THE INFORMATION AGE

Big Data, Privacy, and the Internet of Things

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How big is big data?

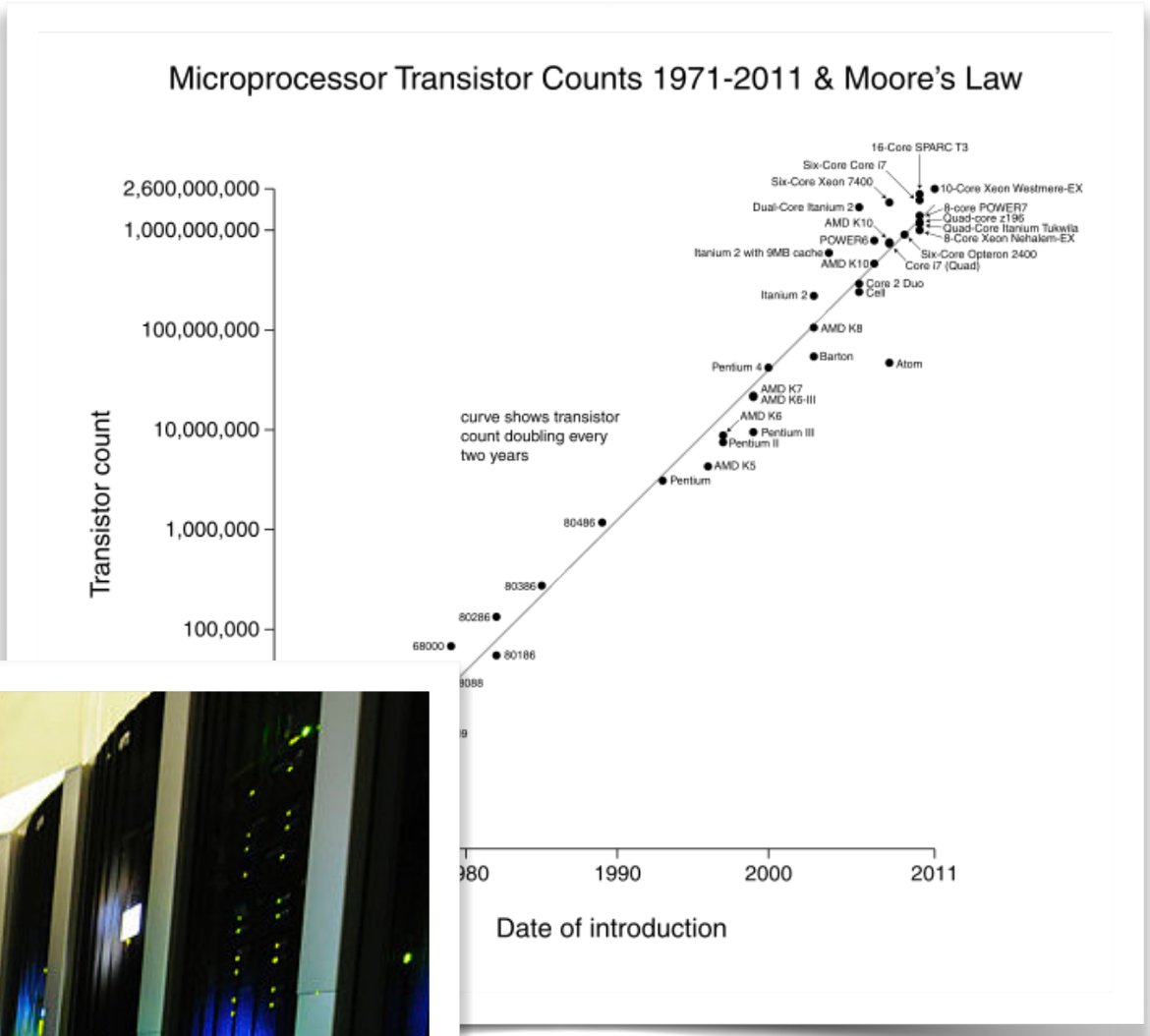
We create an **EXABYTE**
of data on the Internet
every **DAY**

