Research Paper Proposal

Overview

The goal of this analysis is to deconstruct the relationship between big data and information integrity in today's world, evaluate current procedures for securing confidential and critical data, and propose potential implementations to improve data security.

According to renowned analyst Doug Laney, "big data" refers to information that is challenging to interpret due to its complexity and speed. Netflix's technology assists in personalizing each user's viewing experience for recommended shows, and Amazon's predictive analytics to propose various products based on recent purchases or browsing history are real-world instances of big data. According to the International Data Corporation, IoT applications will generate 4.4 zettabytes of data this year, up from 0.1 zettabytes in 2013. As a result, security efforts are required to safeguard the integrity of corporate and consumer data, particularly when personal data such as names, birthdays, and credit card numbers are sent at high speeds. The preservation of data is critical for both consumers and organizations to prosper in a world dominated by confidential information in this day.