
Top Trends in the Big Data Era

Designing for an Age of Continuous Connection

University of Bologna 14th C.



Wal Mart and Big Data*

When a hurricane's coming, people buy Pop Tarts!

Why? Who knows?

So, Wal Mart moves Pop Tarts to the front of the store

*From: Big Data, by Viktor Mayer Schonberger and Kenneth Cukier



**DATA TREND 1:
BODY TRACKING**

33% of internet users in 16 countries use tech to track fitness.

GfK Health and Fitness Tracking Survey, Sept 2016

165,000

Number of Health-Related Apps in the App
Store Alone

90% of top free apps and 60% of top paid apps have at least one embedded tracker

50% of users sharing data with 25 or more tracking libraries

Source: Suranga Seneviratne And Dali Kaafar

BETTER CARE

Your smartphone, your provider, your
health—connected

Interested in using the Ginger.io app? [Get started now!](#)

Best Moderately Priced Restaurants



Ciao Bella Restaurant

335 Reviews

\$\$ - \$\$\$, Italian



Jam Cafe YVR

372 Reviews

\$\$ - \$\$\$, Cafe, Canadian



Kishimoto Japanese Kitchen

161 Reviews

\$\$ - \$\$\$, Japanese, Sushi, Asian

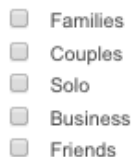
Reviews (562)

Write a Review

Traveller rating



Traveller type



Time of year



Language



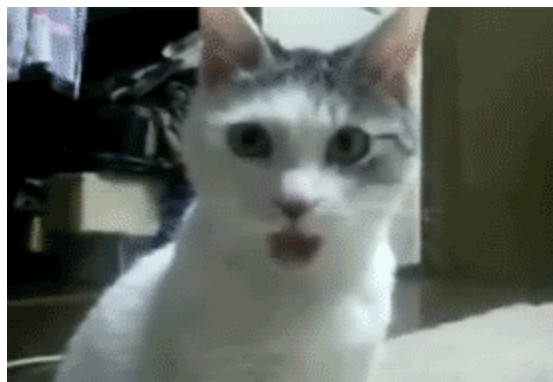
[More languages](#)

DATA TREND 2: TRACKING EXPERIENCE

Data Everywhere

As of Feb 27, 2017, people watch a billion hours of video **per day** on YouTube alone

