Activity guide – Data in the real world

Routz

Routz is a company that helps people navigate traffic. It has maps of locations all around the world and knows real-time information about traffic conditions. When you type in a destination you want to go, it will give you the best route it can find.

Routz wants to improve its data to provide even better directions. Your job is to help the company decide what data it could collect to improve those directions.

Name(s) _____

Period _____

Date _____

1. What data should Routz collect to improve its recommendations?

   _____

   _____

2. Where could it get that data?

   _____

   _____

3. Watch the video about Waze, and explain how it solves this problem.

   _____

   _____

Nyle

Nyle is a company that sells all kinds of products online. Users on the site can search for and order products that are interesting to them.

Advertisers would like to advertise their products on Nyle to increase sales. Ideally they would only show ads to people who are likely to buy their products.

1. What kind of information should Nyle collect about its users to make sure ads are relevant to their customers?

   _____

   _____

2. How might it collect this information?

   _____

   _____

3. Watch the video about Amazon and explain how it solves this problem.

   _____

   _____

Reflection

There are many ways that data can be collected to solve problems. Fill in as many examples from your discussions today that fall into each of the categories below.

User Actively Provided

The user actively provides data and understands that their actions are providing data to the company

User Passively Provided

The user might not know that their behavior on the website is generating data to solve a problem.

Sensor Data

Sensors automatically collect data about the world. Usually this is not measuring anything about people.

Sometimes people do not realize that they are providing data when they use technology.
What's one example of data from above that a user may not want to share? _____
Why might a user want to keep this data private?_____
_____