1. Based on my findings, MapReduce technology refers to two separate and distinct tasks that Hadoop programs perform. The first is the map job, which takes a set of data and converts it into another set of data, where individual elements are broken down into tuples (key/value pairs). The reduce job takes the output from a map as input and combines those data tuples into a smaller set of tuples. As the sequence of the name MapReduce implies, the reduce job is always performed after the map job. The model of MapReduce is a specialisation of the Split-Apply-Combine strategy for data analysis. Split-Apply-Combine is inspired by the map and reduce functions commonly used in functional programming, although their purpose in the MapReduce framework is not the same as in their original forms

2. Direct Observation: This gathers data primarily through close visual inspection of a natural setting, rather than actively engaging members of a setting in conversations or interviews, the direct observer strives to be unobtrusive and detached from the setting.

Participant Observation: This is a method whereby the researcher develops an understanding of the composition of a particular setting or society by taking part in the everyday routines and rituals alongside its members.

Qualitative Interviews: These are a type of field research method that elicits information and data by directly asking questions of members. There are three primary types of qualitative interviews: informal, conversational; semi-structured; standardized, and open-ended.