* Link between complex systems and big data
  + Systems have always been complex;
  + Our interest and ability in measuring, storing, and aggregating has grown
  + Especially in social systems, data can often described with one or more of the following adjectival phrases:
    - High volume: billions of items or interactions
    - High velocity: millions of new items or interactions per day
    - Highly varied: thousands of types of information
    - Highly networked: billions of “links” or “relationships”
  + Examples:
    - Friend networks : sociological models
    - Purchase networks: economic and sociological models
    - Covoting networks: political and sociological models
    - Meme transmission: sociological models
* What makes this data different?
  + Data generating process
    - Provoked or unprovoked?
    - Designed or “natural?”
  + Data measurement
    - Direct or indirect measurement
    - Quantitative or “qualitative”
* Taxonomies
  + <http://www.smartdatacollective.com/michelenemschoff/187751/7-important-types-big-data>