

Big Data – Abstract text

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According to Mark Zuckerberg in 2016 60 billion messages were sent and stored every single day with the use of Facebook and WhatsApp. That would never have been possible for 15 years ago. We didn't have the technology, or more correctly, we didn't know how to store all this data without having to pay a fortune. But then things changed. The technology and the way to save data changed. We learned how to save a big amount of data by using a new way of database-modelling, that didn't cost a fortune. The name of modelling was based on the principle of NoSQL, contrary to the SQL and relation databases that had been dominating the market for a long time. Now we just could add more cheap hardware and connecting it to the rest of the hardware instead of having to upgrade the whole hardware.

Therefore, we started saving more data. We started tracking more data, and of course, we started analysing more data. Almost everything we do is tracked in some kind of way. Maybe even if we don't know it. Take Google for example. Most people think when they use Google it's a one-way street where you are only extracting information from Google, but people often forget that at the same time Google is extracting information from the people searching. Why? Because Google understood that information is a resource, and a way to earn money based on the data generated. And this counts for everyone else also.

In the near future will everything on earth, including us self, generate data. It will be used powerful algorithms in order to analyse all the generated data, and we will be imposed to more and more data. The amount of data is endless, and therefore also the possibilities.