

W03 – Big Data

CASE STUDY: There is so much data in our world today. There are so many good things can we accomplish with this data.

Watch the following video:

<https://www.youtube.com/watch?v=kAZ8IK224Kw>

How is the church using Big Data to help build the kingdom and gather Israel?

President Nelson has said that “the gathering is the greatest challenge, the greatest cause, and the greatest work on earth today”

Databases play a huge role in this process.

Take a look at <https://www.familysearch.org>

Here is a good example of a very large amount of data stored in a database that is helping to gather Israel and build the kingdom. We can help place data into the database with indexing and we can query the database to find ancestors that need ordinances. It’s an amazing use of data.

<https://www.familysearch.org/discovery/about> is also a fun location to go and learn more about data that has been stored according to the year you were born. This may be coming from a little less dynamic type of database, but it is also queried to filter to your year of birth and give you some fun information about the year you were born.

Companies also use Big Data to help them achieve their goals. Companies love to personalize your experience with them. This requires them to collect a lot of data on how you interact on line, what you purchase, where you go, etc. Adding personalization takes a lot of storage.

Think about the following question:

- What types of data about you is stored in databases?
- What type of data do companies like Amazon, Instagram, and Google store about you?