




Unit 4.2: Big data is better data

E  **1.19 WATCH FOR MAIN IDEAS** Read these statements. Then watch the edited TED Talk. Write MI if a statement is a *main idea* from the talk, or SD if it is a *supporting detail*.

1. _____ Big data has the potential to solve serious problems facing society.
2. _____ Searching, copying, and sharing information is easier now.
3. _____ Machine learning is a valuable tool that has already benefited society.
4. _____ Some effects of big data will be negative ones that we must adjust to.
5. _____ During the Industrial Revolution, society experienced many changes.
6. _____ Having more data allows us to make better, more informed decisions.

F  **1.20 WATCH FOR DETAILS** Read the information about machine learning. Then watch segment 2 of the edited TED Talk. Check (✓) the information that Cukier mentions. One answer has been done for you.

- Machine learning is a field of computer science that is related to artificial intelligence.
- There are two main kinds of machine learning: supervised and unsupervised learning.
- The field began in the 50s when Arthur Samuel programmed a computer to learn to play checkers.
- The basic principle of machine learning is to give data to computers and let them infer rules from it.
- Machine learning has many beneficial applications, including helping doctors identify cancer cells.
- Many things we do with technology, such as searching the Internet, rely on machine learning.

G  **1.21 DISTINGUISH FACTS FROM OPINIONS** Watch segment 3, which includes six excerpts from the TED Talk. Check [✓] whether each excerpt gives a fact, an opinion, or both.

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|-----------------------------|-----------------------------|
| 1. fact _____ opinion _____ | 4. fact _____ opinion _____ |
| 2. fact _____ opinion _____ | 5. fact _____ opinion _____ |
| 3. fact _____ opinion _____ | 6. fact _____ opinion _____ |

1.22 WATCH AND NOTE CAUSES AND EFFECTS Watch segment 4, which includes excerpts from the edited TED Talk. Complete the notes by filling in the missing words and drawing an arrow from the cause to the effect.

1. *sprmrkts sell 11cm pies* _____ → *apple pie* _____ *sales fall to 4th/5th*
2. *society will advance* _____ = *imprtnt tool*
3. *big data (BD)* _____ *not do before*
4. *give data to mchn* _____ *signs of cancer*
5. _____ *over time after temp period of dislocation*