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Lesson 10:

Data, Information,
Knowledge

Mindshare

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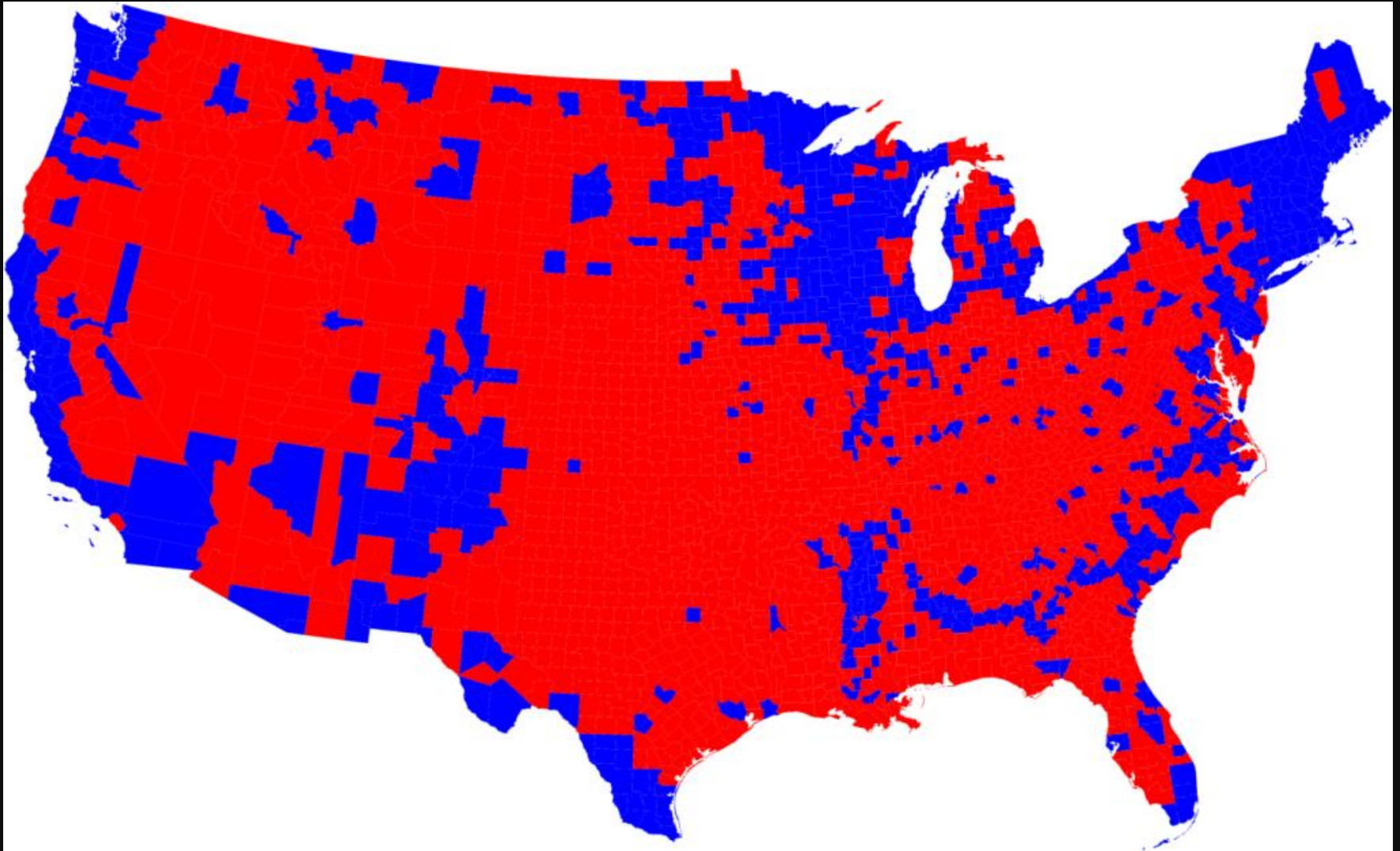
These pixels are not available, sorry (92,1)

The Million Dollar Homepage is a 1,000,000 pixel grid of various advertisements and links. The grid is densely packed with small, colorful ads for a wide variety of services and products, including:

