hadoop.mapred.JobConf;
import org.apache.hadoop.mapred.KeyValueTextInputFormat;
import org.apache.hadoop.mapred.Mapper:
 import org.apache.hadoop.mapred.MapReduceBase;
import org.apache.hadoop.mapred.OutputCollector;
import org.apache.hadoop.mapred.RecordReader;
import org.apache.hadoop.mapred.Reducer;
import org.apache.hadoop.mapred.Reporter;
import org.apache.hadoop.mapred.SequenceFileInputFormat;
import org.apache.hadoop.mapred.SequenceFileOutputFormat;
import org.apache.hadoop.mapred.TextInputFormat;
import org.apache.hadoop.mapred.jobcontrol.Job;
 import org.apache.hadoop.mapred.jobcontrol.JobControl;
import org.apache.hadoop.mapred.lib.IdentityMapper;
public class MRExample /
     public static class LoadPages extends MapReduceBase
          implements Mapper<LongWritable, Text, Text> {
          Reporter reporter) throws IOException {
               // Pull the key out
String line = val.toString();
               int firstComma = line.indexOf(',');
String key = line.substring(0, firstComma);
               String value = line.substring(firstComma + 1);
Text outKey = new Text(key);
               // Prepend an index to the value so we know which file
               // it came from.
               Text outVal = new Text("1" + value);
               oc.collect(outKey, outVal);
     public static class LoadAndFilterUsers extends MapReduceBase
          implements Mapper<LongWritable, Text, Text> {
          public void map(LongWritable k, Text val,
                    OutputCollector<Text, Text> oc,
               Reporter reporter) throws IOException {
// Pull the key out
               String line = val.toString();
               int firstComma = line.indexOf('.'):
               String value = line.substring(firstComma + 1);
               int age = Integer.parseInt(value);
if (age < 18 | | age > 25) return;
               String key = line.substring(0, firstComma);
Text outKey = new Text(key);
               // Prepend an index to the value so we know which file 
// it came from.
               Text outVal = new Text("2" + value);
               oc.collect(outKey, outVal);
     public static class Join extends MapReduceBase
          implements Reducer<Text, Text, Text, Text> {
          public void reduce(Text key,
                    Iterator<Text> iter,
                    OutputCollector<Text, Text> oc,
Reporter reporter) throws IOException {
               // For each value, figure out which file it's from and
store it
              List<String> first = new ArrayList<String>();
List<String> second = new ArrayList<String>();
               while (iter.hasNext()) {
                    Text t = iter.next();
String value = t.toString();
                    if (value.charAt(0) == '1')
first.add(value.substring(1)):
                    else second.add(value.substring(1));
```

```
reporter.setStatus("OK");
              // Do the cross product and collect the values
              for (String s1 : first) {
                   for (String s2 : second) {
                        String outval = key + "," + s1 + ","
oc.collect(null, new Text(outval));
                        reporter.setStatus("OK");
     public static class LoadJoined extends MapReduceBase
          implements Mapper<Text, Text, Text, LongWritable> {
                   Text val.
                   OutputCollector<Text, LongWritable> oc,
              Reporter reporter) throws IOException {
// Find the url
              // fram the url.toString();
String line = val.toString();
int firstComma = line.lndexOf(',');
int secondComma = line.indexOf(',', firstComma);
String key = line.substring(firstComma, secondComma);
// drop the rest of the record, I don't need it anymore,
              // just pass a 1 for the combiner/reducer to sum instead.
Text outKey = new Text(key);
              oc.collect(outKey, new LongWritable(1L));
     public static class ReduceUrls extends MapReduceBase
         implements Reducer<Text, LongWritable, WritableComparable,
Writable> {
         public void reduce(
                   Iterator<LongWritable> iter,
                   OutputCollector<WritableComparable, Writable> oc,
                   Reporter reporter) throws IOException (
              // Add up all the values we see
              while (iter.hasNext()) {
                   sum += iter.next().get();
                   reporter.setStatus("OK");
              oc.collect(key, new LongWritable(sum));
    public static class LoadClicks extends MapReduceBase
          implements Mapper<WritableComparable, Writable, LongWritable,
         Writable val,
OutputCollector<LongWritable, Text> oc,
              Reporter reporter) throws IOException (
oc.collect((LongWritable)val, (Text)key);
    public static class LimitClicks extends MapReduceBase
         implements Reducer<LongWritable, Text, LongWritable, Text> {
              LongWritable key,
Iterator<Text> iter,
               OutputCollector<LongWritable, Text> oc,
              Reporter reporter) throws IOException {
              // Only output the first 100 records
              while (count < 100 && iter.hasNext()) {
                   oc.collect(key, iter.next());
```

