

# Big data

Current as of: October 8, 2019

- Definition and test on the Khan Academy website (USA):  
<https://www.khanacademy.org/computing/ap-computer-science-principles/data-analysis-101/big-data/a/what-is-big-data>
- Khan Academy video: What is an algorithm? More information on algorithms can be called up via the navigation bar.  
<https://www.khanacademy.org/computing/computer-science/algorithms/intro-to-algorithms/v/what-are-algorithms>

## On the data mining method

Definitions with graphics from companies that offer software:

- Pat Research:  
<https://www.predictiveanalyticstoday.com/what-is-data-mining/>
- MicroStrategy:  
<https://www.microstrategy.com/us/resources/introductory-guides/data-mining-explained#qualitative>

Data mining course on Study.com, registration required (USA):  
<https://study.com/academy/lesson/basics-of-data-mining.html#lesson>

## On a data-driven election campaign

- The Khan Academy provides short definitions on microtargeting and other terms:  
<https://www.khanacademy.org/humanities/us-government-and-civics/us-gov-political-participation/us-gov-how-and-why-political-parties-change-and-adapt/a/lesson-summary-how-and-why-political-parties-change-and-adapt>
- Blog article on how personal data are used for an election campaign:  
[https://www.schneier.com/blog/archives/2019/04/how\\_political\\_c.html](https://www.schneier.com/blog/archives/2019/04/how_political_c.html)
- “Data and Elections” article from the independent charity Privacy International:  
<https://privacyinternational.org/topics/data-and-elections>
- The Ethics of Political Micro-targeting, detailed analysis of addressing voters and data collection in various presidential campaigns in the United States from Data Driven Investor:  
<https://medium.com/datadriveninvestor/the-ethics-of-political-micro-targeting-c3b0be245607>

### On data privacy and protection

- UNCTAD is introduced, a United Nations legal consultancy for developing countries in building structures for global trade, including data privacy and protection  
<https://www.youtube.com/watch?v=6vNxslcf9AE>
- Cybersecurity on the Internet is explained in this Khan Academy video. Exercises, additional videos on the topic, and a glossary can be called up via the navigation bar:  
<https://www.khanacademy.org/partner-content/nova/cybersecurity/cyber/v/cybersecurity-101>
- Exercises, tests, and educational materials on the topic of data protection from Teaching Privacy:  
<https://teachingprivacy.org/module-3-information-is-valuable/>

### On wearables

- “The quantified self” video on wearables and self-tracking (TED Talk):  
<https://www.youtube.com/watch?v=aGFUL02dVKM&feature=youtu.be>
- An infographic shows wearables and explains how they work:  
<https://eliezerganon.files.wordpress.com/2014/08/fjord-wearable-tech-infographic-final.pdf>
- Infographic on wearables and health:  
<https://visual.ly/community/infographic/health/wearable-technology-shaping-future-your-health-care>
- American Red Cross article on wearables and natural disasters:  
<https://redcrosschat.org/2015/06/24/11-ways-wearable-technology-can-good-disasters/#sthash.aHEJqdH3.dpbs>
- Blog article on wearable technology:  
<https://www.toptal.com/designers/ui/the-psychology-of-wearables>
- Sales figures of wearables and prediction of the global trend in the Gartner newsroom:  
<https://www.gartner.com/en/newsroom/press-releases/2018-11-29-gartner-says-worldwide-wearable-device-sales-to-grow->
- Article about wearables and health monitoring, from Gartner:  
<https://www.gartner.com/smarterwithgartner/wearables-hold-the-key-to-connected-health-monitoring/>

### On the potential of social media apps to cause addiction

The ARTE series titled “Dopamine” from director Léo Favier contains eight short videos that address the potential of apps like Instagram, Snapchat, Candy Crush, Youtube, Twitter, Uber, Facebook, and Tinder to cause addiction and show the subtle tricks the developers work with to captivate users for as long as possible. All of these apps and Internet services trigger the release of dopamine – the hormone that controls desire, motivation, and addiction – in the brain (French videos with English subtitles):

<https://www.arte.tv/en/videos/RC-017841/dopamine/>