

THRIVING IN A BIG DATA WORLD

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AGENDA

- What is Big Data?
- The Rise of Big Data
- Big Data in Action: The Good
- Big Data in Action: The Bad
- Final Thoughts

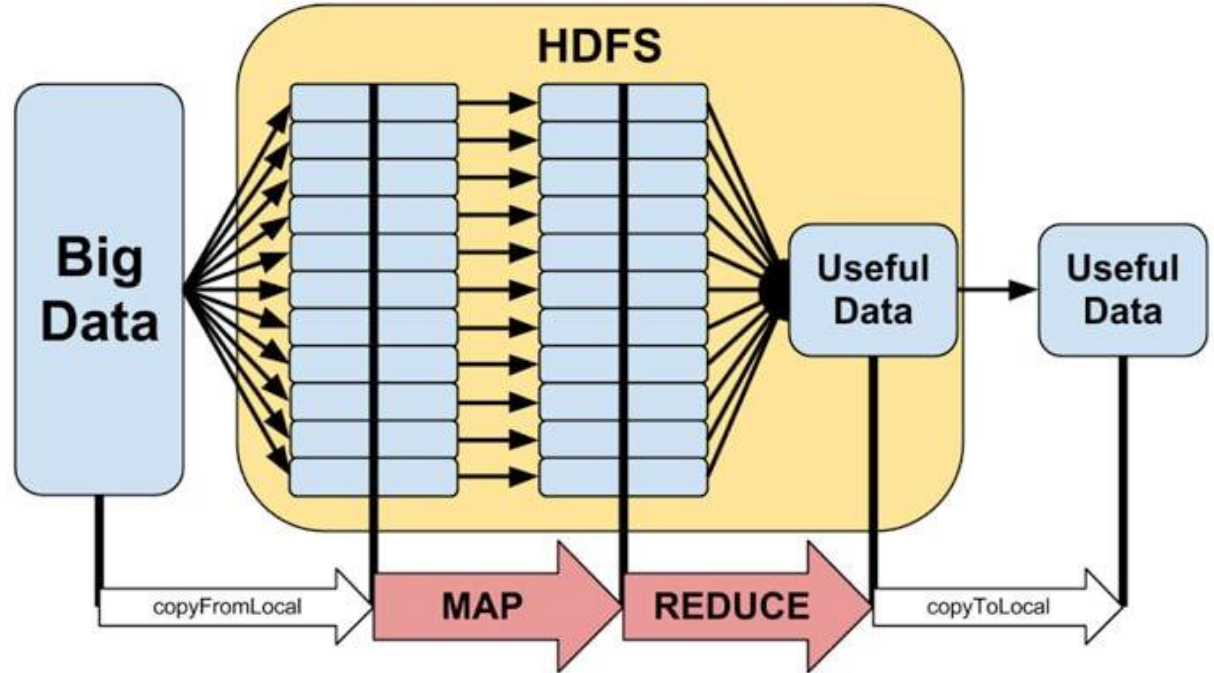
WHAT IS BIG DATA?

Thriving in a Big Data World: How AI, automation, and robots are changing how humans work, play, and live.