- Cartridge SAVE
- BINGO
- 2CO.com
- LOANS
- SEO GUARANTEED
- WIN AUCTION
- BIG
- Imagination GYM
- Download Movies
- FREE HOSTING
- FREE RINGTONES
- WIN
- FREE HOSTING REVIEWS
- WebHosting
- DIET FM
- Tom Corven
- Search
- THE GAME
- HEALTHCARE
- COUPONS
- tabmarks
- FREE
- grab ya?
- How does
- FREE
- grab ya?
- Book 300,000
- HOTELS
- Worldwide

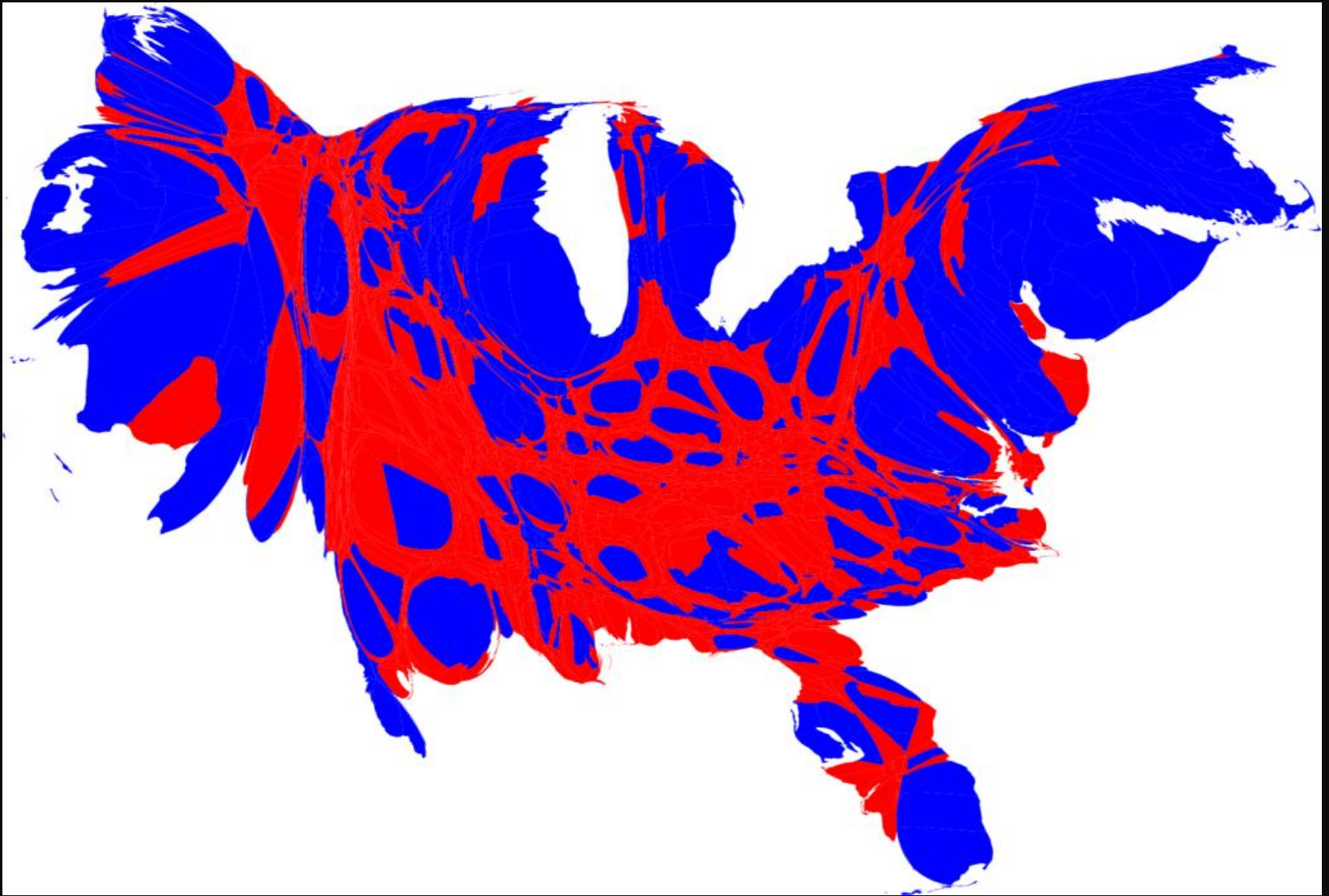
Milliondollarhomepage.com

Mindshare



Obama/McCain 2008 Election Result by District

Mindshare



Obama/McCain 2008 Election Results by Population

Mindshare

Push VS Pull Media

Push Media

Ads

Radio Stations

Television

Game Systems

Pull Media

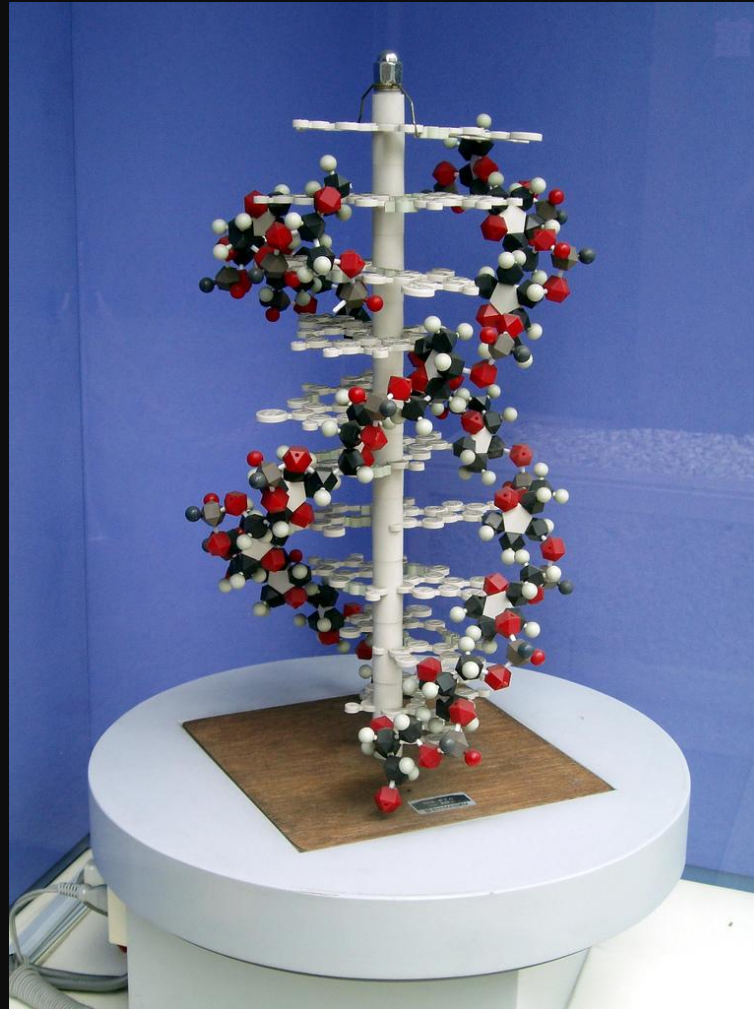
Search Engines

Social Networking

