



# NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF CSE (DATA SCIENCE)

TEDx Talk – “Big Data is Better Data”

Venue: Room C 204

Time: 9:00 AM-10:00 AM



## TEDx Talk

Big Data is Better Data

📅 27<sup>th</sup> February 2026

🕒 09:00 AM - 10:00 AM

👥 IV Sem

Speaker: **Mr. Kenneth Cukier**

Faculty Coordinator

**Ms. Pallavi Nayak**  
Assistant Professor - CSE(DS)

Convenor

**Dr. B Swathi**  
HoD - CSE(DS)

**Dr. R J Anandhi**  
Dean - Academics

**Dr. Manjunatha**  
Principal

Organised by

Department of Computer Science and Engineering (Data Science)

The Department of Computer Science and Engineering (Data Science), New Horizon College of Engineering, organised a TEDx Talk titled “Big Data is Better Data” on 27th February 2026 for the 4<sup>th</sup>-semester students. The session featured Mr. Kenneth Cukier, a renowned technology journalist and author known for his work on big data and its impact on society.

The session provided valuable insights into the growing importance of Big Data and how it is transforming the way organisations, researchers, and governments understand and solve complex problems. The talk began with an introduction to the concept of big data and explained how the increasing availability of digital information is enabling deeper analysis and better decision-making across industries.



The speaker explained that big data refers to extremely large and complex datasets that require advanced tools and technologies to store, process, and analyse effectively. These datasets often include structured, semi-structured,

and unstructured information generated from sources such as the internet, mobile devices, sensors, and social media.

A major focus of the session was on how having more data allows organisations to discover new patterns and insights that were previously impossible to identify. The speaker illustrated this idea with real-world examples showing how large datasets can reveal trends in consumer behaviour, healthcare, transportation, and scientific research. According to the talk, big data enables machines and algorithms to analyse massive information quickly and generate predictions that support smarter decision-making.

The speaker also discussed how big data is closely connected with technologies such as Machine Learning, Artificial Intelligence, and Predictive Analytics. These technologies use large datasets to learn patterns and make predictions, which can improve efficiency, automate processes, and enhance services across various sectors.



Another important theme of the talk was the impact of big data on society and the economy. The speaker highlighted how big data is being used to improve healthcare diagnostics, optimise business strategies, enhance urban planning, and support scientific discoveries. At the same time, the session addressed potential challenges such as data privacy concerns, misuse of personal information, and the ethical implications of predictive algorithms.

The speaker emphasised that while big data provides powerful opportunities for innovation and problem-solving, it must be used responsibly with proper regulations, and ethical guidelines. Students were encouraged to develop strong analytical skills and explore careers in fields such as Data Science, Data Analytics, Machine Learning, and Artificial Intelligence.

The session concluded with an interactive question-and-answer session, where students discussed topics such as the future of data-driven technologies, career opportunities in the field of Data Science, and the role of big data in solving global challenges.

Overall, the TEDx talk offered students a comprehensive understanding of how big data is shaping the future of technology and decision-making. The session inspired students to explore the vast possibilities of data-driven innovation and highlighted the importance of responsible data usage in modern society.



Faculty Coordinator

Assistant Prof.

Ms. Pallavi Nayak



Convener

HoD-CSE-DS

Dr. B Swathi