Team Activity 02 - Big Data

Course: PathwayConnect
Week: 02
Topic: Big Data}
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"The video helped us understand that Big Data is everywhere. We were surprised to learn how much data is generated every second in the world. We now have a better understanding of how organizations use this information to make important decisions."

1   how is the Church using Big Data to help build the Kingdom and gather Israel?

Ideas discussed:
- Through FamilySearch, the Church organizes and stores millions of genealogical records.
- Indexing allows members to collaborate by entering historical data so that others can easily search it.
- Analysis tools help identify areas of growth and missional needs.
- The use of data allows for better planning of resources, such as churches, chapels and leaders.
- Patterns of conversion, retention and member activity can be identified to improve ministry.

2   What types of data about you are stored in databases?

Examples of data:
- Name, address, email and phone number.
- Medical and academic records.
- Bank and financial records.
- Geographic location (GPS).
- Activity on social networks and websites.
- Personal preferences (food, music, shopping, etc.).

3   What data do companies like Amazon, Instagram and Google collect?

- Purchase history (Amazon).
- Likes, comments, followers and interaction time (Instagram).
- Searches, browsing history, location and app usage (Google).
- Biometric data (facial or voice recognition).
- Personal interests based on online behavior.

4   What is the impact of data sharing between companies?

Ideas discussed:

Positives:
- More relevant advertising.
- Better product or service recommendations.
- More personalized experiences.

Negatives:

- Invasion of privacy.
- Security risks and data leaks.
- Manipulation of preferences or decisions (e.g. impulse purchases).
- Distrust towards companies.

5   What impact could the misuse of Big Data have on you or society?

Examples:
- Algorithmic discrimination (by race, religion, gender, etc.).
- Identity theft.
- Manipulation of elections through targeted propaganda.
- Data exploitation of children or vulnerable people.
- Anxiety and technological dependence.

6   What uses of Big Data do you consider ethical or unethical?

Ethical:
- Using data to improve public health.
- Protect people with intelligent security systems.
- Identify educational or job opportunities.

Unethical:
- Selling data without consent.
- Monitoring employees outside working hours.
- Manipulate purchasing decisions or personal beliefs.
- Creating false or biased profiles of people.

7   What will you do if you are asked to do something unethical with data in your career?

Reflections:
- We will be firm in our values and principles.
- We will remember that honesty and integrity are more important than any position.
- We will seek support from trusted leaders or peers.
- Pray and ask for guidance to make the right decisions.

8   Comments

it's amazing the amount of data that is collected today, but it also allows us to have better information. It is because of the same data collection that we have been able to innovate so much in technology thanks to better studies because of the greater amount of data available in this digital era.