

Characteristics of Big Data:

Veracity

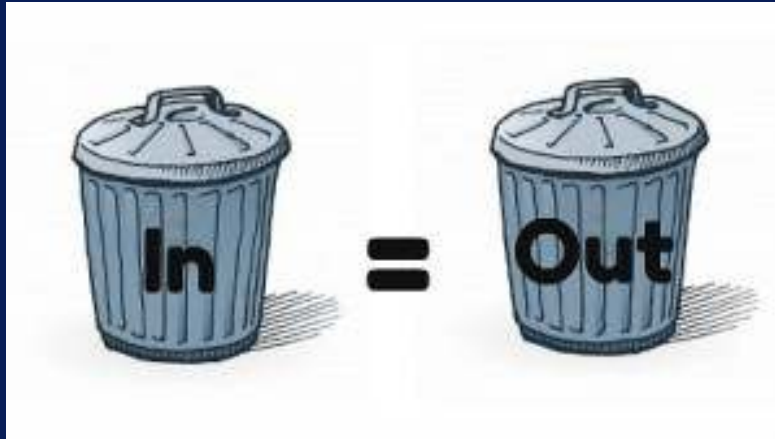
After this video you will be able to..

- Describe what the veracity of Big Data stands for and why you need to care about it
- Summarize what went wrong with the Google Flu Predictor and Amazon's Banana Slicer Reviews
- Explain two methods to overcome the Big Data quality challenges

Veracity == Quality

Validity

Volatility



Veracity == Quality

Accuracy of data

Reliability of the data source

Context within analysis

Global Data Volume in Exabytes

9000
8000
7000
6000
5000
4000
3000
2000
1000
0

100
90
80
70
60
50
40
30
20
10

Aggregate Uncertainty %

Data quality solutions exist for enterprise data like customer, product, and address data, but this is only a fraction of the total enterprise data.

The total number of social media accounts exceeds the entire global population. This data is highly uncertain in both its expression and content.

By 2015 the number of networked devices will be double the entire global population. All sensor data has uncertainty.

Enterprise Data

Social Media
(video, audio and text)

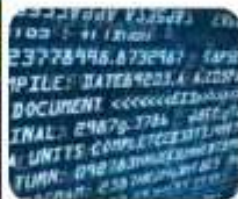
Sensors
(Internet of Things)

