***Big Data Lecture and Article Reflection***

Over the years our knowledge of information has grown expediently and has helped us grow as a society. The amount of knowledge people have is fascinating but there’s only so much we can process at a time. We know the amount of data that we can handle but there is a lot of data that is being processed for even people to keep up with. This type of data is called big data and big data can’t be procced by people because it’s just too much information. There are other ways to process big data and it’s through our intelligent computer systems. The technological purpose is to provide us with information we don’t know that we receive from big data. In the lecture, he talked about two elements of data gathering, a machine-learning algorithm, and data mining. The first I want to talk about is the machine learning algorithm (MLA) because I found it the most interesting. Before I can discuss how a computer can help us gather information, I want to highlight the model that was demonstrated. The model consists of 4 elements that are data, information, knowledge, and wisdom. First, we start with data and in data, we have this large source of information that people can’t interpret. A computer can interpret this data and provide us with the necessary information needed. Once we get our source of information, we can interpret the knowledge that is needed for that specific task. The example that was given in the video talked about how a doctor can look at multiple patent lungs but figuring out who is at the most risk is difficult. The machine learning algorithm was able to identify this issue and the doctors were able to help the patens in the matter that is most needed. The second element of gathering data is data mining. I also found this to be interesting because of how data is being recorded. Organizations use data mining because it plays a big role in the digital economy. Examples of these companies would be Facebook, yahoo, google, and more. The key word is mining, and its purpose is to dig and look for what people are interested in by looking at what was the most frequent search. For example, in the video, he mentioned Facebook and how it has a bunch of new advertisement features. Those specific advertisements are sold off based on the gathering of data on what a person is interested in determining their search.

During the 2016 presidential election, Brad Purcell was operating as the digital media director. He did a lot in this position; he was able to raise over 200 hundred million for the republican committee as the democrats were only able to muster 100 million for their own. His biggest accomplishment he had involved fakebook’s algorithm. There used to be a time when campaign managers would distribute ads over the radio about where a public event is happening or what slogan to emphasize. Nowadays we have applications like Facebook that have a massive audience attendance rate that continues to grow as more users are joining Facebook. Brad used Facebook’s popularity to help trump get an edge in the presidential race against Hilary. Over time Hilary’s team spoke about what happened during the race after trump won the election. They claimed that the messages that were posted on Facebook weren’t fair and felt that trumps team portrayed a false image of Hilary on the Facebook algorithm. We can use the machine learning algorithm to determine why trump was victorious in his election. The data in this situation is a trump supporter who would post conspiracy theories about Hilary. Then that data is turned into information for the trump campaign side to use to downplay Hilary. The trump campaign knows that it is a bad look and would use their knowledge for their strategy in winning the election. Since this was new at the time, I believe that now we can use this algorithm to get a better understanding of what is true information and what can be deemed as false. Also, data mining can help in this situation by checking the Facebook algorithm to see what people think about race so far and try to persuade an audience based on their post or search algorithm.

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