

### Praxis Lab Quiz No. 1 on readings

1. Data can be structured or unstructured. Examples of unstructured data are tweets and Facebook posts. (T)
2. Anything typed into a search engine, even with private browsing, is recorded. (T)
3. Data was analyzed in New York to dispel the common belief that persons incarcerated in New York State prisons were disproportionately people of color and people living in poverty. (F—the exact opposite was demonstrated)
4. The so-called “data revolution” is being spurred by the increase in the number of sensors and mobile devices. (T)
5. Data from social media that is generated during natural disasters is too voluminous and unreliable to be of use to emergency responders. (F—the recovery efforts following the massive earthquake in Haiti were significantly aided by mining social media posts of residents)
6. Walmart analyzed the product purchases of women over time to predict if a woman was pregnant and used that information to send woman targeted ads and coupons for baby products. (F- it was Target)
7. A company in Boston, based on data collected about an individual, claims it can predict when the individual will get depressed days before any symptoms of depression are apparent. (T)
8. Facebook is a service that is free to its users (F—the user “pays” for the service by sharing personal data)
9. The amount of personal data that is collected and aggregated is vast, but the amount of data that is actually analyzed and used is relatively small. (T)
10. The collection and analysis of big data is exploding and creating millions of new jobs. (T)