Chapter Project

Swimming in an Ocean of Data

Data and information are everywhere. Data comes to us from the visible and audible world around us, as well as from the things we can physically touch. Our brains do an amazing job of processing this type of data. There are other types of data, large sets of numbers, graphs, and other information that we get from the news media, websites, and social media. Our brains do not handle those types of data as well without some instruction. Because we now live in a world where computers are constantly collecting data, we need more and more people to analyze and interpret that data.

Part 1: Investigate current career trends.

1. Go to the Bureau of Labor Statistics website to identify the fastest growing occupations, currently. https://www.bls.gov/emp/tables/fastest-growing-occupations.htm

   Identify which of these jobs focus on data analysis.
2. Do a quick web search for the U.S. News and World Report of the best jobs for this year. Looking at the top 25, list those jobs that focus on data analysis. https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs
3. Choose one of the jobs listed in #1 or #2 above that focuses on data analysis and research more about it. Write a one paragraph synopsis of your research. Make sure to identify the average salary, what level of education is required, and if the positions for this occupation are expected to grow or decline. Cite any sources you use.

Part 2: Identify statistics in the media.

Find two examples of statistics in the media. You may use any news source, magazine, newspaper, or televised commercial.

For each example:

1. Print a copy or provide a link to the example.
2. Write a short synopsis of what you think the graphic or statistic is trying to illustrate.
3. Identify any portion of the graphic or provided statistic that you think may be misleading or inaccurate. Can you think of another way to illustrate or express this information that might make the authors purpose clearer?

Part 3: Research and identify other sources of Big Data.

Find two sources of Big Data you find interesting that are not mentioned in the textbook.

1. Cite the source where you found the data.
2. Write a brief explanation of why you find this data interesting and describe the usefulness of the information that could be obtained from analysis of this data.