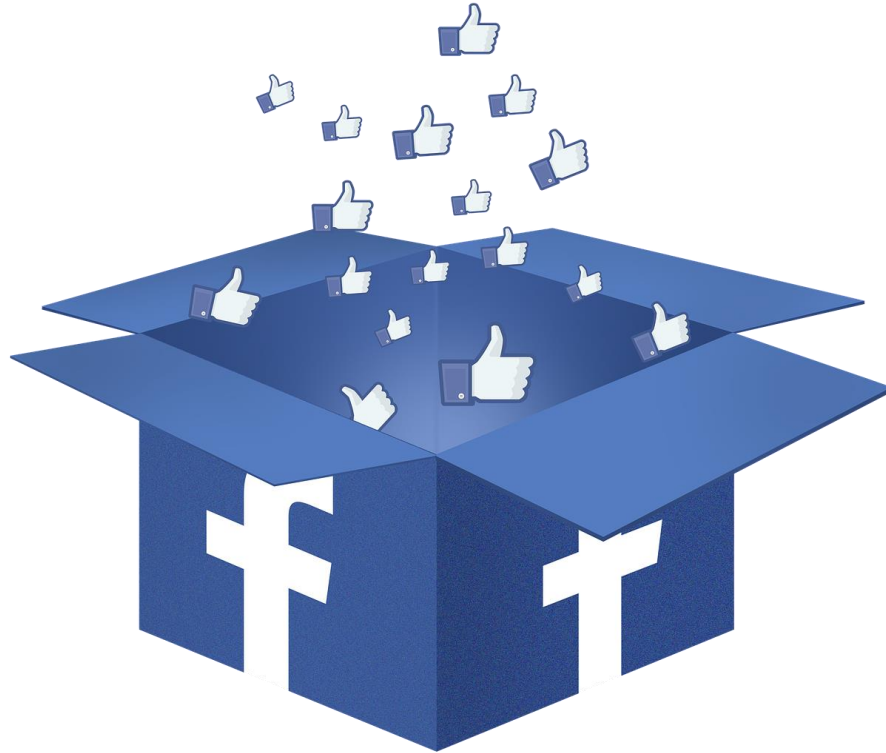
THE PROMISE OF BIG DATA

This is a HADOOP

an open-source software framework for storing data and running applications on clusters of commodity hardware.



THE RISE OF BIG DATA



DATA

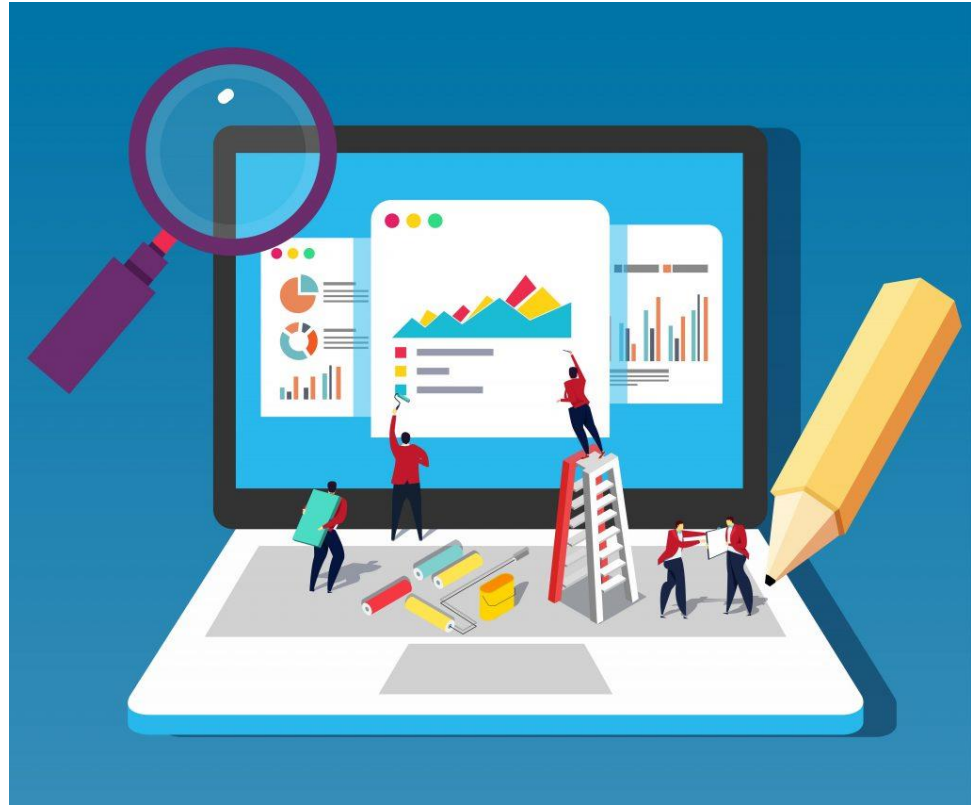
DIMENSIONS:
Combining
different types of
data from multiple
sources for new
insights.



