



# BIG DATA

*What is big data ? How can it be used?*



# WHAT HAPPENS EACH MINUTE ON THE INTERNET

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- 4 million videos are played on Youtube
- 500 hrs of video uploaded to Youtube
- 4 million like buttons are pressed each minute on Facebook
- 3 million posts are shared on Facebook
- 3.6 million Google Searches
- 46,740 posts on Instagram
- 15 million texts are sent each minute