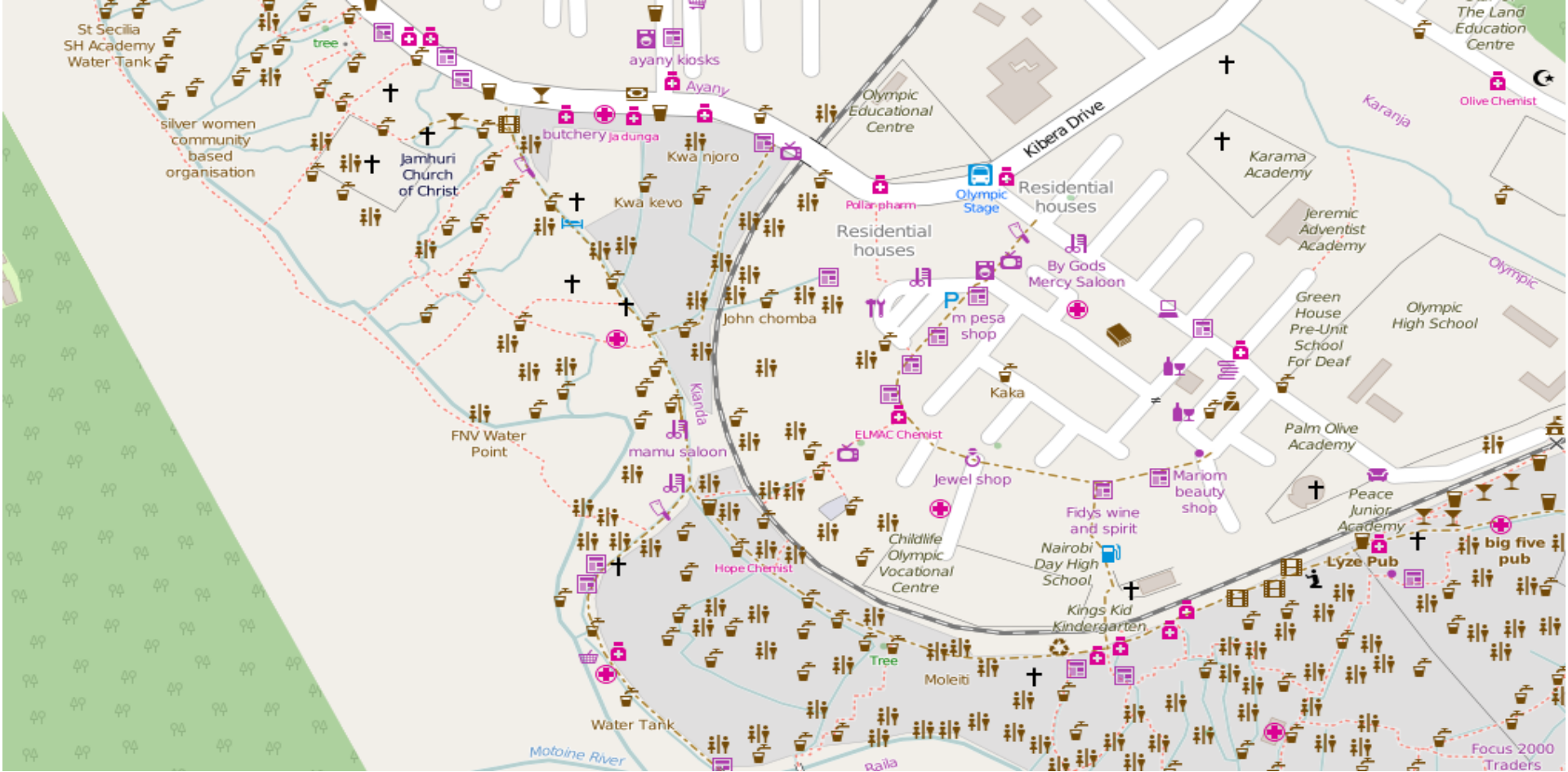
Source: YouTube Blog Feb/2017



“The value of proprietary map data is approaching zero. In large part, that’s because of free sources like [Open Street Map]”*

*Laura Bliss “Who Owns the Map of the World” - The Atlantic

DATA TREND 3: BOTTOM-UP, LOCATION-BASED MAPPING



OpenStreetMap.org

POLL:

Are you a Quantified Self-er?

DATA TREND 4:

Constant Capture

Sharing stories with

The World's Most Wearable Camera



Choose your style

Next Generation Wearables getnarrative.com



Proteus Digital Health (proteus.com)

