Big Data: Revolutionary Data

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BD: Revolutionary DB

- ePardigm shifting

- Enabling technologies:

- Enabling sciences

- Marketing

eParadigm shifting

- New: decide to do something, collect the data, process (info tools, hypothesis-driven science)

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- Newest: collect data, decide what to do, process (info habitat, data-driven science)

BD enabling technologies:

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- Massive data requires novel db software (hadoop, nosql db, graph db)

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- Better storage media (eg, one eb of today's pc disk data weighs *one million lbs*; one eb of dna-based data weighs *one gram*)

BD marketing

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- *Creating wants*: doing better things (as advancing technologies and expanding horizons permit)

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- Revolutionary government and business: the organizational records will become a source of knowledge for management action