Big Data

Farm Policy Study Group
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What is Big Data?

• Digital collection of massive amounts of data
  – People’s Internet transactions
  – Remote sensing
  – Cellular phone connections
  – Precision agriculture databases

• Analysis looking for relationships (often correlations rather than causality)
  – Purchasing patterns/preferences (Amazon)
  – Information inquiries (Google)
  – GPS/geophysical relationships (Farm input suppliers)
Potential Benefits

• Predict potential issues such as terrorism or criminal activity or health events such as a flu epidemic
• Businesses can more efficiently target potential customers
• Gain agricultural production and management insights from a large information base such as across soil types or climatic conditions
Concerns and Policy Issues

• Privacy
  – Medical records
  – Business or tax information

• Security
  – Business or institutional expectations to protect or limit access to information
Today’s Program

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