

Big data – Future scenarios

Assignment A

Read through the five future scenarios. Rate the scenarios by assigning one to five stars for each scenario. To do so, color in the stars. Briefly justify your rating.

Solution

The table lists aspects that may play a role in your rating. It may include points that you might not have thought about yet. However, this table is certainly not a sample solution for your rating.

<p>Going grocery shopping is a thing of the past: Now a delivery service regularly brings your groceries right to your door, even when you don't place an order. That's because your "smart fridge" automatically determines what must be replenished. It also knows the items you sometimes crave, like chips on weekends, because it works on the principle of "others who eat like you do also like..."</p>	<ul style="list-style-type: none"> ▪ Customized delivery without effort ▪ Consideration of variety and special occasions ▪ People are compared with each other and lumped into one group based on similarities
<p>Risk prevention for seniors: Your grandmother who lives alone is monitored around the clock via a smartwatch that measures her vital signs and sensors in her home. This helps ensure that she always takes her pills. If she has an accident in her home or a stroke, a doctor is notified immediately.</p>	<ul style="list-style-type: none"> ▪ Risk prevention ▪ Constant surveillance ▪ Gathering of most intimate data ▪ Possibly less social contact because family/caregivers must help less
<p>Smart traffic: A self-driving car picks you up on time to drive you to your friends. You don't need to call for it because it knows when you are scheduled to meet them. The car analyzes traffic and takes the fastest route. Along the way, you pick up other people who are going the same way.</p>	<ul style="list-style-type: none"> ▪ Environmentally friendly, sustainable, efficient ▪ Sharing of personal data such as your calendar ▪ Lack of self-determination: for example, you can no longer choose the most scenic route
<p>Customized nutrition advice: When it's time for every meal, your smartphone sends you recommendations of what's best for you to eat. These recommendations are based on your health data, which are sent to your smartphone via a wristband (caloric intake, exercise, blood sugar level, etc.). Your wristband also sends these data to your health insurance company.</p>	<ul style="list-style-type: none"> ▪ Promotion of health ▪ Sharing of most intimate data with third parties ▪ Differing health insurance premiums for "healthy" and "unhealthy" lifestyles through individual adjustment; the insured person is obligated to behave accordingly
<p>Whenever you shop online on your favorite platform for clothing, books, electronic devices, etc., you are always shown only a selection of products, never the entire range of products. That's because the platform shows you only the things that you like according to your analyses and that you would be most likely to buy.</p>	<ul style="list-style-type: none"> ▪ Efficiency when shopping ▪ "Censoring" of other content ▪ People are compared with each other and lumped into one group based on similarities. ▪ Surrendering of individuality, no possibility to change, for example, to completely change your style, opinion is manipulated from the outside