

A Study - Innovation leads to wreckage: A True face of the Technology with allusion to Data Generation (Big Data)

Dr.Rupa Hiremath
Director- (IIMP-MCA)
Indira Institute of management (MCA), Pune
Pune, India
Email:rupa_hiremath@indiraedu.com

Mr. Pradip Patil
Assistant Professor –(IIMP-MCA)
Indira Institute of Management (MCA), Pune
Pune,India
Email:pradip.patil@indiraiimpca.edu.in

Abstract— As we all are aware about the recent world where technology ruins the world and now this innovation of the technology act like the demons whose stomach is not get full by anything in the same way now a days due to excessive used of the technology generation of the huge amount of verity's of data which reference to the various sectors and which leads to the technological problem like storing of data sorting or data separation of data etc. but biggest problem in now a days is unstructured data in this paper I am going to focus on real life case study and its sway .

Keywords-ustructored data ,social networking ,verity ,volume ,images, big data.,case

I. INTRODUCTION

Current era is the era of technology all human beings are surrounded by technology and we are able to say human beings using a technology but if we will say in this manner like technology using the human being then also it is not rejected statement by any one and in this world of technology. On day to day basis we are totally dependent on technology one of the famous in that is mobile technology or we can say, mobile world. In this mobile world on daily basis we are using a number of functionality provided for the mobile and it's internet technology and effect of that internet technology is people are getting more and more addicted about using the internet from start to end of the day and by using that maximum types of data will be generated by the people and this is the main issues related with the use of technology.

So many sources are useful for the purpose of data development and most important source of that data generation is social networking sites and by using those sites huge amount of data will be get generated on day to day basic and in this paper we are focusing on the study of those sources.

1.1 General background:This paper is focusing on the real life case study, how day to day basis data will be get generated by the different sources.

II. BIG DATA

The big data era is full force today because the world changing through instrumentation.

“Big data is when the size of the data itself becomes part of the problem”

Like in social networking sites generate GB, TBand Exabyte of data in a day and all this data is in unsynchronized format and so there is need to manage this data and this type of data can be generated by using the hand held device like mobile phone.

2.1 mainly there are three characteristics which define the big data

1) **Volume:** Volume of the data is getting larger and larger in today's epoch which is in petabytes in year 2000. Volume of the data available to organization today is on the rise.

2) **Variety:** varieties represent all types of data like traditional and nontraditional data.

3) **Velocity:** volume and velocity of data has been collected and stored so the velocity at which it generated and need to be handled.

III. SOCIAL NETWORKING FACTS

Social networking is the one of the best medium to tie the knot among the people and now a day's technology is revolved around it. Following points provide you the views about the same.

3.1 Social networking Fair side

Now a day, 90% of the population spending their 80% times on internet and from that spending time 80% time is on social networking sites as per survey done by few research centers on January 2014, 74% of online adults use social networking sites and statistics given by research center regarding internet users are as followed

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.
 Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER

From above figure you are able to identify the how much addiction is there about internet among the people and from those numbers of people maximum people used the social networking sites ration are as followed

Survey done by few research center on September 2013

- 71% of online adults use Facebook
- 17% use Instagram
- 21% use Pinterest
- 22% use LinkedIn

Among this all numbers of users are those who used social networking on mobile phone are as followed

Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

	All cell phone owners (n=1,954)	40%
a	Men (n=895)	39
b	Women (n=1,059)	41
Age		
a	18-29 (n=340)	67 ^{bcd}
b	30-49 (n=562)	50 ^{cd}
c	50-64 (n=587)	18 ^d
d	65+ (n=429)	5
Race/ethnicity		
a	White, Non-Hispanic (n=1,404)	36
b	Black, Non-Hispanic (n=234)	48 ^a
c	Hispanic (n=180)	49 ^a
Annual household income		
a	Less than \$30,000/yr (n=447)	38
b	\$30,000-\$49,999 (n=316)	40
c	\$50,000-\$74,999 (n=272)	48 ^a
d	\$75,000+ (n=538)	45 ^a
Education level		
a	No high school diploma (n=156)	33
b	High school grad (n=542)	37
c	Some College (n=490)	42 ^a
d	College + (n=752)	43 ^{ab}

Source: Pew Internet Spring Tracking Survey, March 15 – April 3, 2012.
 N=2,254 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 3 percentage points for results based on cell phone owners.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Social impact of these sites is people get isolate and relationship gets truncate.

