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📄 **EXAM CLOUD DIGITAL LEADER TOPIC 1 QUESTION 70 DISCUSSION**

Actual exam question from Google's Cloud Digital Leader
Question #: 70
Topic #: 1
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What is an example of unstructured data that organizations can capture from social media?

    A. Post comments

    B. Tagging

    C. Profile picture

    D. Location

Show Suggested Answer

by 👤 **Vin1975** at *Aug. 31, 2022, 9:25 p.m.*

Comments

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⊟ 👤 **rrgonzalez1992** `Highly Voted 👍` 1 year, 8 months ago
It's A and C,

Maybe in the actual exam this question is a multiple choice.

Greetings

⊟ 👤 **cookieMr** `Highly Voted 👍` **1 year, 4 months ago**

`Selected Answer: A`

Post comments are an example of unstructured data that organizations can capture from social media because they typically consist of free-text responses written by users. Unlike structured data that follows a predefined format or schema, unstructured data does not have a fixed structure or organization. In the case of post comments, users can express their opinions, provide feedback, ask questions, or engage in conversations without any specific format or constraint.

Tagging, profile pictures, and location, on the other hand, can be considered as structured or semi-structured data. Tagging refers to the process of labeling or categorizing content, which typically follows a predefined set of tags or labels. Profile pictures are static images associated with user profiles, and while they may contain visual information, they are not typically considered as unstructured data. Location data, although it can have variations, is often structured or semi-structured and can be represented using specific formats such as latitude and longitude coordinates.

⊟ 👤 **joe03** `Most Recent ⊘` **3 months, 2 weeks ago**

`Selected Answer: A`

TLDR: The best answer is Post comments.

The question is tricky because it is vague and the multiple choices are ambiguous. Tagging can be structured if user did the tagging in the post. Tagging can be unstructured if user did the tagging in the comments.

Profile pictures or the actual image itself is unstructured data so it can be stored in cloud storage. However, I think the question means that profile pictures are referenced in structured format so it is associated to a user profile (ex. username, email) so it's structured.

Location can be location of a user or location in the post so it's either associated to user profile or post metadata (ex. likes, shares, timestamp, postID, userID) so it's also structured.

Posting comments are unstructured data.

⊟ 👤 **Cloudhungery** **4 months, 1 week ago**

A is correct answer because in post comment we can use any thing like text, image and emoji etc which is not structure data

⊟ 👤 **Kessel** **4 months, 3 weeks ago**

`Selected Answer: C`

Unsure between A and C, but since it's not a multiple-choice question I will say C because photos are definitely unstructured data, while written posts can sometimes be semi-structured. Still, I hope they don't throw this curveball at us during the exam.

⊟ 👤 **9b8feb6** **6 months, 1 week ago**

Unstructured data can also come in the form of a photo, video, engineering CAD drawing, social media text stream, HTML document, or any form of data that is not captured as a fixed record, field-defined data format.

⊟ 👤 **4a98421** **7 months, 2 weeks ago**

`Selected Answer: A`

A and C are unstructured datasets. It should be mulitple choice question as per me.

⊟ 👤 **DenD** **9 months, 1 week ago**

`Selected Answer: C`

C. Profile pictures are really unstructured data. The other options - structured or semistructured data.

⊟ 👤 **sivakarthick16** **10 months ago**

`Selected Answer: A`

A correct answer

⊟ 👤 **AZ_Master** **10 months, 3 weeks ago**

`Selected Answer: C`

Whether you can categorized or not is besides the point. Images are considered unstructured data.
https://cloud.google.com/blog/products/data-analytics/build-an-image-data-classification-model-with-bigquery-ml

☐ 👤 **Goodwin777** 11 months ago

Selected Answer: A

A. Correct, because: Post comments are considered unstructured data as they come in various forms (like text, emoticons, etc.) and do not adhere to a predefined data model or structure.

B. Incorrect, because: Tagging is usually a categorical variable and can be easily structured, making it not an example of unstructured data.

C. Incorrect, because: A profile picture, although it might seem unconventional compared to traditional structured data (like numerical or categorical data), it can also be organized and structured (as an object or a file link/path), hence it's not counted as unstructured data.

D. Incorrect, because: Locations, which could be stored as geo-coordinates or addresses, can be structured in a database and thus are not considered unstructured data.

☐ 👤 **GamudaDavid** 9 months, 2 weeks ago

Nope Picture considered as Unstructured data, Comment is structured, it can giving meaningful data, like positive or negative comment.

☐ 👤 **Goodwin777** 11 months ago

Selected Answer: A

A. Correct, because: Post comments are considered unstructured data as they come in various forms (like text, emoticons, etc.) and do not adhere to a predefined data model or structure.

B. Incorrect, because: Tagging is usually a categorical variable and can be easily structured, making it not an example of unstructured data.

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D. Incorrect, because: Locations, which could be stored as geo-coordinates or addresses, can be structured in a database and thus are not considered unstructured data.

☐ 👤 **chai_gpt** 11 months, 3 weeks ago

Selected Answer: A

A is correct. (C is also correct. But generally comments of social media are more useful for performing analysis compared to profile pic. That's why comments is preferrable answer here)

☐ 👤 **__rajan__** 1 year ago

Selected Answer: A

A. Post comments

Post comments are an example of unstructured data from social media. Unlike structured data (e.g., databases), unstructured data doesn't fit neatly into predefined categories, and it often includes text, images, or other forms of content that may not have a fixed format. In the context of social media, comments on posts can vary widely in content, making them unstructured data that organizations may want to capture and analyze for insights.

☐ 👤 **subhadeep_ghosh** 1 year ago

Selected Answer: A

Profile Image is structured - why? Because it can have attributes such as file type extension, file size, pixel dimensions, etc. + image file name.
But 'Post Comments' are unstructured when it comes to 'social media'.
Here the question specifically mentions "social media" - where post comments are raw text, from which social media engineers need to figure out the tokens, keywords, meta tags, likes, dislikes, suggestions, opinions, political ideology, social strata, etc. This requires natural language processing + pre-trained transformations.
If satellite images are mentioned - then its unstructured - because from the image color, texture, engineers have to figure out topography, geography, climate pattern, temperature, etc.
But profile images of social media platform - always structured.

☐ 👤 **mdsarfraz69** 1 year, 1 month ago

Selected Answer: C

C is correct

👍 ↩ 🏳 upvoted 1 times

⊟ 👤 **himanshu3004** 1 year, 2 months ago

Selected Answer: C

I have a whole new perspective for this answer. I feel the correct answer is C because we all know that BigQuery can't be used for unstructured data. However we can store comments in text fields whereas storing profile pictures is not possible in BigQuery which makes it qualify for unstructured data. However if this question comes out to be multiple choice than Post comments will be right options as well along with profile picture, considering the fact that people do use emotes, gifs etc as well in comments which clearly don't qualify for structured data.

👍 ↩ 🏳 upvoted 3 times

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