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## BIG DATA IS TRANSFORMING POLITICS AT BOOTH LEVEL "BIG DATA MAKES IT EASY FOR CANDIDATES TO DISMISS THEIR OPPONENTS"



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: Reportedly the "Big data revolutionized the way Indian politicians win more seats with less percentage of votes in elections but the political parties need to rework their strategies according to specific data availability. In the process, it is going to break Indian politics and gives breaking news unexpected by majority". The argument is simple enough: Politics "broke" because the system is paralyzed by polarization, and it's paralyzed by polarization because technology and demographic data have made it easier (and less risky) for campaigns to target their base instead of appealing to a broad swath of voters. Big data — defined by experts "combination of massive technological power and endlessly detailed voter information" has certainly changed the way campaigns are conducted. Like corporations, campaigns now know far more about their constituents than ever before what they read, which movies they stream, which shows they watch, where they shop, which products they buy. This allows campaigns to identify their most likely voters and target them with ads and favorable content. The result, increasingly, is that candidates talk only to voters disposed to agree with them, as opposed to persuading those who don't. In the end, Big data makes it easy, mobilizing likely supporters is "faster and far less expensive than persuading their neighbors." So that's what campaigns do: ignore the center and concentrate on the most fervent supporters. This is the era of Big Data and these are undoubtedly revolutionary times. Massive amounts of data are being generated by the hour, from social media and from enterprises. It would be extremely foolish to waste this treasure trove by simply doing nothing about it. Enterprises have learnt to harvest Big Data to earn higher profits, offer better services and gain a deeper understanding of their target clientele. Big Data basically refers to the huge amounts of data, both organised and unorganised, that enterprises generate on a day-to-day basis. In this context, the volume of data is not as relevant as what organisations do with the data. Analysis of Big Data can lead to insights that improve strategic business decision-making.

The importance of Big Data: Reportedly as mentioned, the value of Big Data does not depend on how much information you have, but depends precisely on what you are going to do with it. You can harvest data from any point and examine it to find solutions that enable these four things: Price reductions, Time reductions, Fresh product development and modified offerings, Making smart judgements. When you pool Big Data with high-energy analytics, the following business-related tasks are possible: Identifying reasons of failures, issues and flaws in real-time. Generating vouchers at the point-of-sale based on the customer's purchasing history. Calculating the full risk of certain functions within minutes. Detecting deceitful behavior before it impacts your organization.

Political use of business intelligence and analytics is not new today. Many campaigns have for long used big data analytics to micro-target certain voter segments, gather information on demographics of states, develop electoral maps, analyze voter patterns in past elections, booth management and understand issues most relevant to the voters and then crafting a message which will appeal to the broad electorate. Reportedly this was seen best during the elections of 2014. According to the effective use of big data analytics by the Obama campaign is cited by political analysts as one of the major reasons for his victory over Mitt Romney, his Republican challenger. The Obama campaign had a staff of 100 people specifically to work on data analytics. The campaign made use of the HP Vertica MPP analytic database along with R and State to get ahead of the Romney campaign. The campaign also used techniques like Airwolf and media optimizer. With Air wolf, door-to-door campaigners were able to take the responses of voters and feed it to the HP database analytics engine. Media optimizer allowed for better targeting of voters through Ad buys by performing a full analysis on the voter database available with the Democratic Party. Romney too used data analytics, such as through the Project Orca application, but the much inefficiency in the system ultimately led to poor results. Reportedly these factors ultimately led to Obama's victory in the election.

According to reports key area where data analytics played an important role was in social media. A key statistic with regards to this election was that it saw the participation of over 100 million first-time voters, mostly in their youth. Social media presented an opportunity to reach out to this constituency. Political parties used data mining to track all the social media posts being made and applied data analytics to social media channels to understand voter concerns and issues on a real time basis and respond appropriately to them.