Open-Source

Creative Commons

The Gene



DNA Double Helix

The Meme

CULTURAL INFORMATION

PRACTICE OR **IDEA** OR CONCEPT

THEORIES PRACTICES HABITS SONGS

NATURAL SELECTION

EXAMPLES MIGHT INCLUDE THOUGHTS IDEAS

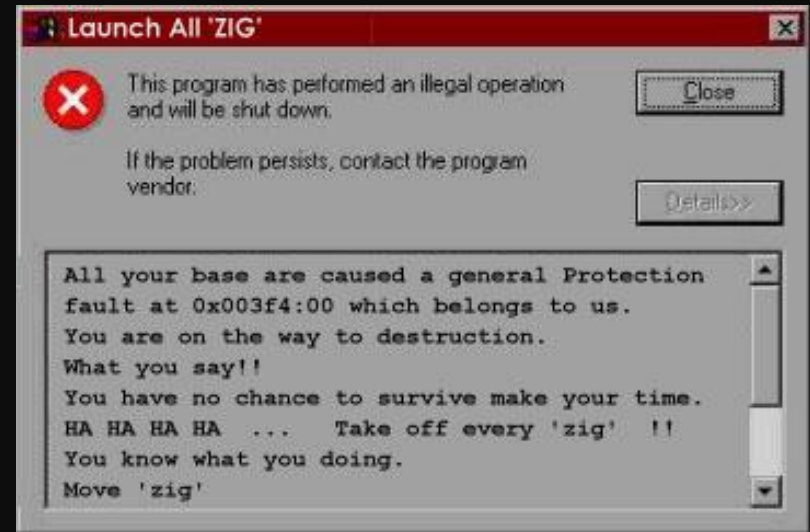
CHARLES DARWIN'S IDEAS

SELF-PROPAGATING

SURVIVAL AND COMPETITION INFLUENCE THEM

MEME

The Meme



All Your Base Are Belong to Us

The Meme

Chuck Norris

- Scientists have estimated that the energy given off during the Big Bang is roughly equal to 1CNRhK (Chuck Norris Roundhouse Kick)
- When taking the SAT, write "Chuck Norris" for every answer. You will score over 8000.
- Chuck Norris and Mr. T walked into a bar. The bar was instantly destroyed, as that level of awesome cannot be contained in one building.