```
lp.setOutputKeyClass(Text.class);
lp.setOutputValueClass(Text.class);
          lp.setMapperClass(LoadPages.class);
          FileInputFormat.addInputPath(lp, new
Path("/user/gates/pages"));
         FileOutputFormat.setOutputPath(lp.
              new Path("/user/gates/tmp/indexed_pages"));
          1p.setNumReduceTasks(0):
          Job loadPages = new Job(lp);
          JobConf lfu = new JobConf(MRExample.class);
         lfu.setJobName("Load and Filter Users");
lfu.setInputFormat(TextInputFormat.class);
          lfu.setOutputKeyClass(Text.class);
          lfu.setOutputValueClass(Text.class):
          lfu.setMapperClass(LoadAndFilterUsers.class);
          FileInputFormat.addInputPath(lfu, new
Path("/user/gates/users"));
         FileOutputFormat.setOutputPath(lfu,
new Path("/user/gates/tmp/filtered_users"));
         lfu.setNumReduceTasks(0);
Job loadUsers = new Job(lfu);
          JobConf join = new JobConf(MRExample.class);
          join.setJobName("Join Users and Pages");
          join.setInputFormat(KeyValueTextInputFormat.class);
          join.setOutputKeyClass(Text.class);
          join.setOutputValueClass(Text.class);
          join.setMapperClass(IdentityMapper.class);
          join.setReducerClass(Join.class);
FileInputFormat.addInputPath(join, new
Path("/user/gates/tmp/indexed_pages"));
FileInputFormat.addInputPath(join, new
Path("/user/gates/tmp/filtered_users"));
         FileOutputFormat.setOutputPath(join, new
Path("/user/gates/tmp/joined"));
          ioin.setNumReduceTasks(50):
          Job joinJob = new Job(join);
          ioinJob.addDependingJob(loadPages):
          joinJob.addDependingJob(loadUsers);
          JobConf group = new JobConf(MRE xample.class);
         group.setJobName("Group URLs");
group.setInputFormat(RevValueTextInputFormat.class);
          group.setOutputKeyClass(Text.class);
         group.setOutputValueClass(LongWritable.class);
group.setOutputFormat(SequenceFileOutputFormat.class);
         group.setMapperClass(LoadJoined.class);
group.setCombinerClass(ReduceUrls.class);
          group.setReducerClass(ReduceUrls.class);
          FileInputFormat.addInputPath(group, new
Path("/user/gates/tmp/joined"));
FileOutputFormat.setOutputPath(group, new
          group.setNumReduceTasks(50);
          Job groupJob = new Job(group);
         groupJob.addDependingJob(joinJob);
          JobConf top100 = new JobConf(MRExample.class);
          top100.setJobName("Top 100 sites");
         top100.setInputFormat(SequenceFileInputFormat.class);
top100.setOutputKeyClass(LongWritable.class);
          top100.setOutputValueClass(Text.class);
         top100.setOutputFormat(SequenceFileOutputFormat.class);
          top100.setMapperClass(LoadClicks.class);
         top100.setCombinerClass(LimitClicks.class);
          top100.setReducerClass(LimitClicks.class);
         FileInputFormat.addInputPath(top100, new
Path("/user/gates/tmp/grouped"));
FileOutputFormat.setOutputPath(top100, new Path("/user/gates/top100sitesforusers18to25"));
          top100.setNumReduceTasks(1);
          Job limit = new Job(top100);
          limit.addDependingJob(groupJob);
          JobControl jc = new JobControl("Find top 100 sites for users
          jc.addJob(loadUsers);
jc.addJob(joinJob);
          jc.addJob(groupJob);
```

[http://wiki.apache.org/pig-data/attachments/PigTalksPapers/attachments/ApacheConEurope09.ppt]



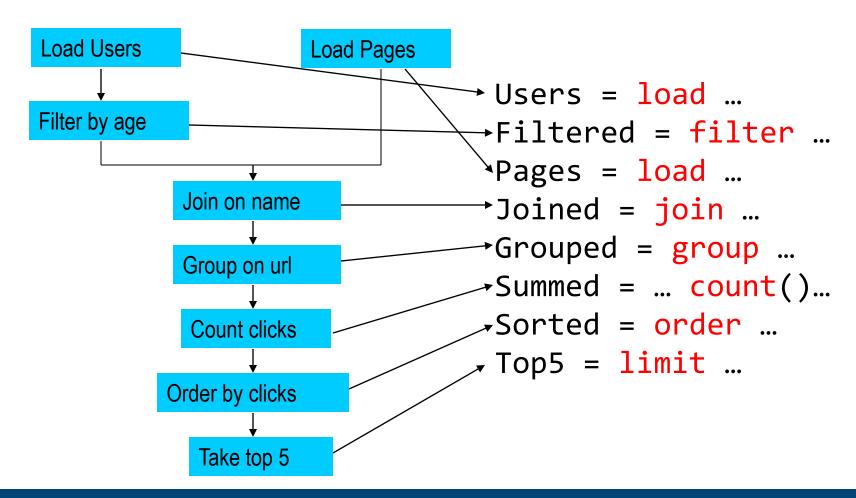
# In Pig Latin

