

# 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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