

First, finish reading *Big Data* (Ch. 9 and 10).

Second, please write a reaction essay to the book *Big Data* by Viktor Mayer-Schönberger and Kenneth Cukier. Having read an entire book about the subject, what is your understanding of Big Data? What are its characteristics? Where does it come from? What are the potential opportunities and risks of Big Data? Overall, how the book change your perspective?

Your essay should be about 2-3 pages in length (1.5 space, reasonable margins). You can write longer if you need to but the goal is to *summarize* and 2-3 pages seems like a reasonable length for summary. Your essay should include specific references to the book – references in the form of short quotes, allusions to examples, summaries of specific chapters, etc. You can use the first person (as in, “I learned that”) but otherwise write clearly and using language appropriate for academic work.

You might find it helpful to read reviews of the book (by newspapers, magazines and/or in scholarly journals). You can also discuss the *book* with classmates. You are *not* permitted to discuss your *essay* with classmates. The essay should be entirely in your own words.

I would also encourage you to quickly skim the book. Go chapter by chapter and write down the main point(s) of each chapter. Of course, if you took notes the first time you read or during class discussion, take advantage of those notes now!

This essay is due on **Friday, March 10th and 11:59pm** just before the start of spring break.