

# How Big Data is Beginning to Control our Lives

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### Edward Snowden

What did he do?

- Worked for NSA as subcontractor
- Collected and observed documents dealing with surveillance of citizens, which he then leaked

What did he leak?

- NSA kept phone records of many millions of customers using Verizon
- Using a program called Prism, the NSA used companies like Google and Facebook to collect data of users
- The data collection of users with iPhone, Androids, Blackberry, etc. by the NSA
- Deal with British government, allowing the NSA to access email, phone and internet records of British citizens

### How is Big Data Changing Everything?

The way we shop?

- Companies like Walmart have adopted big data to see consumer trends, price options, and essentially tailor each consumers online experience based on previous data

The way we eat?

- Food companies have begun to introduce big data in improving recipes, restaurant improvement, and seeing what individual foods and ingredients spark the greatest interest from data collections
- IBM has even created a program that will produce original cooking recipes using data

### Privacy and the 4<sup>th</sup> Amendment

Amendment IV: "The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized."

- Use of Big Data by the police
- Stretching the 4<sup>th</sup> amendment
- Development and use of Domain Awareness System
  - Used by NYPD to connect data from license plates, cameras, radiation sensors, past police calls, and databases from law enforcement

### What is Big Data?

- Big Data is the gathering of large groups of data through technological platforms, which then normally is reviewed to observe trends, behavior, and relationships

### Big Data in Big Companies

- 53% of all companies have begun to use to big data, a number that is up 17% from 2015
- Financial services and telecom companies are the earliest in advancing their uses of big data analytics

Big Data Use Cases by Vertical Industry

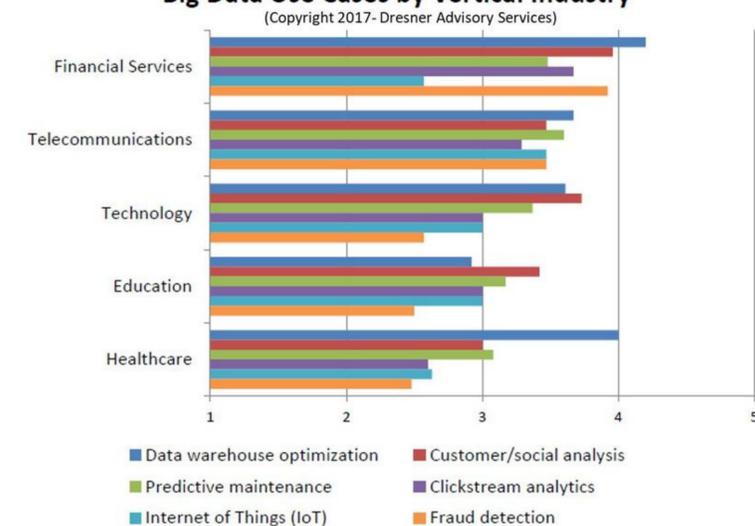


Image Source:

<https://www.forbes.com/sites/louiscolombus/2017/12/24/53-of-companies-are-adopting-big-data-analytics/#246be36c39a1>

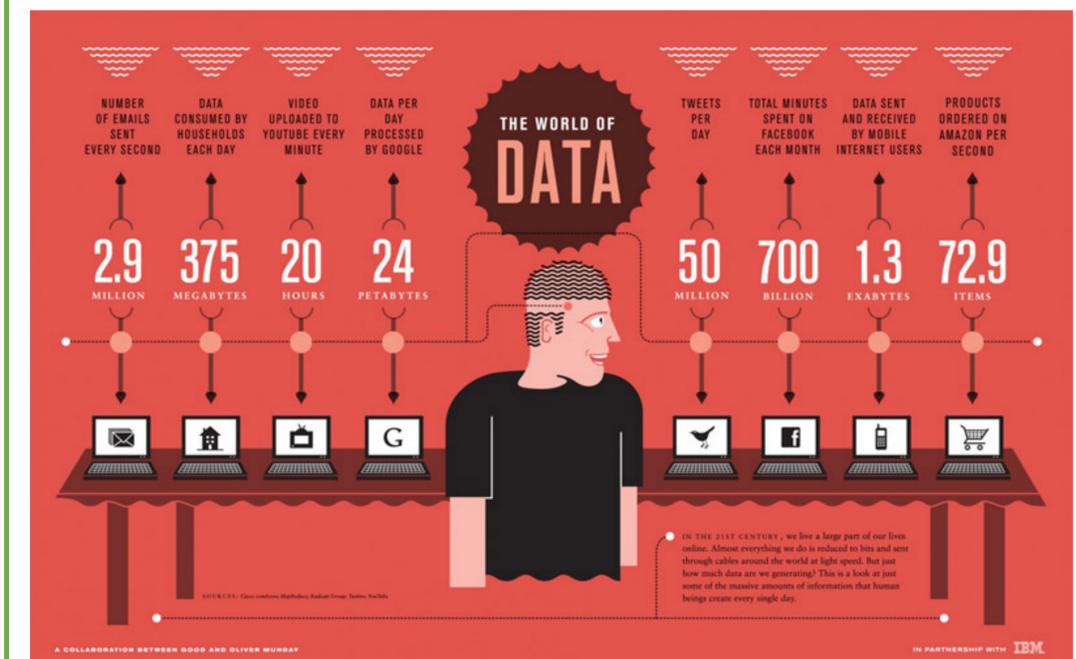


Image Source: <https://owdt.com/how-big-data-is-impacting-business-and-personal-privacy/>