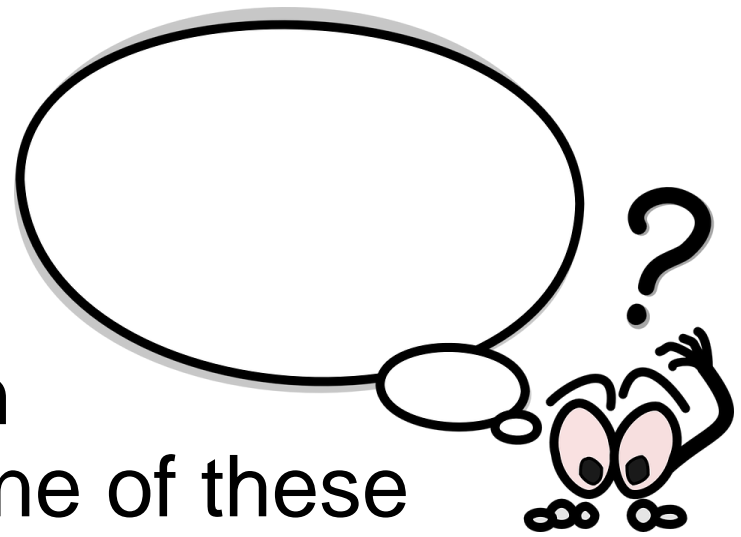# Manipulating Large Data What is Big Data?

- Students will explain how analyzing Big Data is different from the way ordinary data is analyzed.

- Students will describe how computers can make predictions and answer questions through the use of Big Data, storage of data, and processing data.

- Students will synthesize the relationship(s) between causation and correlation.

Name and expand upon at least 2 ways that a computer can gather data from people.

20 Questions

- How can the computer learn from people when playing one of these games?

- How many different answers do you think it could possibly know?

Reading

Read your section

- http://bit.ly/RiseBigData

- Summarize your section in a tweet sized comment (not more than 140 characters)
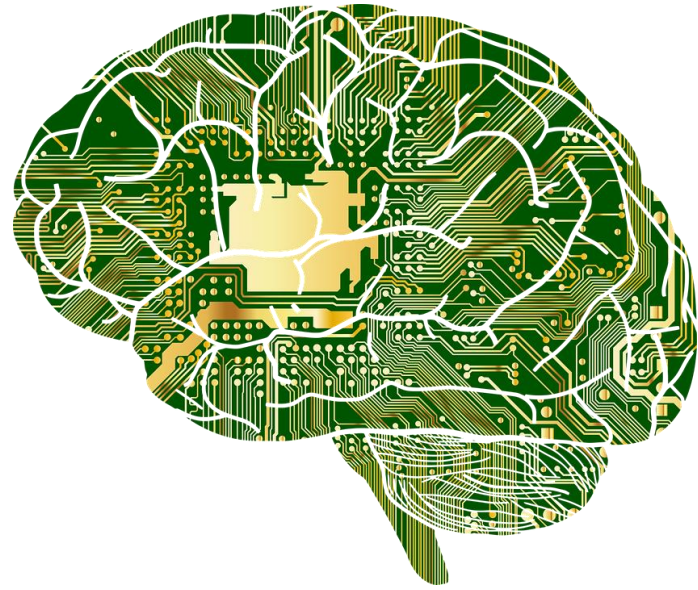
Video One

Think – Pair – Share

Name and discuss at least 2 ways that data was used to better manage this baseball team.

Video Two

Jot Thoughts

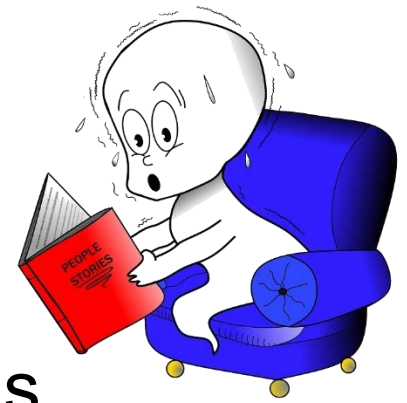- The three V's
- Other important ideas

Tools for Analysis

- Spreadsheet
- Hadoop
- SAS
- Google Prediction API
- BitDell
- R

A few "horror stories"

- In 2012 Target store's "outing" a teenager's pregnancy
- In 2012 Google spent 22.5 million on a settlement over allegations that they secretly tracked user's web surfing
- In 2012 Facebook spent 20 million to settle a lawsuit that alleged that they used user pictures without the user's knowledge to endorse products that they "liked"
- In 2013 the revelation of the NSA using big data for national security concerns

Homework

- Choose three topics that use big data
  - Submit on Google Classroom
  - We will share out tomorrow
- Try to be original