```
Users = load 'users' as (name, age);
Filtered = filter Users by
                 age >= 18 and age <= 25;
        = load 'pages' as (user, url);
Pages
        = join Filtered by name, Pages by user;
Joined
Grouped = group Joined by url;
Summed = foreach Grouped generate group,
                  count(Joined) as clicks;
Sorted = order Summed by clicks desc;
Top5
        = limit Sorted 5;
store Top5 into 'top5sites';
```



## **Translation to MapReduce**

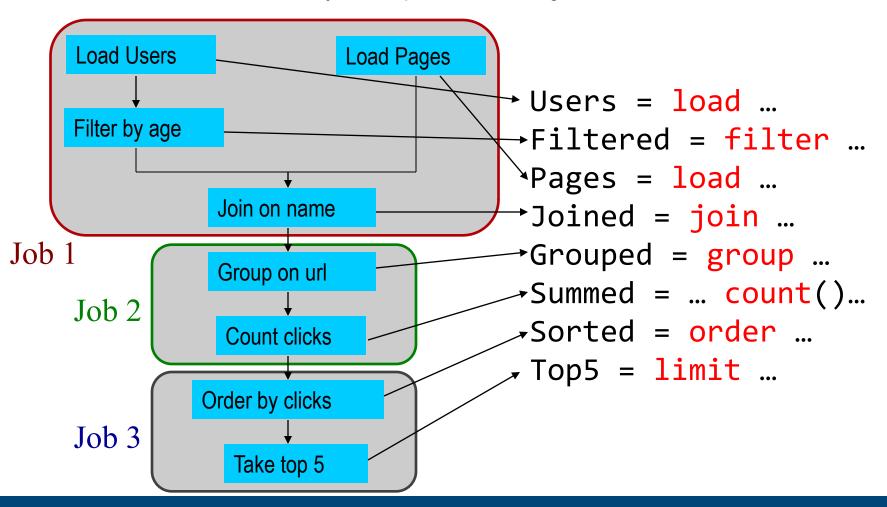
Quite natural translation of job components into Pig Latin:





# **Translation to MapReduce**

Quite natural translation of job components into Pig Latin:





#### **Hive**

- Relational database built on Hadoop
  - table schemas, SQL-like query language

