**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 4: ACTIVITY 6**

**HOMEWORK ACTIVITY**

**Big data**

Watch [Kenneth Cukier: Big data is better data](https://www.youtube.com/watch?v=8pHzROP1D-w) on YouTube at <https://www.youtube.com/watch?v=8pHzROP1D-w>.

Think about an organisation with which you are familiar. Does it have a ‘Big Data’ problem or a ‘lots of data’ problem? What benefits does Big Data offer your organisation?

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