- There is no theory of evolution. Just a list of creatures Chuck Norris has allowed to live.
- Chuck Norris doesn't read books. He stares them down until he gets the information he wants.
- When the Boogeyman goes to sleep every night, he checks his closet for Chuck Norris.
- When Chuck Norris does a pushup, he isn't lifting himself up, he's pushing the Earth down.
- Chuck Norris does not get frostbite. Chuck Norris bites frost
- Chuck Norris counted to infinity – twice.

The Meme



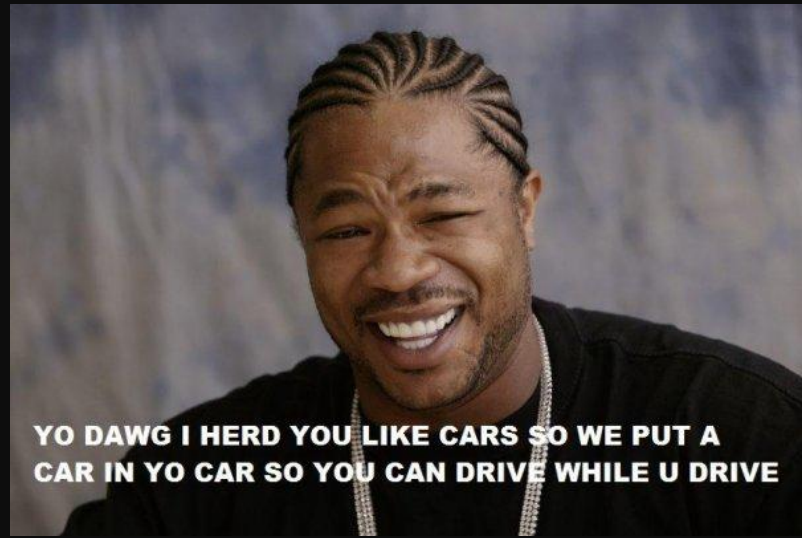
MY POKEMANS

Let me show you them.



LOL Cats

The Meme



Xzibit, *Pimp My Ride*

The First Database: The Etymologies (or Origins)

