What are ways data is generated? Can you think of any that we didn’t already mention?

We have been generating data from our prehistoric times. Our primitive ancestors used to draw paintings of animals and themselves. There are many theories on why they drew them, and one theory suggests that they did them to pass the information on different ways of hunting to others. But the data in those paintings helped in understanding different events such as cyclones, volcanic eruptions that occurred during that period~~.~~ In this Information age, data generation has grown by leaps and bounds in the latter half of the 20th century and the 21st century mainly after the introduction of computers, cell phones and other digital devices. A lot of data is generated every day. Over 2.5 quintillion bytes of data are created every single day, and it’s only going to grow from there. By 2020, it’s estimated that 1.7 MB of data will be created every second for every person on earth[1]. There are many ways of generating data , such as the internet and social media, sports, health care to name a few. We’ll discuss them briefly below.

Internet and Social media – Internet, nowadays has been freely available to common people in many parts of the world where it was a luxury few years ago. Data generation from internet is attributed to the searches on different search engines, blogs and vlogs that people create to share knowledge and their experiences, ad clicks and many more. Social media platforms such as Facebook , Instagram , snapchat, twitter generate a lot of data in terms of likes, shares, tweets, and media uploaded to them. Large amounts of data generated in this way are unstructured and Data Science helps in bringing some meaningful behavioral insights.

Sports – With the increased use of advanced technology in sports such as using high definition and high speed cameras, Hawk eye technology, Spyder cams, etc., there has been a lot data generated during trainings and in each and every match associated with each team and its players. This data can be used later to analyze the performance of players, make strategies and possibly win the matches. More recently, during the Covid pandemic, data collected from monitoring devices were used to track the movement of the players before the matches to identify if there is a possible exposure to the disease.

Health Care – Data in the health care industry is generated from multiple places such as patient records in hospitals, billings and claims generated in insurance companies, consumer data from Drug stores, Clinical trials data produced during testing of vaccines and medicines. Advanced tracking devices on patients can reveal information such as the health trends, heart beats, response to different medications and can predict possible issues before they can occur.

To conclude, we have many ways of generating data and with the advancement of technology day by day, both the quality and quantity of it is going to rise. We need to be more vigilant of the traces of data, especially personal information that we leave as they can be used to impersonate us and can be used to do fraudulent activity without our knowledge.