- Social networking sites are progressively used to keep up with close social connections
- People get more backing from their social connections

With the help of these social networking sites people are also able to make connection among people also able to banquet their thoughts and pass it among the other. It is use for the sec of business enhancement or for marketing of the business and we are able to use this as a mobile meter but this is the one side of the coin.

3.2 Social networking Dark side

From all above survey details we are able to see the fair side of the coin but as you all of you know that each coin is having two sides, in similar way another side of social networking is that due to this huge used of the technology related with social networking . We are to say,

Do social networking sites isolate people and truncate their relationships?

Until now we have seen that how social networking impacted on day to day activities by using social media and resources for that social media. But when we are saying, we are using the social media then unknowingly we are dealing with data and if that generated data only is the problem then it is comes under the term 'Big data' and now a days big data is the terms which is available everywhere and one of the major contributor for data generator is social networkinglet's take a use case of one of the most famous social networking site Facebook.

3.2.1 Use case: data generating machine "Facebook"

One of the famous social networking site in a leading generation is Facebook from the survey done by science. Daily 90% of data will be generated in last two year according to the social sharing platform provider Shareaholic, in its most recent comparison of social media referral traffic. It reported that, Facebook's shares the 300,000 websites in its network chart are as follows.

 Shareaholic Social Media Traffic Referrals

Source	Dec-13	Jan-14	Feb-14	Mar-14	Change from Dec13-Mar'14	
Facebook	15.44%	16.21%	16.27%	21.25%	37.65%	5.81 pp
Pinterest	4.79%	5.50%	5.39%	7.10%	48.36%	2.31 pp
Twitter	1.12%	1.12%	0.99%	1.14%	1.59%	0.02 pp
StumbleUpon	0.86%	0.80%	0.68%	0.99%	14.91%	0.13 pp
Reddit	0.21%	0.23%	0.25%	0.21%	0.62%	0.00 pp
YouTube	0.19%	0.15%	0.13%	0.09%	-52.38%	-0.10 pp
Google +	0.05%	0.05%	0.06%	0.08%	53.18%	0.03 pp
LinkedIn	0.05%	0.05%	0.05%	0.04%	-20.77%	-0.01 pp

From above chart you are able to identify that how enormously data will be get generated by the only single site and number of sites are there who is doing the same work among the world so for the purposed of storing the that much data so many hardware devices are needed that is racks of servers and to process that is also one of the biggest task so big data is the biggest problem in the current world and this is the second but very important side of the social networking.

IV. CONCLUSION

We envision that technology is the most essential think in human life but only if "human start using a technology" when vice versa started means "Technology started using the human". Then it will start affecting to all by any means like fair every coin have two sides in similar way if used of the technology is in proper manner then it act as a blessing to everyone but it doesn't take time to convert it into bane so big data is the leading problem because of bane and we human being are very smart enough to overcome the hurdle comes in the way of us.

V. REFERENCES

- [1] D. Blei, et al., "Latent dirichlet allocation," Journal of Machine Learning Research, 3:993-1022, 2003.
- [2] Artificial Intelligence in Mobile Systems - AIMS2000 Workshop [Introductory Remarks Artificial Intelligence Goes Mobile Rainer MalakaEuropean Media Laboratory Villa Bosch D-69118 Heidelberg Germany]
- [3] Challenges and Opportunities with Big Data [A community white paper developed by leading researchers across the United States]
- [4] I D C I V I E W THE DIGITAL UNIVERSE IN 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East December 2012 By John Gantz and David Reinsel
- [5] Jacob O. Wobbrock, The Future of Mobile Device Research in HCI CHI 2006 Workshop
- [6] <http://www.sciencedaily.com/releases/2013/05/130522085217.htm>
- [7] <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>
- [8] <http://www.uschamberfoundation.org/millennial-generation-research-review>
- [9] <http://www.socialmediaexaminer.com/26-tips-to-create-a-strong-social-media-content-strategy/>
- [10] <http://marketingland.com/ghost-town-google-social-referral-graveyard-88790>
- [11] <https://shareaholic.com/>
- [12] <http://mashable.com/2012/06/22/data-created-every-minute/>
- [13] <http://www.sciencedaily.com/releases/2013/05/130522085217.htm>
- [14] <http://wikibon.org/blog/big-data-statistics/>
- [15] <http://offers.hubspot.com/social-media-marketing-kit>