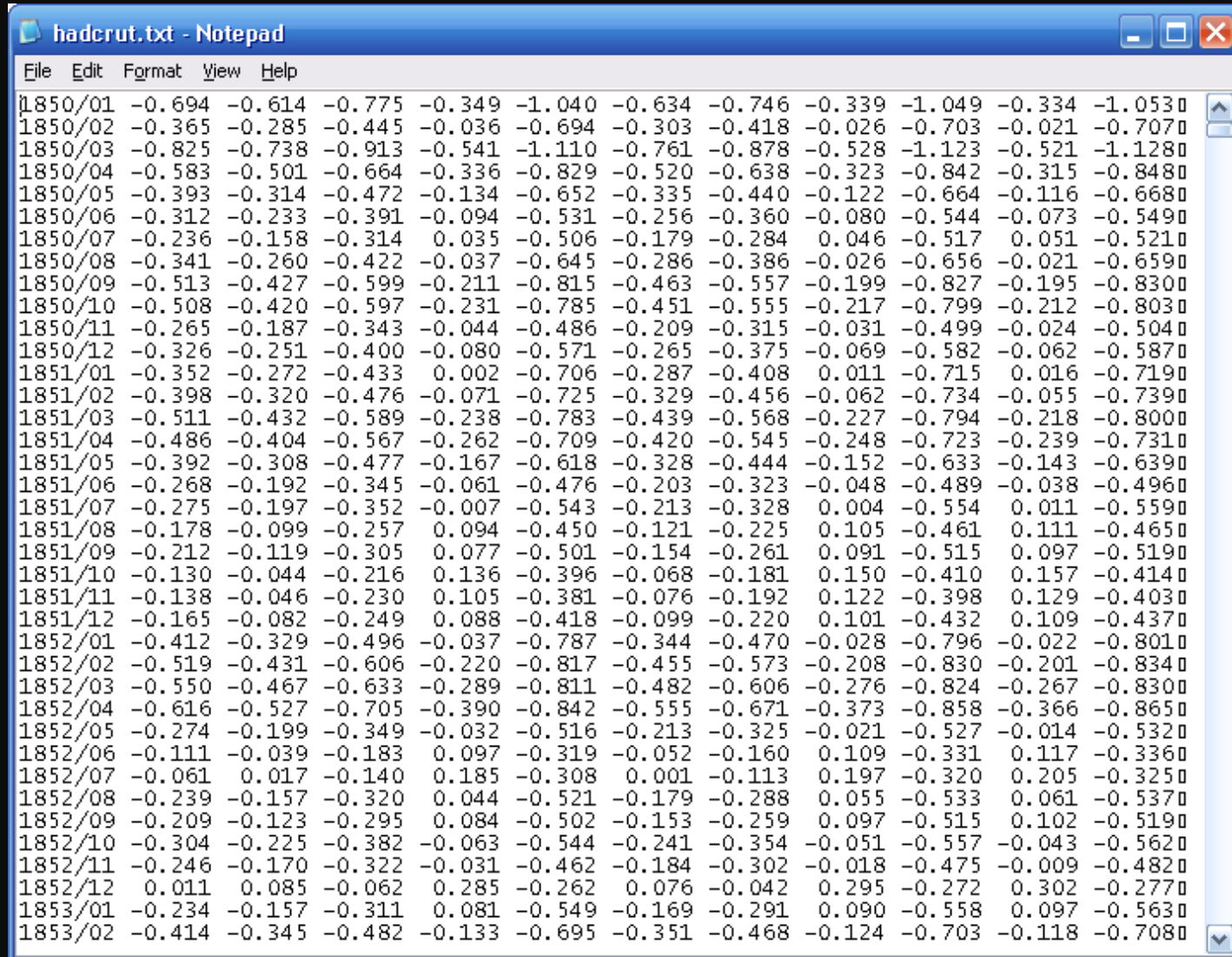
<http://penelope.uchicago.edu/Thayer/E/Roman/Texts/Isidore/home.html>