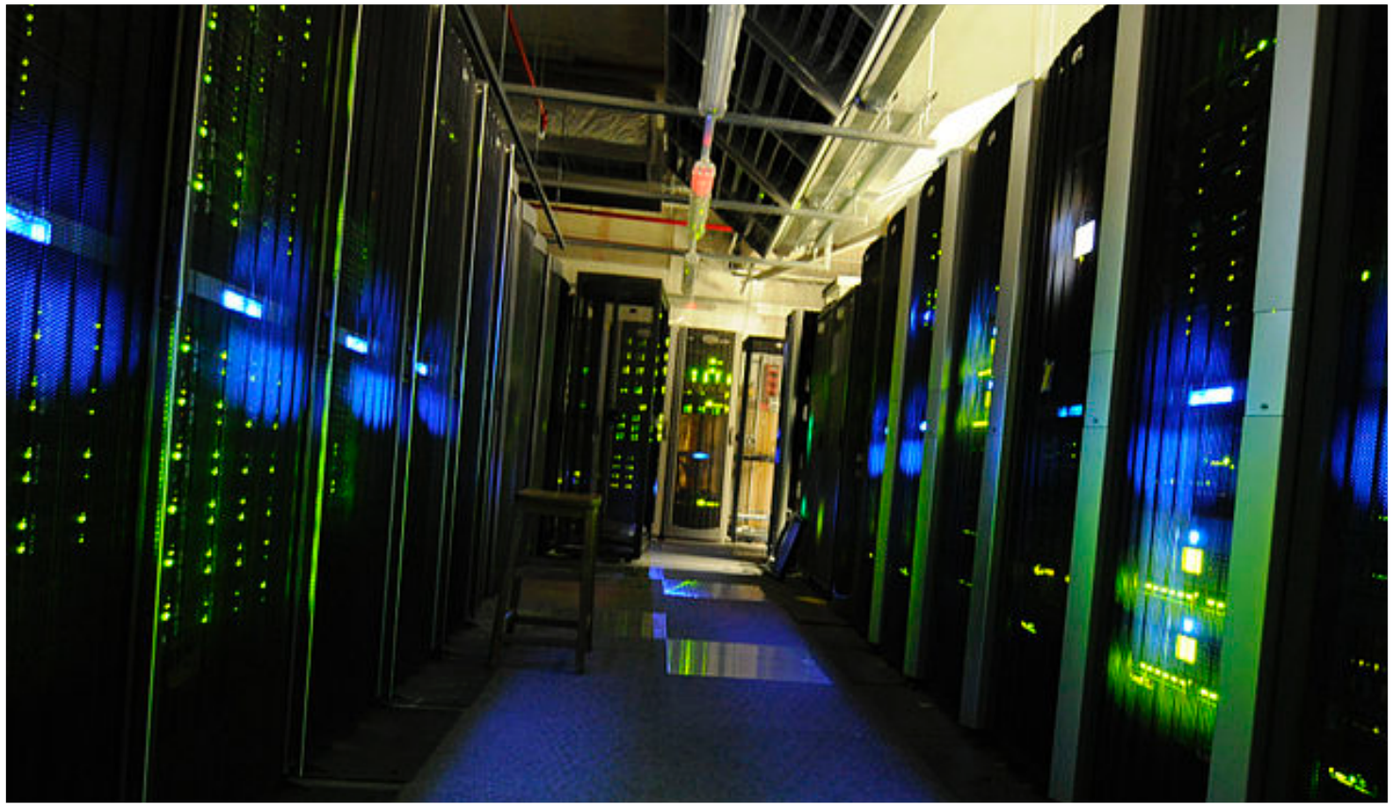
That’s like streaming the entire NETFLIX catalog

3000 TIMES

How did big data get so big?

We now have infrastructure to deal with large data sets





Why is facebook worth $200 billion?



Instagram by Randall Munroe

(But applies to pretty much every social network in existence)

But Facebook isn't interested in your **CONTENT**.

“What you put on Facebook is what you would like to tell people, edited according to the standards of the day. Who you actually are is determined by **where you spend time**, and **which things you buy**.”