2018

March

28



Walking - 1.5 km

57 mins

Canadian Broadcasting Centre

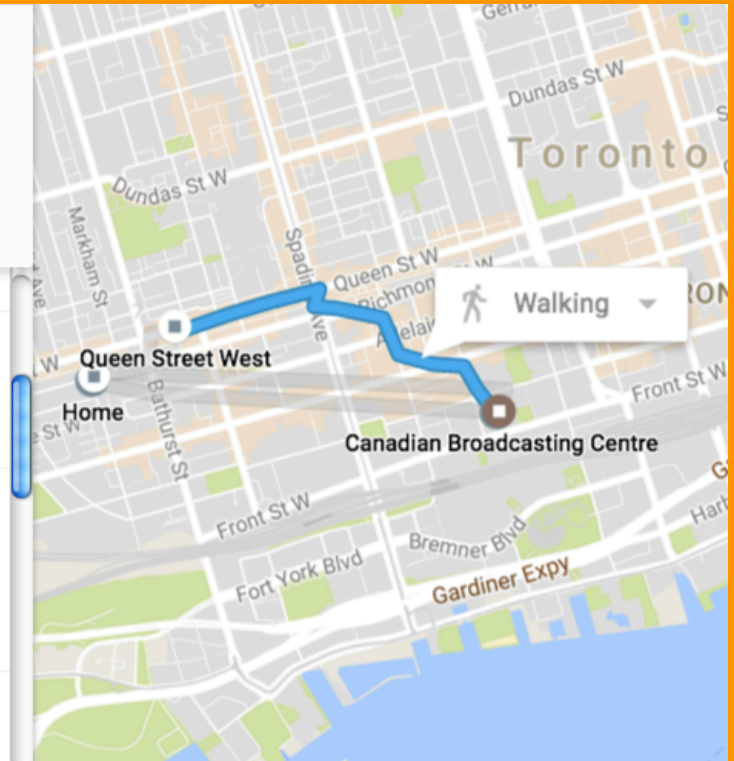
250 Front St W, Toronto, ON M5V 3G5

8:59 AM - 9:49 AM



Niagara

9:50 AM - 10:07 AM



Unintended Trails of Digital Exhaust

“Tea.
Earl Grey. Hot”

-Jean-Luc Picard

**31 Billion Internet of Things
Devices in 2020**

DATA TREND 5: INTERNET OF THINGS

DATA TREND 6: AI AND BIG DATA

This is wonderful.

This is terrifying.

This is powerful.

POLL:
Worried about AI and jobs?

1. Self-tracking as social phenomenon

1. Mobile technologies like phones, tablets, e-readers, smart watches, smart pills, etc to capture, access and share data

1. Ubiquity of maps that tie data to actual physical locations

1. Smart objects and internet connected sensors that communicate awareness of their environment

1. Ability to search all that data through text, image, and audio

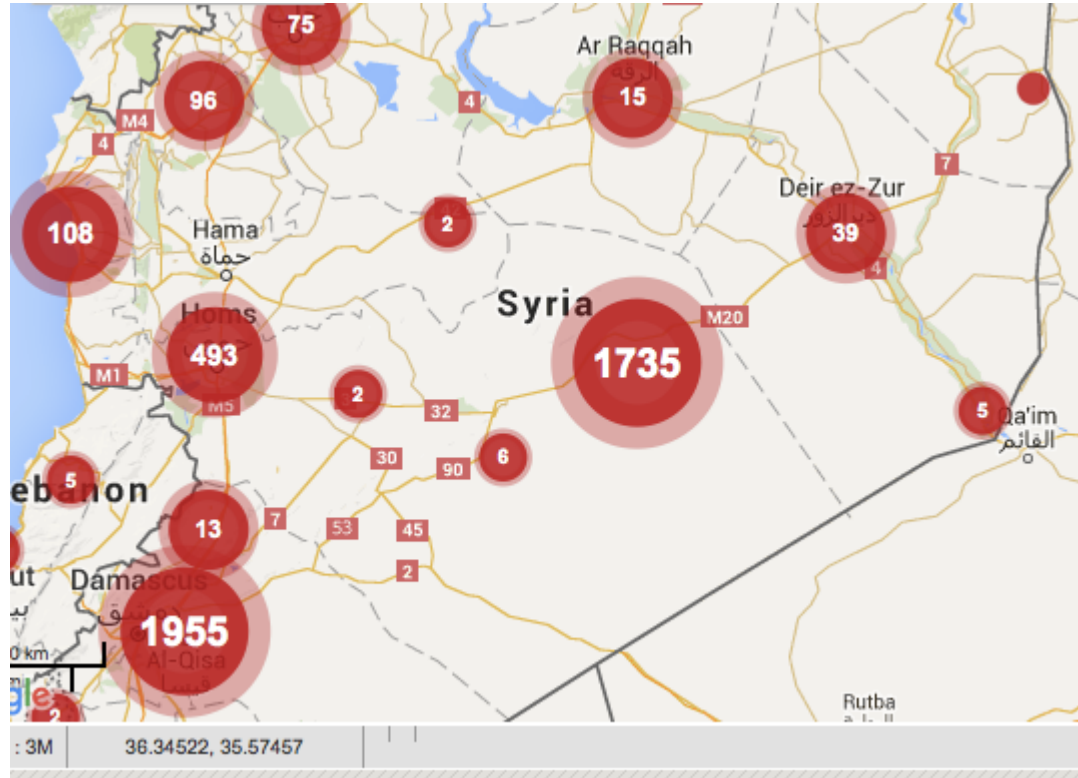


Revolutionary Nature of Cell Phones

Even “feature” (as opposed to smart) phones have location data

Smart phone rates taking off, especially in Brazil, India, and China, but also in surprising markets

