# Living with Big Data

*Lesson 07 Technology in Our Lives (underlined = Step 2 blanks)*

**01** Have you ever visited an online bookstore and been surprised by the books that the store recommended for you?

**02** Many of them looked interesting to you. So how did the bookstore know what you liked? This is all possible because of big data.

## What is big data?

**03** Big data is data sets that are very big and complex.

**04** As information and communication technology develops, the amount of data we have is getting much greater than before.

**05** This is mainly because almost everything that we do online leaves a trace.

**06** For example, the photos you upload on your blog and the records of your purchases at online stores are all part of big data.

**07** Simply collecting data, however, is not enough. Big data has to be analyzed, and this is done by big data experts.

**08** Using various methods, experts analyze big data and draw meaningful results from it.

**09** These results then can be used to make decisions or to predict the future.

## How is big data influencing our lives?

**10** Big data is influencing almost all parts of our lives. It helps companies understand their customers' needs better and helps them sell more products.

**11** It helps people avoid heavy traffic. Its uses are endless, and here are some interesting examples.

## Disease Forecast

**12** Did you know that health professionals can now forecast a disease just as weather experts forecast the weather?

**13** This is possible thanks to big data. For example, when the flu season comes, people will buy more flu medicine.

**14** They will also search online about flu symptoms more. If this kind of data is analyzed wisely, the spread of the flu can be predicted.

## Improving Performance in Sports

**15** Are you a sports fan? Well, big data is improving the performance of players, making sports more exciting.

**16** A famous example is Germany's national soccer team. The team built a database by collecting and analyzing a huge amount of data on players.

**17** For example, the data included information about how much each player ran and how long he had the ball.

**18** With the help of this database, Germany's national soccer team was able to improve its performance and win the 2014 World Cup.

## Crime Prevention

**19** Thanks to big data, police can now predict crime before it happens.

**20** Through the analysis of big data about the type, time and place of crime, police can make a map of crime hot spots.

**21** This map identifies when and where crime is most likely to happen.

**22** Police can prevent further crime by focusing on the areas and the times this map predicts.

**23** Big data has already changed the world greatly. So where will the big data industry go from here?

**24** Nobody knows for sure, but experts agree that big data will play a more and more important role in our lives.