Big data technology: the benefits, lawful and moral issues associated with big da...

Recently, the use of big data technology has raised various critics which are based on its legality. With use of engineering, scientific and analytical tools an enormous data that is either structured, semi structured or unstructured draws valuable information. The analysis uses different platforms store a large set of data, combine, coordinate and process data from various multiple sources like social media. With this platform, incomplete or ineffective uncertainty crop in by interfering with individuals' privacy. The paper discuss on various benefits, legal and ethical issues of big data technology.

Big data analytics have raise various socioeconomic benefits which have helped the companies in branding, sales, marketing and development. The government has also achieved in research and development, sound decision making and revenue growth thus enhanced data processing. This data is use to analyze medical records and statistical data such as crime rates within the country. Different government organizations also use data processing method thus enabling them to gain knowledge on the economic, social and political trends. With this records at hand, the important data is forecasted for the future use in case of potential threats in the country.

Ethical issue has been a major interference of an individual privacy since the technological data since it becomes easy to monitor the behavior and movement of a person on social light places such as social media by using devices such as satellite on tele-communication. The use GPS tracts the movement of electronic device such as mobile phones therefore significantly deteriorating personal security and human rights. It is with concern that

human rights organization raised concerns on the threat imposed to an individual confidentiality entitled in the constitution.

In the past, data leakages to the unwanted sources have been too high due to ineffective data storage. Consequently, the use of cyber which has been prevalent to social media has enhanced easy ways to acquire illegal information and exploit to receivers. Invasion of privacy of participates which harms individual's personal and professional credibility has being experienced and as a result, non-permissive approaches by marketers to disclose their profile and sharing sensitive personal information through various channels leads to exploitation of individual's reputation to the public.

Cybercrimes are highly rising as technology is advancing thus making it difficult to disclose confidential information. Blackmail has been a major case of offense especially on social media therefore posing the lives of individual in danger and emotional torture. Information illegal is liable of an organization's insecurity due to excess usage of social networks and leakage of the third party confidential information. Also the use of unauthorized trademarks and copyright to protect their image of work has been a major illegal issue. Companies should have caution when using big data analysis to avoid defamation and disparagement from occurring when using social networks.