

The Data Society

Gathering big data is often a misunderstood concept. What does it really mean, and how can it be beneficial to society? Data is a valuable resource for companies, but it can also be used to empower citizens. At Intel Labs, data comes alive to make life better for people.

The Big Picture

Here are some of the many areas that benefit from collecting and sharing data.

DAY TO DAY PLANNING

Apps like Saga integrate all applicable social networks to give an idea of how the user spends his/her day, and how to make life more efficient.



Engineers are creating solutions to protect user privacy while transferring data.

85% of mobile and computer users say that they have taken steps to protect their privacy.

2.5 quintillion
Bytes of data created every day.

Did you know?
90% of the data in the world was created just in the past two years.

500,000
The number of jobs expected in five years just to be able to process data.

TRAFFIC PATTERNS

Sites use data to show available spots in private driveways or in parking lots whose owners subscribe to the service.

THOUGHTFUL GIFT-GIVING

Intel Labs is working on data in the form of shopping histories and digital wish lists that can help you give personalized presents.

HEALTH AND FITNESS MANAGEMENT

The Intel Science and Technology Center for Big Data is working to advance genomics analysis, which allows patients to assess their chances of contracting an inherited disease by looking at DNA patterns.

TRAVEL BOOKING

Some apps can make personalized itinerary suggestions to users based on collected data from sites like Facebook and Expedia.

How Data Can Change the World

How can people access it to make their lives better? Intel Labs put a premium on research that can benefit billions of people around the world.



Prediction

Use of sensors to monitor extreme weather conditions to be able to distribute real-time information.



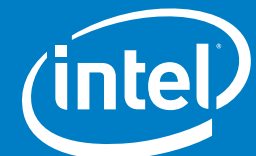
Prevention

The United Nations' Global Pulse Initiative maps data to point out vulnerable areas.



Protection

Data collected by satellites allows scientists to map trends and detect changes brought by deforestation and climate change.



Source: Urban population growth (World Health Observatory); Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update 2012-2017; Intel Data