

Who is Big Data for? Who really Benefits?

Customers?

General Public?

Government?

Companies?

What is Big Data?

- A large Data set
- https://www.sas.com/en_us/insights/big-data/what-is-big-data.html

Why do we collect Big Data?

1. Prescriptive – This type of analysis reveals what actions should be taken. This is the most valuable kind of analysis and usually results in rules and recommendations for next steps.
2. Predictive – An analysis of likely scenarios of what might happen. The deliverables are usually a predictive forecast.
3. Diagnostic – A look at past performance to determine what happened and why. The result of the analysis is often an analytic dashboard.
4. Descriptive – What is happening now based on incoming data. To mine the analytics, you typically use a real-time dashboard and/or email reports.

AKA:

- What should happen
- What will happen
- Why it happened
- What is happening now

Where Big Data Most Prevalent?

- Identity/Behavioral Data (customer targeting)
- Environmental Data
- Social Data
- Economical/Financial Data
- Machine/AI Data
- Scientific Data
- Medical Data
- Security Data

- <https://www.bernardmarr.com/default.asp?contentID=1076>

How is Big Data Collected?

<https://www.villanovau.com/resources/bi/6-ways-companies-can-collect-your-data/>

<http://www.smarta.com/advice/sales-and-marketing/advertising-and-marketing/how-to-collect-customer-data/>

<https://thenextweb.com/entrepreneur/2015/05/20/9-ways-of-gathering-meaningful-data-about-your-customers/>

<https://www.reuters.com/article/us-northkorea-surveillance/north-korea-uses-sophisticated-tools-to-spy-on-citizens-digitally-report-idUSKBN1690DZ>

<http://www.telegraph.co.uk/news/worldnews/asia/northkorea/9801850/North-Korea-steps-up-surveillance-of-citizens-with-16000-CCTV-cameras.html>

<https://www.amnesty.org.uk/north-korea-surveillance-state-prison-camp-internet-phone-technology>

When Big Data being used/collected?

Always

Counter Argument?

<https://www.linkedin.com/learning/transitioning-from-data-warehousing-to-big-data/countering-the-anti-big-data-argument>

Examples of BD gone wrong:

<https://www.umbel.com/blog/big-data/7-big-data-blunders/>

<https://www.leadboxer.com/blog/when-big-data-goes-wrong/>

<http://www.targetmarketingmag.com/article/when-data-collection-goes-wrong-10-examples-identity-data-being-misused/all/>

Quotes:

Data advocates are steadfast: When data doesn't deliver, it's because people are using it wrong. "Garbage in, garbage out," runs the old adage.

Correlation is not causation.

WHERE IS THE CONSENT?