

Big Data Supports Decision-Making Process

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In the last few years, the term “Big Data” has been largely discussed by the world community. It refers to the technology that provides knowledge and is usually used in decision-making process.

“Big Data provides knowledge as a basis of decision-making and the following actions,” stated UNESCO Chair of Analytics and Data Science, Prof. Maria Fasli, Ph.d., NTF, FHEA, on Tuesday (8/7) at UGM.

In the Sharing Session *Acquiring Insight from Big Data* at SEVI room of UGM Directorate of System and Information Resources, Maria asserted that information technology has experienced a rapid development, including big data technologies.

The use of mobile phones and internet makes information exchange faster and easier. In fact, people inadvertently share their personal data to third parties through social media such as Facebook, Twitter, and many else.

“Large quantity, variation, high velocity, and inaccuracy are the characteristics of big data,”



explained Maria who is also Director of Institute for Analytics and Data Science, University of Essex.

Maria said big data becomes an important element in the current era. It is used to detect the patterns of community behavior. For this reason, big data technology is widely used as a basis reference for institutions or companies in making strategies and decisions that affect many people.

Meanwhile, Guntur Dharma Putra, S.T., M.Sc., lecturer of Electrical Engineering and Information Technology UGM, on this occasion mentioned the use of big data to analyze the community behavioral patterns through online and social media in Indonesia. One of the strategies is using the Semantic (Social and Online Media Analytics) app developed by PT. Global Data Inspiration, subsidiary company of Gamatechno UGM.

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