Smart phone adoption taking off in the last 3-5 years in markets like Kenya, Myanmar (Burma)



syriatracker.crowdmap.com

What does all this
mean for post-
secondary?

Statistical Literacy

Data Touches all
Disciplines

Education for a World of AI



Centaur Skills
(McAfee & Brynjolfsson)

TYRANNY OF ALGORITHMS!

Bias in the Data

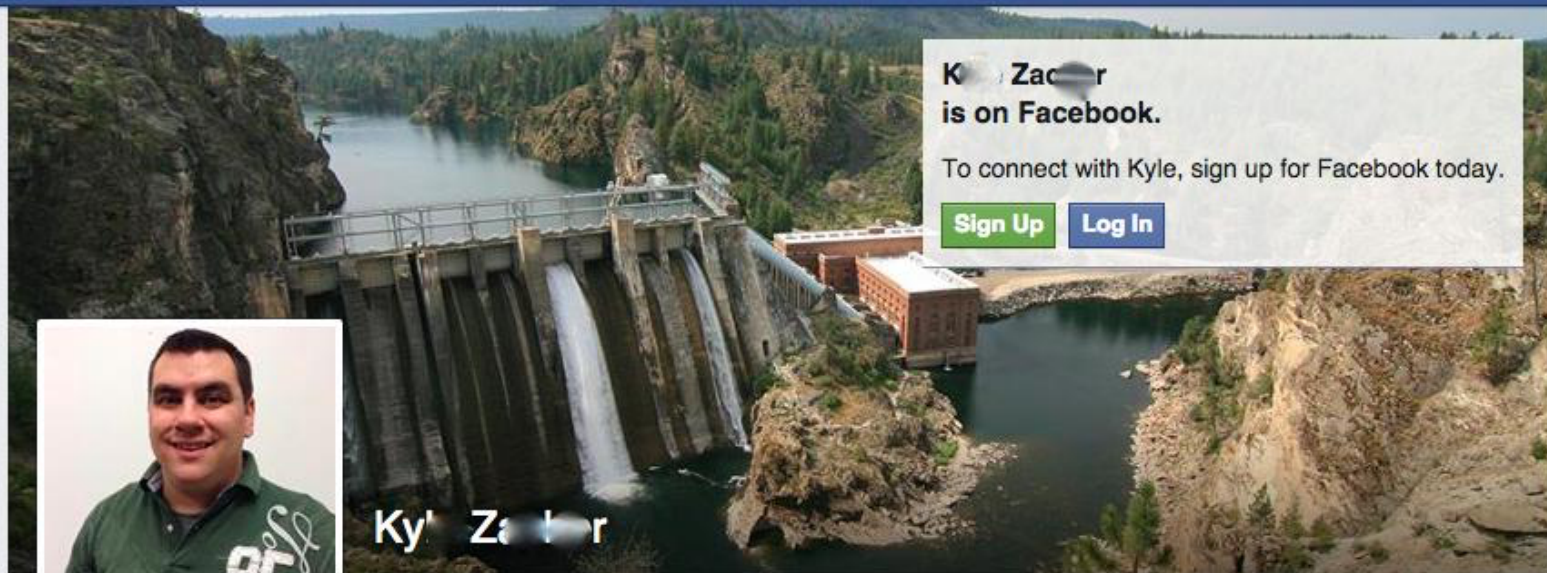


Gigapixel







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POLL:

Data and privacy

That Thing That Keeps
You Up at Night!

Data as Partnership





<https://arrayofthings.github.io/>

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