```
SELECT word, count(1) AS count
FROM (SELECT explode(split(line, '\s')) AS word
          FROM docs) temp
GROUP BY word
ORDER BY word
```

- can call Hadoop Streaming scripts
- Common relational features:
  - table partitioning,complex data types, sampling
  - some query optimization
- Developed at Facebook, now Apache
  - Today: "data warehouse infrastructure"





# MapReduce vs (Relational) Databases

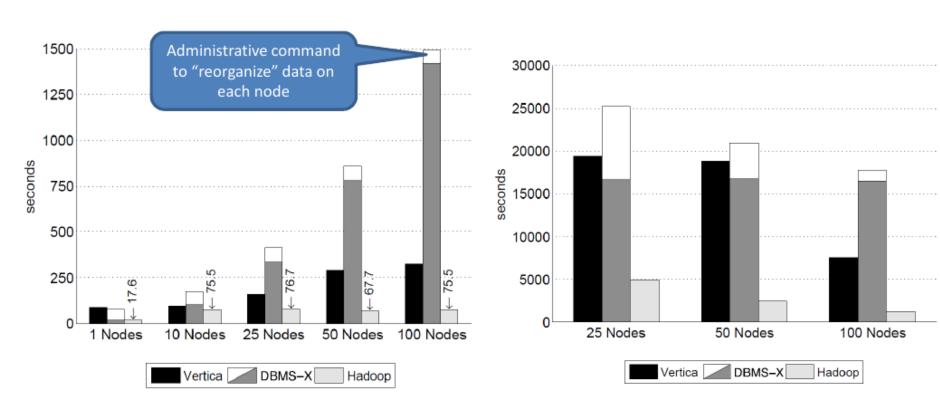
Credits: David Maier



## **Grep Task: Load Times**

#### 535 MB/node

#### 1 TB/cluster



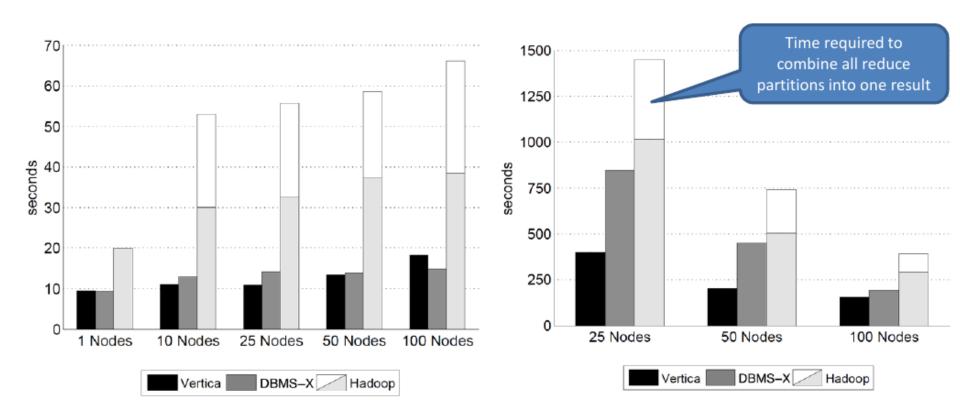
["A Comparison of Approaches to Large-Scale Data Analysis" by A. Pavlo et al., 2004]



# **Grep Task: Execution Times**

#### 535 MB/node

#### 1 TB/cluster



["A Comparison of Approaches to Large-Scale Data Analysis" by A. Pavlo et al., 2004]



## **MapReduce Criticism**

#### Efficiency

- master makes O(M + R) scheduling decisions
- master stores O(M \* R) states in memory
- "Why not use a parallel DBMS instead?"
  - map/reduce is a "giant step backwards"
  - no schema, no indexes, no high-level language
  - not novel at all
  - does not provide features of traditional DBMS
  - incompatible with DBMS tools



### **Analytics Tasks**

```
CREATE TABLE Documents (
url VARCHAR(100)
PRIMARY KEY,
contents TEXT );

