

# [The modern digital world is producing vast amount](https://assignbuster.com/the-modern-digital-world-is-producing-vast-amount/)

[](https://assignbuster.com/)[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

The modern digital world is producing vast amount of data. According to computer giant IBM, 2. 5 exabytes – that’s 2. 5 billion gigabytes(GB) – of data was generated every day in 2012. That’s big by anyone’sstandards. As thought that isn’t enough, according to a new report from IBMMarketing Cloud, “ 10 Key Marketing Trends For 2017,” 90% of the data in theworld today has been created in the last two years alone, at 2. 5 quintillionbytes of data a day! With all this information, there is so much to take in.

Asimple search on Google about anything, gives you so many results that dataanalysts say its like drinking water from a fire hydra. This surge has become mainly due to increased humaninteraction with the web 2. 0. A Web 2. 0 website may allow users to interact andcollaborate with each other in a social media dialogue as creators ofuser-generated content in a virtual community.

Some of the most common Web 2. 0application sites are Facebook, Twitter, YouTube, Instagram, Wikis, etc. According to statistics, on an average day, 80 millionphotos are shared on Instagram. It also clocks up about 3. 5 billion likes everyday. 300 hours of video are uploaded to YouTube every minute. Almost 5 billionvideos are watched on YouTube every single day. Facebook has about 1 billionactive users.

They add about 500, 000 new users every day, that’s about 6 newprofiles every second. More than 250 billion photos have been uploaded toFacebook. According to the United Nations, world population reached 7 Billionon October 31, 2011, by mid-2017, the population was about 7. 5 billion. If weassume every single one of these people was on Facebook, we would have about 33photos of each one of us.

That’s the potential we have on social media people! The next big thing will be Web 3. 0. This concept hasn’tfully gone mainstream yet, but sources indicate that it incorporates veryinteresting technologies. These include Semantic Web, Artificial Intelligence, 3D Graphics, Advanced Connectivity, Content Ubiquity among others.  More than half of allthese data traffic come from mobile use. According to CISCO VNI: Forecast and Methodology, 2015-2020; annualglobal IP traffic will reach 2. 3 zettabytes (that’s 1 trillion GBs) per year by2020, smartphone traffic will exceed PC traffic by 2020, and the number ofdevices connected to IP networks will be more than three times the globalpopulation by 2020. This again means huge amounts of data will continuously becreated.

But what do we do with all these vast amounts of data beinggenerated? According to a TED X talk by Susan Eltinger, “ data doesn’t createmeaning by itself. We do” . Organizations are increasingly leaning towards adata driven decision-making culture. Whether the organizations is in to B2C, B2B, academia or Not for profit, there a lot to tap from using data and use it tomake informed decisions in an organization.