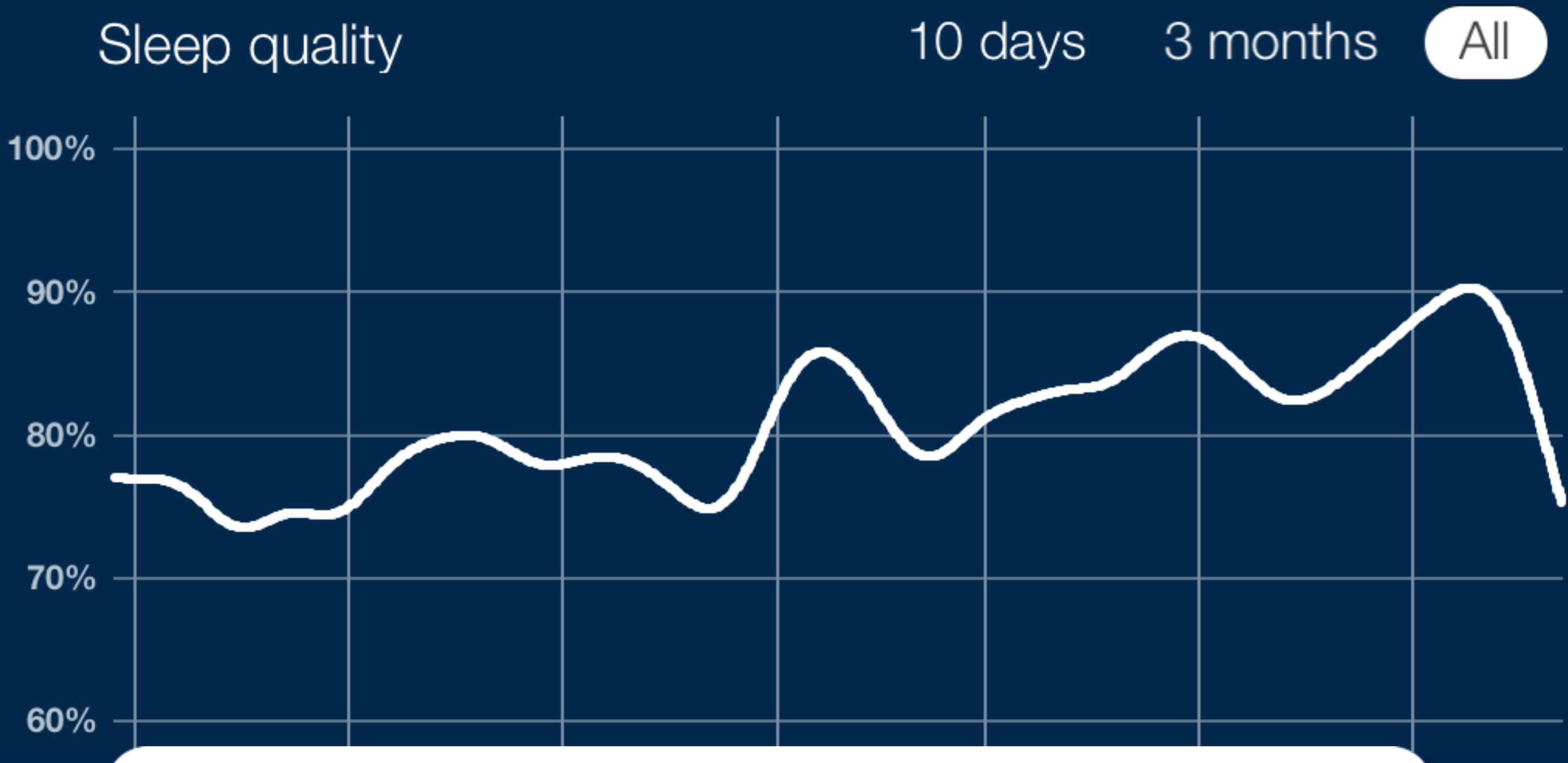
-Sandy Pentland, data scientist

I've resigned myself to the fact that **TARGET** will probably know if I become pregnant before anyone else.

It's all about the ADVERTISING.



Why does my toothbrush have Bluetooth?



"The promise of Quantified Self, the community, is 'self-knowledge through numbers.'"

-*The Atlantic*, December 2014

a few

SOCIOPOLITICAL IMPLICATIONS

who owns your data?

can/should we be regulating the collection and use of data?

what if your toothbrush sent data to your dental insurance company?

what if they gave you a discount on your policy and/or toothbrush?

how open should big data be?

how should data be used in research?

what do we teach our children about data?

being a savvy consumer of data and information in the

AGE OF GOOGLE

CRAP

Currency

Reliability

Authority

Point of View

