

Data gathered as business record and social media activity by individuals is the conduit to building business, innovation, and plausible revolution of the social sciences. It is the precursor to the worlds language processor, medical diagnoses, robotic movement, security systems real time processes and the logic behind Siri and Echo existence. It has a cost, volume consideration, and a security problem. Yet, it is not a failure.

Introduction

In the beginning.... we toted floppy disks and hard drives which store our data, suffer external damage, at risk unreadable, crack under pressure, and melt in heat. Then we'd take care in use of flash drives and lose tons carelessly as digital data span the globally with store houses of our data from games, puzzles, social media, and businesses. Our comfort would be in clouds forever data. Hooked into AI and its chant of bias, racial division and non-management we'd ride upon the back of llama as an open source of input and have conversations with next word predictions. Dynamical, daisical mediations and innovation precursors of the technological future explorations in data mining.

IS DATA FAILING US?

Data, or Big Data as it is referred to, is the center of our global communities' tryst into a modern world. It is the sole element from which humans have created business, forms of employment, and spurn growth for our corporations while it enables a people to grow onto technological innovations which capture the epitome of "us" in various

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forms. We as a whole are educating technologist, social scientist, and science about "people" how we walk, talk, think, spend, trend, and a host of other elements of being human and the human condition(s) we are found in around the world. "Intended purpose of data is crucial to the re-posture of business, sports, technological, fashion and other trends." (this author)

A failure to savor the data that is so readily exposed through networks would be unkind toward aspects for improving life as we know it today. At the same time and in the same breath, we must acknowledge that there is a list of problems that circumvent the globe and have come as a result of the uptake of data. Data sent and stored within mega computing networks for redistribution and reuse by corporation who cosigned as data processing management.

Issues which penetrate the technological industry from the enlarged consumption of data are naturally characteristic of such operations and inflect pressure upon those professionals who must construct means through which "data" is stored, protected, and sorted without subjection to external threats. Time, our best teacher, has proven that humanity along with the evolution of technological advancement, has a knack for the interjection of pleasure and pain in use. It is the origin of data failure, data breaches, data contamination, data programmer limitations, and technological development need for micro management. These aspects of plausible industry happenings are suggestive of "data" failing the community at-large. It suggests that our exposed information, gathered and stored can be manipulated, stolen, deleted or deployed onto a path of destruction of people, big business, and diminish our sense of trust one from another.

However, “data failure", these spoken words, would imply that it's expectant in-action function is omitted and that it is found deficient in its intended ability to aide and rescue companies from failure or fleeting progress. It would thence require research into the "problematic" issues surrounding collecting, storing, sorting, and use which are the causation of this stress induced outcome and data structural power flop leading toward an abrupt cessation in gathering and reselling datasets.

It is with an undertaking of such definitive intrinsic review of those issues which impact and influence the plausible "data failure", that the answer to the proposed question is best answered most carefully in unraveling its dynamic sense.

First is the concept of data and big data respectively as an enormous digital data base of collected consumer information from varied technological mediums. It is willfully provided for a wealth of reason with impending clause of private and specific

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use. However, it is known to be stored for further and future use by the business or website owners and others who have the proprietary authority to capture and sale its datasets. The businesses and public interest also are at risk of being hacked, suffer phishing, malware and ransomware attacks in efforts to obtain information or blackmail for some form of currency.

Despite the strategy inside "ads", another source of internet and AI income, data remains the primary issue. As the ability to advertise services the needs of the business sales or service while supporting the host, the non-tangible funds are intertwined with data and best to sort and use it to innovate and broaden use of business products and services.

Secondly in technology is the reality that data is the sole bases of which social and business interactions are based. Data is a tool and sole means of communicating and tracking daily activity. There is thence no in-action flaw with data and data base storage in itself only the potential for misinformation, error(s), or intentional misuse. It enables us to stay in touch and store work or personal matter while protecting our environment. (cloud storage) It is a safe haven for gamers and a means to seek virtual competitors. Yet, it can to be a stalking ground for alternative behavior or interest.

Data corporations are the authorities of processing their retained information and redistributing it within its appropriate category. Joining data is difficult as the team member must identify how best to adjoin 1PD (party data) and 3PD in terms of its nature. For instance, logging traffic information works for specific time zones as it alerts media and the public when warnings are eminent. Outside of those specified time zones, continuous data is not of use. Traffic data in the mid-morning or late-night hours have no severe impact upon travel time and maybe considered useless.

The thrill of cataloging data to enable the modern world to thrive, though in demand, has its consequences when we focus upon the development and maintenance of data centers which house the enormous AI macro computer systems and must secure maximum level of power as it is compared to that of an entire city. Because of this, disputes have and are arising as these complexes are slated for development.

The uptake of 'cloud' digital storage, though costly, enables non-tangible information to remain a permanent record of both word and visual data. Our investment into gigantic data centers throughout the country and world is costly, environmentally hazardous and depletes community grid access while employing hundreds and contracting alternates within the surrounding communities. Data Centers are subject to regulation through legislation which can directly or indirectly pose a threat to the

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industry. Though they are focused upon primarily data protection and information security, these structures pose problems, hindrances to both developers, investors and industry professionals. These issues are of global concern despite the differences found in each countries approach to data management, public policy and industry guidelines and standards.

Overseas information is restricted from “data transfer” outside of the UK or EU without special consent. Adherence to international data transfer agreement or established binding corporate rules is required along with a specific assessment of the possible risk to the people whose data is being transferred must be implemented.

