“Big Data, New Epistemologies and Paradigm Shifts” by Rob Kitchin depicts how the use of big data can have a major impact on people’s lives. Big data can be used to more effectively create a population census, with much more ease and accuracy. Through the use of big data, data can be easily compared between different populations, ultimately making data science and collection much easier.

Through the use of big data, censuses have become much more accurate and much easier to take. “Big Data is characterized by being generated continuously, seeking to be exhaustive and fine-grained in scope, and flexible and scalable in its production” (Kitchin, 2014). Without big data, producing a census would be very time consuming and difficult. By using big data, we can more easily and accurately complete a general census. Because it is generated continuously, data scientists can use this data at any point in time without worrying that the data may be inaccurate. This leads to having a greater understanding of certain populations, making data collection much easier.

Even though the use of big data for gathering information on populations can be very beneficial, there are also some unintended consequences. “Just as data are not generated free from theory, neither can they simply speak for themselves free of human bias or framing” (Kitchin, 2014). While it is much easier to use big data, there may still be some bias in the collection process. People are still needed to frame the census, which means that even in use of big data, the data collected may be biased for a certain population.

Throughout the article, Kitchin describes that using big data to collect information on populations has very significant advantages. It makes data collection much easier,

as well as more accurate. However, because it is still created by people, there is still a possibility that the data may have some bias. If data scientists are aware of these possible biases, they are able to create a census that accurately depicts the beliefs of a population.