What is the fuss about Big Data

Kwo-Sen Kuo (1,2) and Rahul Ramachandran (3)

(1) Bayesics, LLC, Bowie, Maryland 20720, USA, (2) NASA Goddard Space Flight Center, Greenbelt, Maryland 20771, USA, (3) NASA Marshall Space Flight Center, Huntsville, Alabama 35812, USA

In this presentation, we attempt to provide a simple, practical, and yet appropriate definition to Big Data, which in one short sentence captures the essence of the now-famous 4V's. An example from history will elucidate the definition. Two measures are then introduced for gauging the severity of Big Data problems, which are useful for setting priorities. We follow with the introduction of a commonality that most, if not all, Big Data technologies share. From there, we make observations of and predictions to the near-future landscape of Big Data in Earth science. We then conclude with challenges and opportunities according to the predictions.