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Data vs. Information

Netflix is an example of database in use today that turns data into information. In the Netflix database, there are thousands of movies and series that range from all different genres. Netflix uses an analysis program that, based off the users searches and video history, recommends different videos that the user would be interested. This is an example of how Netflix is able to turn vast amounts of data into information, information that would be relevant to the user, a main reason why Netflix is very successful. Looking at a weather database, if the weather of everyday has been recorded for the past fifty-years that is a data, a lot of meaningless data. If that data is taken and analyzed for patterns or averaged, all that data becomes meaningful data. That data could be used to help predict weather patterns more accurately, and be used in other beneficial ways. All that data alone is useless, but when turned into information, it suddenly becomes very valuable and important

Data Models

The hierarchal model structures the data in a tree structure. The data structure forms a hierarchal model, which results in a series of parent-child relationships in the model. One of the downsides to this model compared to the relational model is that child segment can only have one parent segment. In hierarchal models, the user must create a drawing before programming and there can be no endless loops. The Network model, an evolution of the hierarchal model, organizes the data into sets. This model is still inferior to the relational model because data some data may be lost compared to the relational model where all the data can be in different tables that relate back. Considering the three data models to the XML data model, the relational model still seems to be the superior choice. The XML model seems to be a good hybrid, but the relational model has the best structure for big data.