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1. Amazon dominates the online retail department. They have millions of active customers whom they keep records of. The data that is stored in their extensive system ranges from ten digit numbers to random dates. Amazon's database takes the data entered by its members and forms it into useful information. Without being organized, the data that Amazon receives from members creating accounts or placing orders would just be a whole bunch of useless names and numbers. Once the information is processed, the details of one's account are readable and easy to understand. What would before have been a random date is now recognizable as someone's birth date. If unorganized, what one person could assume to be a last name, could actually be a town in a shipping address. Without processing the data, Amazon would essentially not have a business as they would have no way to bill the customer or know where to send their orders. Thus, the information gained needs to be accurately stored in their system in a way that makes it easy to refer back to when needed. Giving data context and therefore transforming it into information, opens up many more ways to use it rather than if it was just a jumble of data on a system.
2. There are many network models that are effective when used in certain cases and just huge headaches when used in others. The hierarchical model is a presentation of data in a tree structure. In this tree are data segments denoted as parents and children. In this model sometimes the data recorded has repeated information. The relationship from

parent to child is one to many. In comparison, a network model allows for a many-to-many relationship in data. It permits a flexible way to represent the relationships between objects. While the hierarchical model allows for each parent record to have many children, the network model is more open as there can be multiple parent and child records. An advantage to the network model is that it can create a more realistic representation of the relationships that occur between entities. The relational database model organizes the data into tables just as the hierarchical model does, but more extensively. All columns in the relational model table must be uniquely named which makes it easy to find information when it needs to be referred back to. Overall, this is model is the most descriptive when compared to the hierarchical and network models. XML, Extensible Markup Language, is useful for moving data from one database to another or even to other programs. Considering that, it does not accurately complete the job of a relational database mainly because it is not a database itself. These ways of arranging data exceed expectations while doing the jobs they were built for, but if they try to pass into other fields of use, they can easily be beat.