Multiple sources: IDC, Cisco

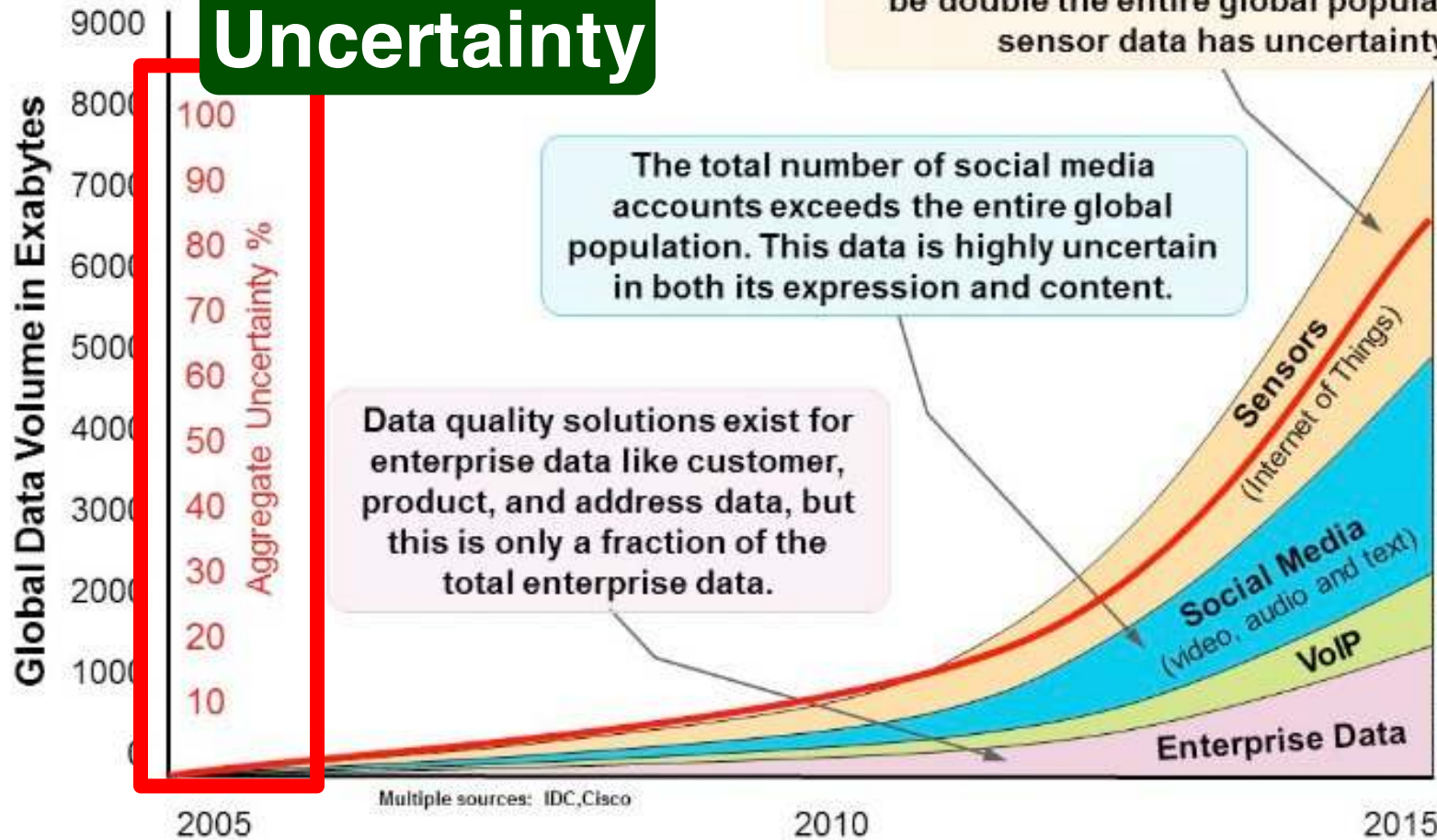
2005

2010


2015



Uncertainty



When sentiment analysis doesn't work?

**Hutzler 571 Banana Slicer**
\$3.99 Prime | FREE One-Day
Delivered tomorrow for FREE with qualifying orders over \$35. [Details](#) | [In Stock](#). Ships from and sold by Amazon.com. Gift-wrap available.

★★★★★

No more winning for you, Mr. Banana!
By [SW3K](#) on March 3, 2011
Size: 10" | Item Package Quantity: 1
For decades I have been trying to come up with an ideal way to slice a banana. "Use a knife!" they say. Well...my parole officer won't allow me to be around knives. "Shoot it with a gun!" Background check...HELLO! I had to resort to carefully attempt to slice those bananas with my bare hands. 99.9% of the time, I would get so frustrated that I just ended up squishing the fruit in my hands and throwing it against the wall in anger. Then, after a fit of banana-induced rage, my parole officer introduced me to this kitchen marvel and my life was changed. No longer consumed by seething anger and animosity towards thick-skinned yellow fruit, I was able to concentrate on my love of theatre and am writing a musical play about two lovers from rival gangs that just try to make it in the world. I think I'll call it South Side Story.

Banana slicer...thanks to you, I see greatness on the horizon.

[475 Comments](#) | Was this review helpful to you? [Report abuse](#)

32,689 of 33,741 people found the following review helpful

★★★★★





Saved my marriage
By [Mrs Toledo](#) on July 30, 2012
Size: 10" | Item Package Quantity: 1
What can I say about the 571B Banana Slicer that hasn't already been said about the wheel, penicillin, or the iPhone.... this is one of the greatest inventions of all time. My husband and I would argue constantly over who had to cut the day's banana slices. It's one of those chores NO ONE wants to do! You know, the old "I spent the entire day rearing OUR children, maybe YOU can pitch in a little and cut these bananas?" and of course, "You think I have the energy to slave over your damn bananas? I worked a 12 hour shift just to come home to THIS?!" These are the things that can destroy an entire relationship. It got to the point where our children could sense the tension. The minute I heard our 6-year-old girl in her bedroom, re-enacting our daily banana fight with her Barbie dolls, I knew we had to make a change. That's when I found the 571B Banana Slicer. Our marriage has never been healthier, AND we've even incorporated it into our lovemaking. THANKS 571B BANANA SLICER!