There data centers rely on diesel fuel for back-up generators. Because this is a needed commodity, the tech industry is sensitive to the recent fuel taxation hike in the UK. It becomes an added expense which must be determined in value with the actual 'data' at market.

Also, expensive, the implementation of the "Algorithm(s)" is failing sovereignty. Algorithms process a set of rules for calculations, applied in problem-solving or decision-making. An AI's are a technical writers dream functioning at top rate, capturing a wealth of data which adheres to the analytic tool chosen for the specified analysis of interest. They also a device of psychologist and others for whom it is structured. The output should grant the ability to predict outcomes based upon social complexities through computer simulations whose premise is that of interdepend algorithms. One plus two to compliment a dually supported outcome.

The biggest issue amongst researchers and data us strategist, is the realization that the ‘algorithms’ are not bad. The quality of the algorithm is bound within the objective of its intended use. When it comes to the expected outcome or output from implementation of such tools, it is relative to the degree of safety, legality, and fairness interwoven in its design. Some, which of course, are surveille of people and professionals, are a path toward ruining their lives as it is impartial, racially divisive, and enable gaming.

Gaming is when a person can alter their activity to obtain their choice outcome. The best example is in credit ratings or scoring which uses certain criteria like bill payments to evaluate a person’s credit worth for let’s say a loan. Most consumers pay timely whatever bill is used to seemingly present as dependable. We as people know how to “game” an algorithm that enables us to draw our own conclusions.

There is the continued use of algorithms which use criteria that excludes one culture and probes zones or questions that befit that of another to readily identify them

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as “security risks” or “good candidates” from those stakeholders seeking such data. This is biased and racial profiling which can lead to mis-information and hence poor analytical outcomes.

This prompted some such analysis which conclude that the full use of ‘science into data science’, as it suggestive of psychology, sociology and anthropologic founded staging, for true analytic ability of data outcomes. An algorithms purpose is to appease its stakeholders who care about the output. This exemplary of one formulated to find taxpayers to survey, profiling customers at airports (racial or security) or identify LVC (least valued customers). And, there too is the need for operable monitoring of the algorithms in use as some result in non-consistent, biased outcomes. There is not proven accuracy nor transparency in its computed outcomes and not agreement upon human behavior evaluation components.

One such evaluator of algorithm use has bolstered the need for industry leaders to protect the public and business through mimicking the use of a “safety board”. This paths the way for corrective measures to be infused into algorithm use as they are able to identify the problems with its use and who is responsible for the error(s). Technological writers are employed to develop such devices and are not thence responsible for how industry uses them. The inconclusive nature in use of specifically designated algorithms is such that data storage, data assessment and redistribution are lucrative economically and as a social science reality serum. The limiting factor is the relevant data that can confirm or refute the initial hypothesis which may stand as an open error posed as a threat to privacy inside increasing storage and integration of personal data and an indirect form of character assassination.

And as with most industries, the use of these tools is disrupting the corporate wealth pool as litigation commands retainer services and a financial ability to afford plausible cost to settle a case when necessary. The implications for such monetary resources may best be served in a communal sense as with the established data center litigation fund to finance such happenings.

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Data Defense: is it or isn't it failing us?

Our modern world and all the creativity of business and technology professions has progressed onto a new path as we submerge ourselves into a paradigm shift along this open corridor in data. We have become a data intensive world. Data is exchanged in almost every aspect of our being from birth certificates onto social media and online game intellectual concepts. We willingly submit to each opportunity to give something of ourselves and others each time we go onto the internet, use social rooms and even utilize a car or food service. It is our digital traces and footprints which enable social science theories of innovative sense to be evaluated and proven.

This Data driven market fluidity is the pressure behind the development of algorithms and data models which are determinant of our global social and economic outlook(s). It is the "real-time" indicator which denotes the immediate uptake and plausible corrective measures to mobilize trends feeding the consumers wants. It also enables the development of products which satisfy the community current needs. This is not without analyzing sales as predictor of a service or products longevity in the marketplace.

However, the real complexity of data is better stated by hackers, those who are consumed with earning income using vulnerable points inside the security walls protecting our free information. As it is said, "the geeks have inherited the earth and access to free public data in a zone where rules seemingly don't apply. Though it is true that we exchange our personal data for something we want or value, it too is truth that we are inspired with safety inside antiquated views. Understanding that everything is free, data is free, as free and the in-practice charge for open source models.

Morality, as a weapon of control or more softly stated, mechanism of self-control expressed through the eight principles of AI data ethics. I found that technologist have always questioned their personal sense of intrinsic values as proportionate to potential

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wealth. Just as the noted social distribution of technology amongst the classes having the poor educating and using tech tool as a soul means of survival verses the upper class whom define their relationship in dollar plausible value of use.

The reasoning behind the AI tool is economical as a financial savior to some and a time sensitive aide to others. Typically, both are indices of outcome variables. There are designer college courses, AI bots, medical diagnosis, analysis of data, and automated business devices which minimize the necessity for man power, decreasing business expenditures while sustaining using less brain power in thought toward decision making.

Therefore, I reiterate that data isn't failing us as people, business owners or consumers. It is human intervention that indirectly causes the uptake of 'data' to become weaponized and a dangerous commodity to store in Big Data base centers which are growing in numbers around the world. These centers are also gluttonous power-hungry properties that burden the surrounding communities. In the yesteryears, data was an artifact which taught us of our ancestry whereas today, society sees data as a "value" added asset that has the potential to do good are cause harm through exploitation. A proper team comprised of data scientist, platform engineers, algorithm specialist, business analyst, web analyst, data managers must be assembled. This is the pathogenic truce along the tract of algorithm input and its relative output.

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