Big data

With the growing networks and expanding rapidly information nowadays, more and more big companies invest this area because it can deal with huge data sets that human can never process, which means that lots of manpower can be saved. It can also help company to make decisions based on data and analyze, instead of experience and intuition. However, it can have political effects unintentionally.

For example, shopping website can use big data to process user information and do precise advertising. It can help website make advertisement more efficiently and earn more profits. However, it is in fact judging people differently by their properties. And some properties can be politically sensitive such as wealth, gender, race which can results classism, racism, genderism...