Big Data

Question 1

It's mentioned in the book that big data will challenge to a shift in thinking. How will big data change the way science is made and why?

Reasoning for question 1:

This question asks what is making science about, which is essential to know for a student. The student should remember that big data is about changing from causation to correlation, from small samples to all data and from exactness to withstanding some measurement errors. These things have potential of making science differently than nowadays, especially if all measurements are well datafied.

Question 2

You're asked to justify using big data in a company in general level. Use the values of big data mentioned in the book. Also, add risk listing to your justification.

Reasoning for question 2:

This might be a common task when you're working in management and need to reason the big data to a company that doesn't understand the term well nor its possibilities. It's good to mention the risks to get an objective review of the issue.

"The New Killer Apps"

Question 3:

The book "The New Killer Apps" studies the process of innovation and creating "killer app" from the point-of-view of big companies. Describe the 8 rules mentioned in the book and articulate how they are applicable to small companies.

Reasoning for question 3:

This question, first of all, goes through the main 8 rules of the book towards building innovative and well selling product. Secondly, the question challenges to apply the knowledge to the context of smaller companies, which was very little talked about in the book.

Question 4:

"The best way to predict the future is to invent it" (Alan Kay). In the book "The New Killer Apps: How big companies can out-innovate start-ups" there's a comment that if the authors would have to pick one efficient practice from their collection of many, it would be the practice of "future history".

Plan yourself short memos of future history which principles were mentioned in the book. The business works in selling big data analysis results. You can decide business area more precisely as you want.

Reasoning for question 4:

The question combines ideas from both books and challenges applying the ideas. To remind, future history consists of a failure story 5 years in the future and a success story 5 years in the future. Though the future history should be done in a team and review the results in helping people getting to the "same page", it's good for a student to practice and remember this efficient mechanism for the future work to come.