CREATE TABLE Rankings (
pageURL VARCHAR(100)
PRIMARY KEY,
pageRank INT,
avgDuration INT );
```

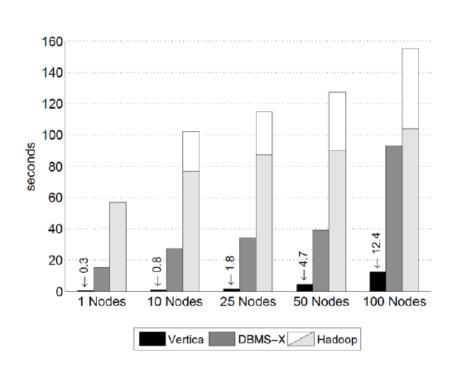
```
CREATE TABLE UserVisits (
sourceIP VARCHAR(16),
destURL VARCHAR(100),
visitDate DATE,
adRevenue FLOAT,
userAgent VARCHAR(64),
countryCode VARCHAR(3),
languageCode
VARCHAR(3),
searchWord VARCHAR(32),
duration INT);
```

#### Data set

- 600K unique HTML documents
- 155M user visit records (20 GB/node)
- 18M ranking records (1 GB/node)



### **Select Task**



### SQL Query:

```
SELECT pageURL, pageRank
FROM Rankings
WHERE pageRank > X
```

#### Relational DBMS

- use index on pageRank column
- Relative performance degrades as number of nodes increases
- Hadoop start-up cost increase with cluster size

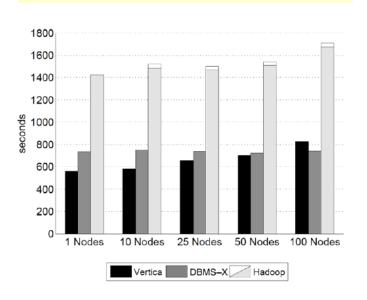


## **Aggregation Task**

#### "total ad revenue for each source IP, based on user visits table"

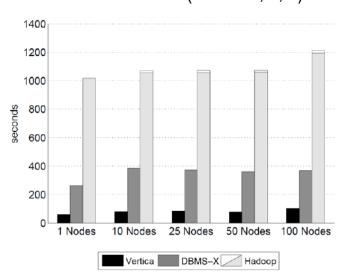
### Variant 1: 2.5M groups

SELECT sourceIP, SUM(adRevenue)
FROM UserVisits
GROUP BY sourceIP



### Variant 2: 2,000 groups

SELECT SUBSTR(sourceIP, 1, 7),
SUM(adRevenue)
FROM UserVisits
GROUP BY SUBSTR(sourceIP, 1, 7)





### Join Task

#### **SQL Query:**

```
SELECT INTO Temp

UV.sourceIP,

AVG(R.pageRank) AS avgPageRank,

SUM(UV.adRevenue) AS totalRevenue

FROM Rankings AS R, UserVisits AS UV

WHERE R.pageURL = UV.destURL

AND UV.visitDate BETWEEN

DATE('2000-01-15') AND

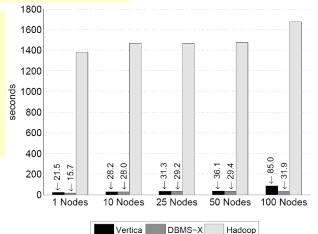
DATE('2000-01-22')