DATA

AUTOMATIC:

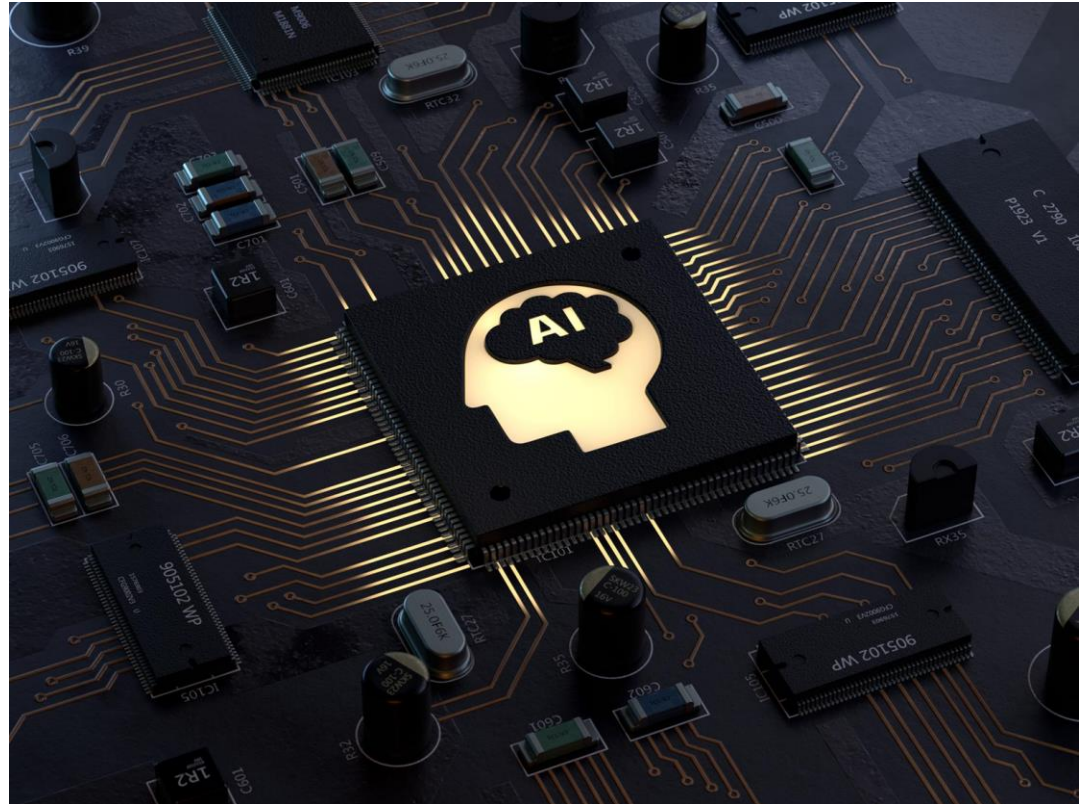
Data collected by default. Your web surfing habits, location, purchase history, and more.



DATA

ARTIFICIAL INTELLIGENCE:

Algorithms designed to spot patterns by using machine learning and other feedback loops.



BIG DATA IN ACTION: **THE GOOD**

BIG DATA IN ACTION: THE GOOD

NETFLIX:
AI, Data Science,
and Machine
Learning



Photo courtesy of <https://becominghuman.ai/how-netflix-uses-ai-and-machine-learning-a087614630fe>

BIG DATA IN ACTION: THE GOOD

23andME

10 million customers - more than 8 Million have opted to allow the company to mine their genetic data. The company is actively mining this large dataset to find correlations.



Photo courtesy of <https://www.innerbody.com/dna-testing/23-and-me-review>

BIG DATA IN ACTION: THE GOOD

ENIGMA

Companies like Enigma are helping NGOs use big data to fight human trafficking.