Ever since 2014, Parties have slowly begun to adapt themselves to the new rules of the electoral battlefield to manage campaign which delivered results, helping parties win elections. Now other parties are jumping on the bandwagon, with the congress hiring talented to manage their campaigns. Big data and analytics is playing an ever increasing role in election campaigns and one can expect more and more parties to join the big data bandwagon. This will only lead to a spurt in demand for data scientists and number crunchers. And this will further promote the use of data analytics tools for election management.

As noted reportedly, the BJP, AAP and Congress and others, therefore take social media seriously. As is well-known online campaigns played a major role in brand building en route to power. Arvind Gupta, head of the BJP's IT cell during the 2014 elections, reportedly said that for a period of 18 months, particularly between December 2012 and February 2014, the party's "primary campaign was on digital and social media." The planning included 3-4 years of meticulous data collection. "We had data on each of the 543 constituencies. We knew how many mobile and Internet users were present in each constituency... we used analytics to understand which polling booths had voted for the BJP in the previous elections for each polling booth data analytics was used to segregate voters into blocks to determine who were pro, undecided or against the BJP... We first used deep analytics to understand group communication behaviour and then used appropriate technology to communicate with them." Modi's online influence has only grown with time. He now has 26.9 million followers on Twitter (up from 8.5 million in 2014), more than 39 million subscribers to his Facebook page and he has a loyal fan base that aggressively trolls critics. Digital is playing a big part in BJP's campaign in UP, with a team dedicated to "data crunching, seat analysis, digital media and operations." Data is in any case widely available – and thanks to demonetization there is now an explosion of privately-controlled data in India owing to the government's nudge to people to use apps for payments. Moreover, India does not have a privacy law, there is in fact a default opt-in principle in place when it comes to data sharing and, on average, each person has 32 apps in a Smartphone. All this amounts to a very conducive environment for personality-profiling and ad targeting.

Even TV channels adopted data analytics in an attempt to predict the winners. CNN-IBN got together with Microsoft to set up an analytics center to track these elections. Several other TV channels also tied up with IT companies for similar purposes. This trend has gone on in subsequent elections, with TV channels using increasingly sophisticated tools to analyze election results.

Examples of Big Data as per reports: The automotive industry: Ford's modern-day hybrid Fusion model yields up to 25GB of data per hour. This data can be used to interpret driving habits and patterns in order to prevent accidents, deflect collisions, etc. and in Entertainment: The video game industry is using Big Data for examining over 500GB of organised data and 4TB of functional backlogs, each day. The social media effect: About 500TB of fresh data gets added into the databases of social media site Facebook daily.

Types of Big Data: As per reports: Big Data can be classified into the following three main categories.

1. Structured: Data that can be stocked, approached and refined in the form of a fixed data format is termed as structured data. With time, computer science has been able to develop methods for running with such data and also deriving value out of it. Nevertheless, these days, we are anticipating issues related to the sheer volume of such data, which is turning into zettabytes (1 billion terabytes equals 1 zettabyte).

2. Unstructured: Data in an unmapped form is known as unstructured data. Large volumes of unstructured data pose many challenges in terms of how to derive value out of it. For example, a heterogeneous data source, incorporating a collection of simple text files, pictures, audio as well as video recordings, will be difficult to analyse. These days, organisations have an abundance of data available to them, but unfortunately they don't know how to extract value out of it since this data is in an unprocessed form.

3. Semi-structured: This can comprise both forms of data. Also, we can consider semi-structured data as a structure in form, but in reality, the data itself is not defined, e.g., data depicted in an XML file.

The four Vs of Big Data: Some of the common characteristics of Big Data reportedly are four V..

1. Volume: The volume of data is an important factor in deciding on its value. Hence, volume is one property that needs to be considered while handling Big Data.

2. Variety: This refers to assorted data sources and the nature of data, both structured and unstructured. Previously, spreadsheets and databases were the only origins of data considered in most of the practical applications. But these days, data in the form of e-mails, pictures, recordings, monitoring devices, etc, are also being considered in investigation applications.

3. Velocity: This term refers to how swiftly data is generated. How fast the data is created and refined to meet a particular need, determines its real potential. The velocity of Big Data is the rate at which data flows from sources like business procedures, application logs, websites, etc. The speed at which Big Data flows is very high and virtually non-stop.