GROUP BY UV.sourceIP
```

SELECT sourceIP,
avgPageRank,
totalRevenue
FROM Temp
ORDER BY totalRevenue
DESC LIMIT 1

#### MapReduce program:

- filter records outside date range, join with rankings file
- compute total ad revenue and average page rank based on source IP
- produce largest total ad revenue record
- Phases run in strict sequential order





## Summary: MapReduce vs Parallel (R)DBMS

- MapReduce: No schema, no index, no high-level language
  - faster loading vs. faster execution
  - easier prototyping vs. easier maintenance
- Fault tolerance
  - restart of single worker vs. restart of transaction
- Installation and tool support
  - easy to setup map/reduce vs. challenging to configure parallel DBMS
  - no tools for tuning vs. tools for automatic performance tuning
- Performance per node
  - results seem to indicate that parallel DBMS achieve same performance as map/reduce in smaller clusters

#### In a nutshell:

- (R)DBMSs: efficiency, QoS
- MapReduce: cluster scalability





# Spark: improving Hadoop

#### Credits:

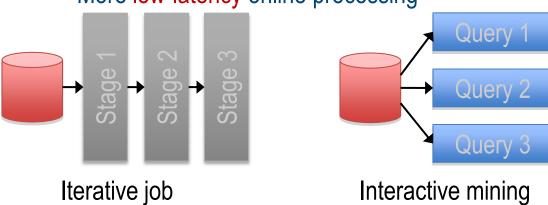
- Matei Zaharia

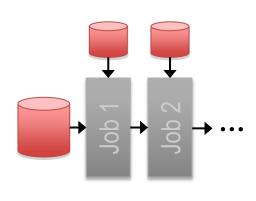


### **Motivation**

- MapReduce aiming at "big data" analysis on large, unreliable clusters
  - After initial hype, shortcomings perceived:
     ease of use (programming!), efficiency, tool integration, ...
- ...as soon as organizations started using it widely, users wanted more:
  - More complex, multi-stage applications
  - More interactive queries

More low-latency online processing





Stream processing



## Spark vs Hadoop

- Spark = cluster-computing framework by Berkeley AMPLab
  - Now Apache
- Inherits HDFS, MapReduce from Hadoop
- But:
  - Disk-based comm →in-memory comm
  - Java →Scala



## Resilient Distributed Datasets (RDDs)

- Partitioned collections of records that can be stored in memory across the cluster
- Manipulated through a diverse set of transformations
  - map, filter, join, etc
- Fault recovery without costly replication
  - Remember series of transformations that built RDD (its lineage)
  - Can recompute lost data based on input files



## **Example: Log Mining**

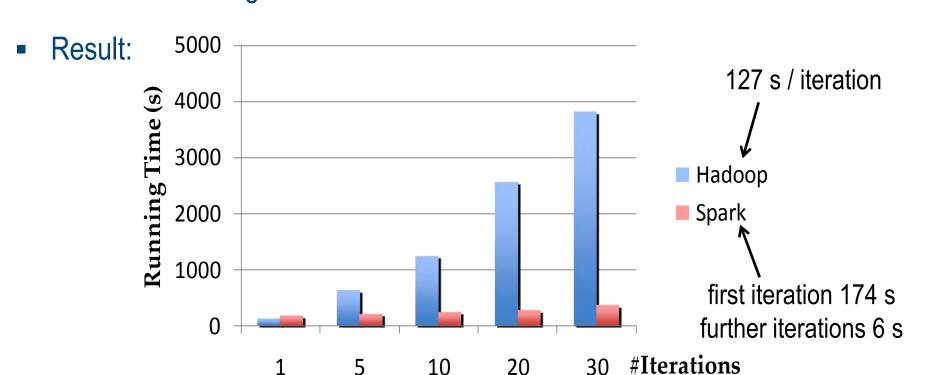
 Load error messages from a log into memory, then interactively search for various patterns

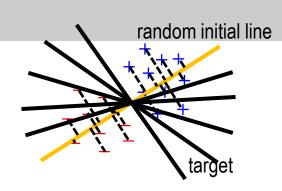
```
Cache 1
                                              Ba
                                                   Transformed RDD
lines = spark.textFile("hdfs://...")
                                                                    Worker
                                                         results
errors = lines.filter(_.startsWith("ERROR"))
                                                              tasks
messages = errors.map(_.split('\t')(2))
                                                                     Block 1
                                                     Driver
messages.cache()
messages.filter(_.contains("foo")).count
messages.filter(_.contains("bar")).count
                                                                        Cache 2
                                                                   Worker
                                                       Cache 3
     Scala programming language
                                                                    Block 2
                                                 Worker
1 TB data in 5-7 sec (vs 170 sec on disk)
                                                   Block 3
```



### **Ex: Logistic Regression Performance**

- Find best line separating two sets of points
- 29 GB dataset
- 20x EC2 m1.xlarge 4-core machines







# Conclusion



### Conclusion

- MapReduce = specialized (synchronous) distributed processing paradigm
  - Optimized for horizontal scaling in commodity clusters (!), fault tolerance
  - Efficiency? Hardware, energy, ... (see [0], [1], [2], [3] etc.)
    - "Adding more compute servers did not yield significant improvement" [src]
  - Well suited for sets, less so for highly connected data (graphs, arrays)
  - Need to rewrite algorithms
- Apache Hadoop = MapReduce implementation (HDFS, Java)
- Apache Spark = improved MapReduce implementation (HDFS, DSS, Scala)
- Query languages on top of MapReduce
  - HLQLs: Pig, Hive, JAQL, ASSET, ...