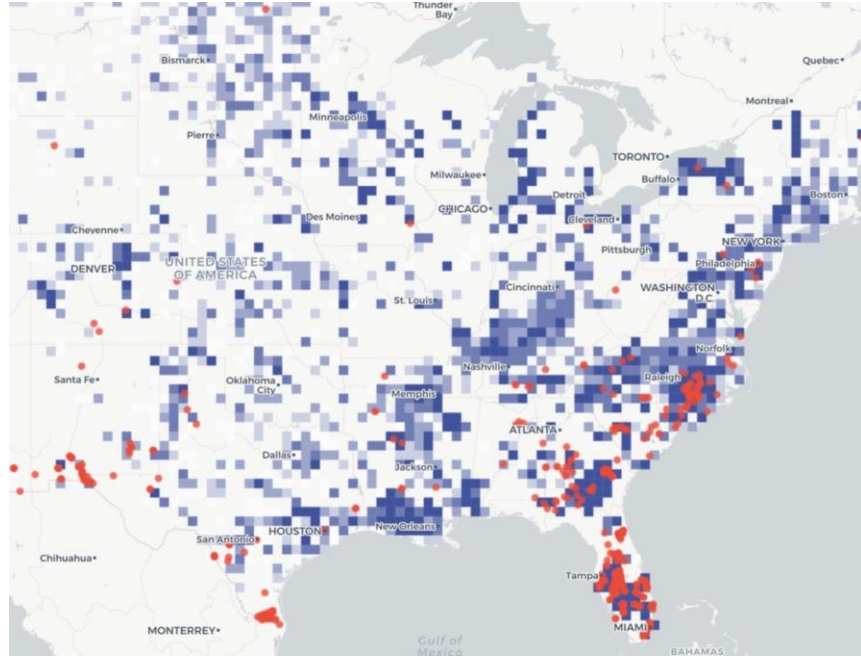


Photo courtesy of <https://www.enigma.com/>

BIG DATA IN ACTION: THE BAD

BIG DATA IN ACTION: THE BAD

BLACK BOXES

How do the
algorithms work?
They won't tell us.

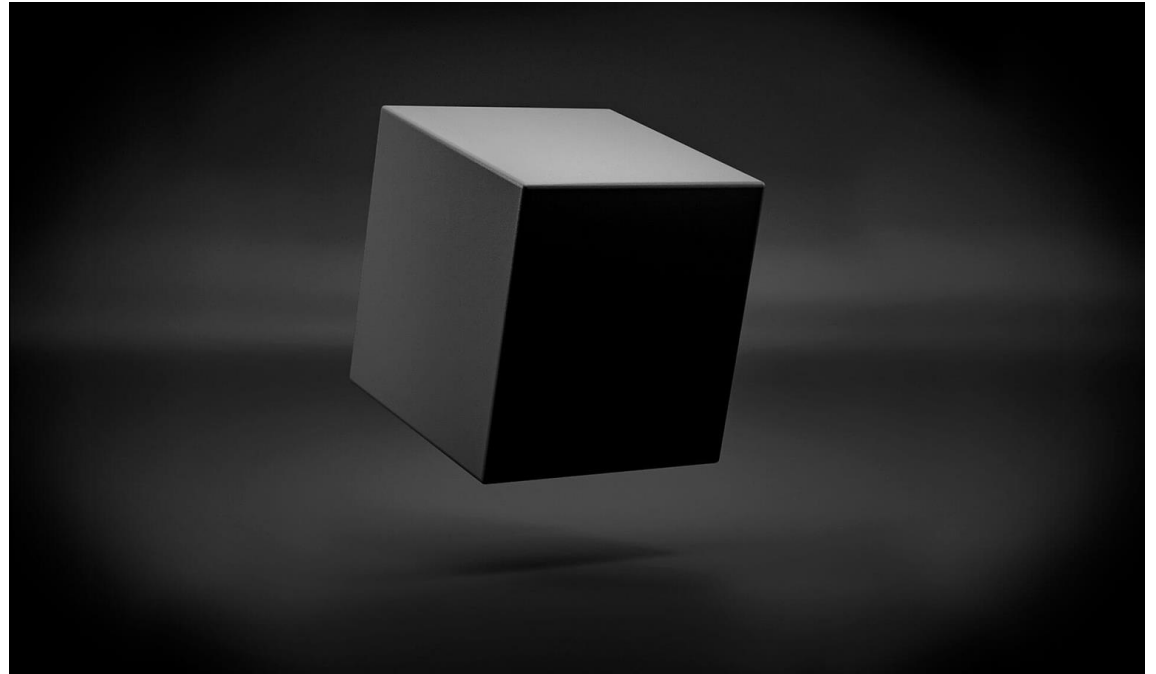


Photo courtesy of <https://singularityhub.com/2019/04/17/in-defense-of-black-box-ai/>

BIG DATA IN ACTION: THE BAD

CONSUMER PRIVACY

Who owns the
data? Hint: not you.