4. Veracity: This refers to the incompatibility between the various formats that the data is being generated in, thus constraining the process of mining or managing the data profitably.



**Big Data architecture as reported :** Big Data architecture comprises consistent, scalable and completely computerised data pipelines. The skillset needed to build such infrastructure requires a deep knowledge of every layer in the heap, starting with a cluster design to setting up the top chain responsible for processing the data. And the complexity of the stack, along with how data pipeline engineering touches every part of it. The data pipelines collect raw data and transform it into something of value. Meanwhile, the Big Data engineer has to plan what happens to the data, the way it is stored in the cluster, how access is approved internally, what equipment to use for processing the data, and finally, the mode of providing access to the outside world. Those who design and implement this architecture are referred to as Big Data engineers.

**Big Data technologies that can be used:** As experts tell , the subject of Big Data is very broad and permeates many new technology developments. Here is an overview of some of the technologies that help users monetize Big Data.

- 1. Map Reduce:** This allows job implementation, with scalability crossing thousands of servers.: **Map:** Input dataset transforms into a different set of values. And **Reduce:** Many outputs of the Map task are united to form a reduced set of values.
- 2. Hadoop :** This is the most admired execution of MapReduce, being a completely open source platform for handling Big Data. Hadoop is flexible enough to be able to work with many data sources, like aggregating data in order to do large scale processing, reading data from a database, etc.
- 3. Hive:** This is an SQL-like link that allows BI applications to run queries beside a Hadoop cluster. Having been developed by Facebook, it has been made open source for a little while and is a higher-level concept of the Hadoop framework. Also, it allows everyone to make queries against data stored in a Hadoop cluster and has improved on Hadoop's functionality, making it ideal for BI users.

**Reported Advantages of Big Data processing:** The capability of processing Big Data has various benefits.

- 1. Businesses can make use of outside brainpower while taking decisions:** The right to use social data from search engines and websites like Facebook and Twitter is enabling enterprises to improve their business strategies.
- 2. Enhanced customer service:** Customer response systems are getting replaced by new systems intended for Big Data technologies. Within these new systems, Big Data technologies are being utilised to read and assess consumer responses.
- 3. Early recognition of risks for the services:** Risk factors can be recognized beforehand to deliver the perfect data.
- 4. Improved operational competence:** Big Data technologies can be utilized for building staging areas or landing zones for new data, prior to deciding what data should be moved to the data warehouse. Also, such incorporation of Big Data and data warehousing technologies helps businesses to bypass data that is not commonly accessed.

**The reported The challenges:** Though it is very easy to get trapped in all the hype around Big Data, one of the reasons it is so underutilized is that there are many challenges still to be resolved in the technologies used to harness it. Some of these are:

1. Companies and political parties are face problems in identifying the correct data and examining how best to utilise it. Constructing data-related business cases or political outcomes frequently means forming opinions out-of-the-box and looking for income models or election winning modules and that are extremely different from the traditional election winning model. Which are based on practical wisdom
2. Companies and political parties are reluctant to choose the fine talent that is capable of both working with new technologies and examining the data to find significant business insights.
3. A bulk of data points have not been linked yet, and companies and political parties frequently do not have the correct platforms to combine and manage the data across the enterprise.
4. The technology in the data world is evolving very fast. Leveraging data means functioning with well-built, pioneering technology collaborators – companies that can help create the right IT design so as to adapt to changes in the landscape in a well-organised manner based on political and emotional intelligence..

**Conclusions :** The accessibility of Big Data booth wise , inexpensive product hardware, and new information managing and analytics software have come together to create a unique moment in the history of data analysis. To win the elections based on booth level information and now political parties have the practical capability that is necessary to examine these amazing data sets rapidly and cost-effectively, for the first time in history. This ability symbolizes an authentic leap forward, and a chance to enjoy massive improvements in terms of work productivity or winning seats in elections with less percentage of votes and succeed with attractive solutions solving people's problems and soothing their apprehensions with winning slogans.

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