[110 Comments](#) | Was this review helpful to you? [Report abuse](#)

13,193 of 13,761 people found the following review helpful

★★★★★

Angle is wrong



[See all customer images](#)

Most Recent Customer Reviews

★★★★★

IT'S TOO YELLOW
Love this product, however, I'm refrained of using it on the field because it is too bright. Enemy snipers can detect it from far away and almost got hit at least twice while... [Read more](#)
Published 4 hours ago by [pedro martin](#)

★★★★☆

Where do I put the toothpaste?
I'm confused.
Published 17 hours ago by [Amazon Customer](#)

★★★★★

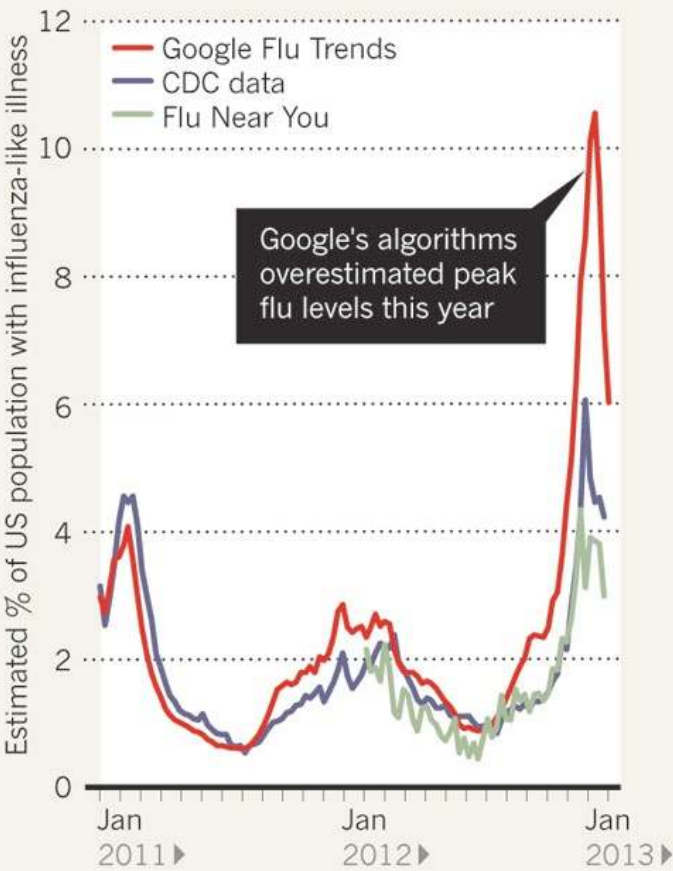
Five Stars
BEST white elephant gift ever! We gave it away with four bunches of bananas and everyone loved it.
Published 1 day ago by [Stephanie](#)

★★★★★

Hutzler could it be that your reviews are more entertaining ...
Hutzler could it be that your reviews are more entertaining than that puddle in Newcastle earlier today!? Keep this up and Netflix will have to up their game...
Published 2 days ago by [Amazon Customer](#)

FEVER PEAKS

A comparison of three different methods of measuring the proportion of the US population with an influenza-like illness.

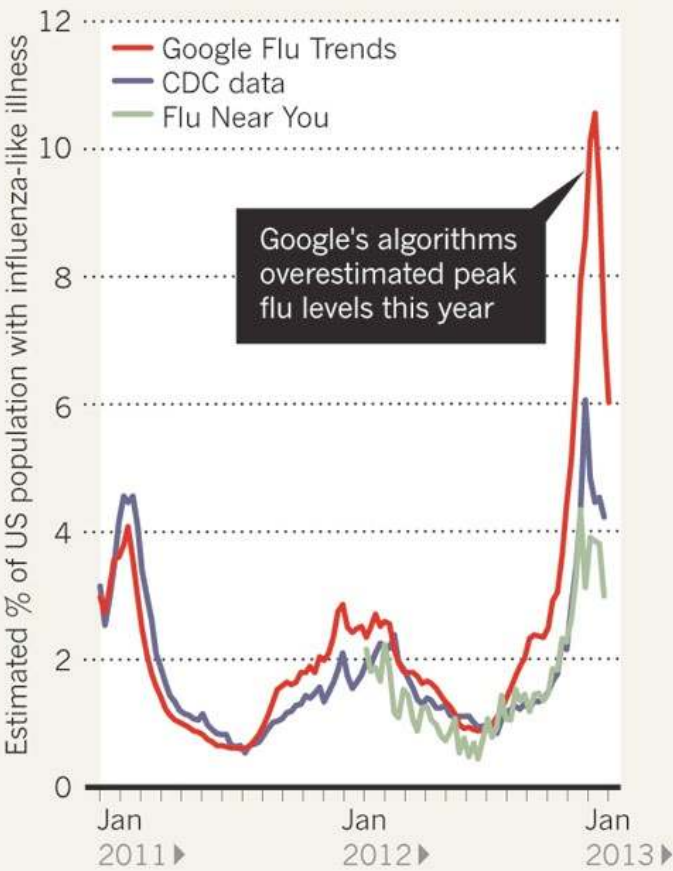


Google Flu Trends

Uncertainty

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Google Flu Trends

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