Photo courtesy of <https://martechseries.com/analytics/data-management-platforms/privacy-and-regulations/gdpr-roundtable-part-i/>

BIG DATA IN ACTION: THE BAD

BIG DATA CAN BE WRONG

Risk Assessment Tools have sent thousands of Americans to jail—and it may have been a mistake.

Ref: <https://epic.org/algorithmic-tra>

The New York Times

In Wisconsin, a Backlash Against Using Data to Foretell Defendants' Futures



The Wisconsin State Capitol. Wisconsin is one of several states to use algorithms in the sentencing process. One defendant, Eric L. Loomis, has appealed his sentence. Scott Bauer/Associated Press

Photo courtesy of [NY Times](#)

BIG DATA IN ACTION: THE BAD

THE CHINA
PROBLEM
Social Credit
Scores could take
over the world.



Photo courtesy of <https://www.wired.co.uk/article/china-social-credit-system-explained>

CONCLUSIONS

CONCLUSIONS: BUSINESS OPPORTUNITIES

CUSTOMIZED PRODUCTS
Delivered more
efficiently, to ever-larger
audiences



Photo courtesy of <https://www.datacenterdynamics.com/opinions/ai-and-automation-create-opportunities-and-dangers/>

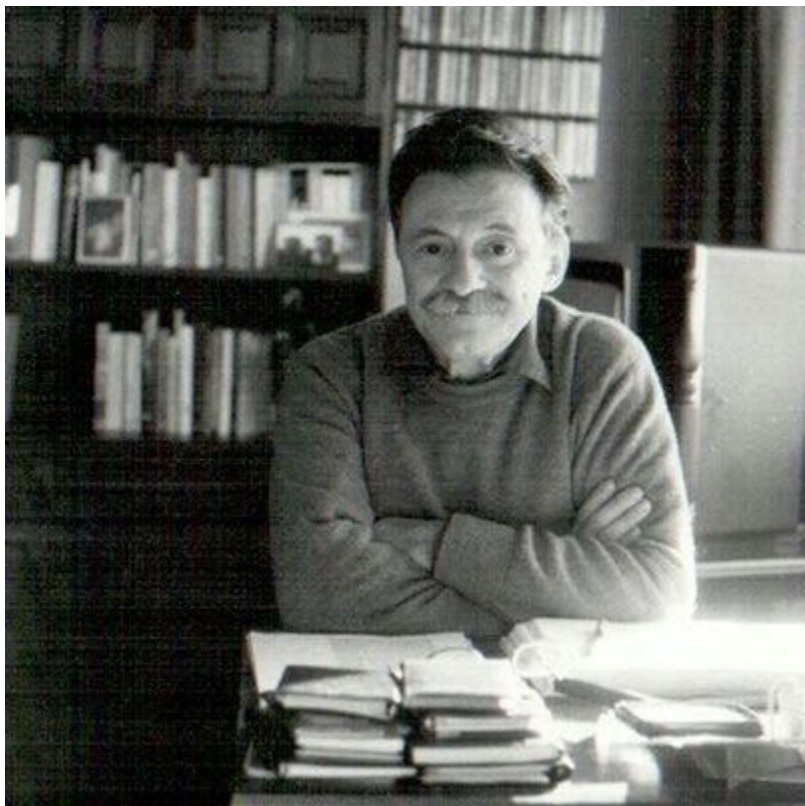
CONCLUSIONS: WE ARE UNPREPARED

WE NEED TO UNDERSTAND
HOW BIG DATA WORKS
And think about the moral
and ethical consequences of
using these new
technologies.



Photo courtesy of <https://techcrunch.com/2017/01/29/why-the-promise-of-big-data-hasnt-delivered-yet/>

DISCUSSION



*Justo cuando
pensamos que
tenemos todas las
respuestas, todas las
preguntas cambian.*

THANK YOU! STAY IN TOUCH

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