Data

Information

Knowledge

Data



hadcrut.txt - Notepad

File	Edit	Format	View	Help									
1850/01	-0.694	-0.614	-0.775	-0.349	-1.040	-0.634	-0.746	-0.339	-1.049	-0.334	-1.0530		
1850/02	-0.365	-0.285	-0.445	-0.036	-0.694	-0.303	-0.418	-0.026	-0.703	-0.021	-0.7070		
1850/03	-0.825	-0.738	-0.913	-0.541	-1.110	-0.761	-0.878	-0.528	-1.123	-0.521	-1.1280		
1850/04	-0.583	-0.501	-0.664	-0.336	-0.829	-0.520	-0.638	-0.323	-0.842	-0.315	-0.8480		
1850/05	-0.393	-0.314	-0.472	-0.134	-0.652	-0.335	-0.440	-0.122	-0.664	-0.116	-0.6680		
1850/06	-0.312	-0.233	-0.391	-0.094	-0.531	-0.256	-0.360	-0.080	-0.544	-0.073	-0.5490		
1850/07	-0.236	-0.158	-0.314	0.035	-0.506	-0.179	-0.284	0.046	-0.517	0.051	-0.5210		
1850/08	-0.341	-0.260	-0.422	-0.037	-0.645	-0.286	-0.386	-0.026	-0.656	-0.021	-0.6590		
1850/09	-0.513	-0.427	-0.599	-0.211	-0.815	-0.463	-0.557	-0.199	-0.827	-0.195	-0.8300		
1850/10	-0.508	-0.420	-0.597	-0.231	-0.785	-0.451	-0.555	-0.217	-0.799	-0.212	-0.8030		
1850/11	-0.265	-0.187	-0.343	-0.044	-0.486	-0.209	-0.315	-0.031	-0.499	-0.024	-0.5040		
1850/12	-0.326	-0.251	-0.400	-0.080	-0.571	-0.265	-0.375	-0.069	-0.582	-0.062	-0.5870		
1851/01	-0.352	-0.272	-0.433	0.002	-0.706	-0.287	-0.408	0.011	-0.715	0.016	-0.7190		
1851/02	-0.398	-0.320	-0.476	-0.071	-0.725	-0.329	-0.456	-0.062	-0.734	-0.055	-0.7390		
1851/03	-0.511	-0.432	-0.589	-0.238	-0.783	-0.439	-0.568	-0.227	-0.794	-0.218	-0.8000		
1851/04	-0.486	-0.404	-0.567	-0.262	-0.709	-0.420	-0.545	-0.248	-0.723	-0.239	-0.7310		
1851/05	-0.392	-0.308	-0.477	-0.167	-0.618	-0.328	-0.444	-0.152	-0.633	-0.143	-0.6390		
1851/06	-0.268	-0.192	-0.345	-0.061	-0.476	-0.203	-0.323	-0.048	-0.489	-0.038	-0.4960		
1851/07	-0.275	-0.197	-0.352	-0.007	-0.543	-0.213	-0.328	0.004	-0.554	0.011	-0.5590		
1851/08	-0.178	-0.099	-0.257	0.094	-0.450	-0.121	-0.225	0.105	-0.461	0.111	-0.4650		
1851/09	-0.212	-0.119	-0.305	0.077	-0.501	-0.154	-0.261	0.091	-0.515	0.097	-0.5190		
1851/10	-0.130	-0.044	-0.216	0.136	-0.396	-0.068	-0.181	0.150	-0.410	0.157	-0.4140		
1851/11	-0.138	-0.046	-0.230	0.105	-0.381	-0.076	-0.192	0.122	-0.398	0.129	-0.4030		
1851/12	-0.165	-0.082	-0.249	0.088	-0.418	-0.099	-0.220	0.101	-0.432	0.109	-0.4370		
1852/01	-0.412	-0.329	-0.496	-0.037	-0.787	-0.344	-0.470	-0.028	-0.796	-0.022	-0.8010		
1852/02	-0.519	-0.431	-0.606	-0.220	-0.817	-0.455	-0.573	-0.208	-0.830	-0.201	-0.8340		
1852/03	-0.550	-0.467	-0.633	-0.289	-0.811	-0.482	-0.606	-0.276	-0.824	-0.267	-0.8300		
1852/04	-0.616	-0.527	-0.705	-0.390	-0.842	-0.555	-0.671	-0.373	-0.858	-0.366	-0.8650		
1852/05	-0.274	-0.199	-0.349	-0.032	-0.516	-0.213	-0.325	-0.021	-0.527	-0.014	-0.5320		
1852/06	-0.111	-0.039	-0.183	0.097	-0.319	-0.052	-0.160	0.109	-0.331	0.117	-0.3360		
1852/07	-0.061	0.017	-0.140	0.185	-0.308	0.001	-0.113	0.197	-0.320	0.205	-0.3250		
1852/08	-0.239	-0.157	-0.320	0.044	-0.521	-0.179	-0.288	0.055	-0.533	0.061	-0.5370		
1852/09	-0.209	-0.123	-0.295	0.084	-0.502	-0.153	-0.259	0.097	-0.515	0.102	-0.5190		
1852/10	-0.304	-0.225	-0.382	-0.063	-0.544	-0.241	-0.354	-0.051	-0.557	-0.043	-0.5620		
1852/11	-0.246	-0.170	-0.322	-0.031	-0.462	-0.184	-0.302	-0.018	-0.475	-0.009	-0.4820		
1852/12	0.011	0.085	-0.062	0.285	-0.262	0.076	-0.042	0.295	-0.272	0.302	-0.2770		
1853/01	-0.234	-0.157	-0.311	0.081	-0.549	-0.169	-0.291	0.090	-0.558	0.097	-0.5630		
1853/02	-0.414	-0.345	-0.482	-0.133	-0.695	-0.351	-0.468	-0.124	-0.703	-0.118	-0.7080		

HADCRUT Temperature Data

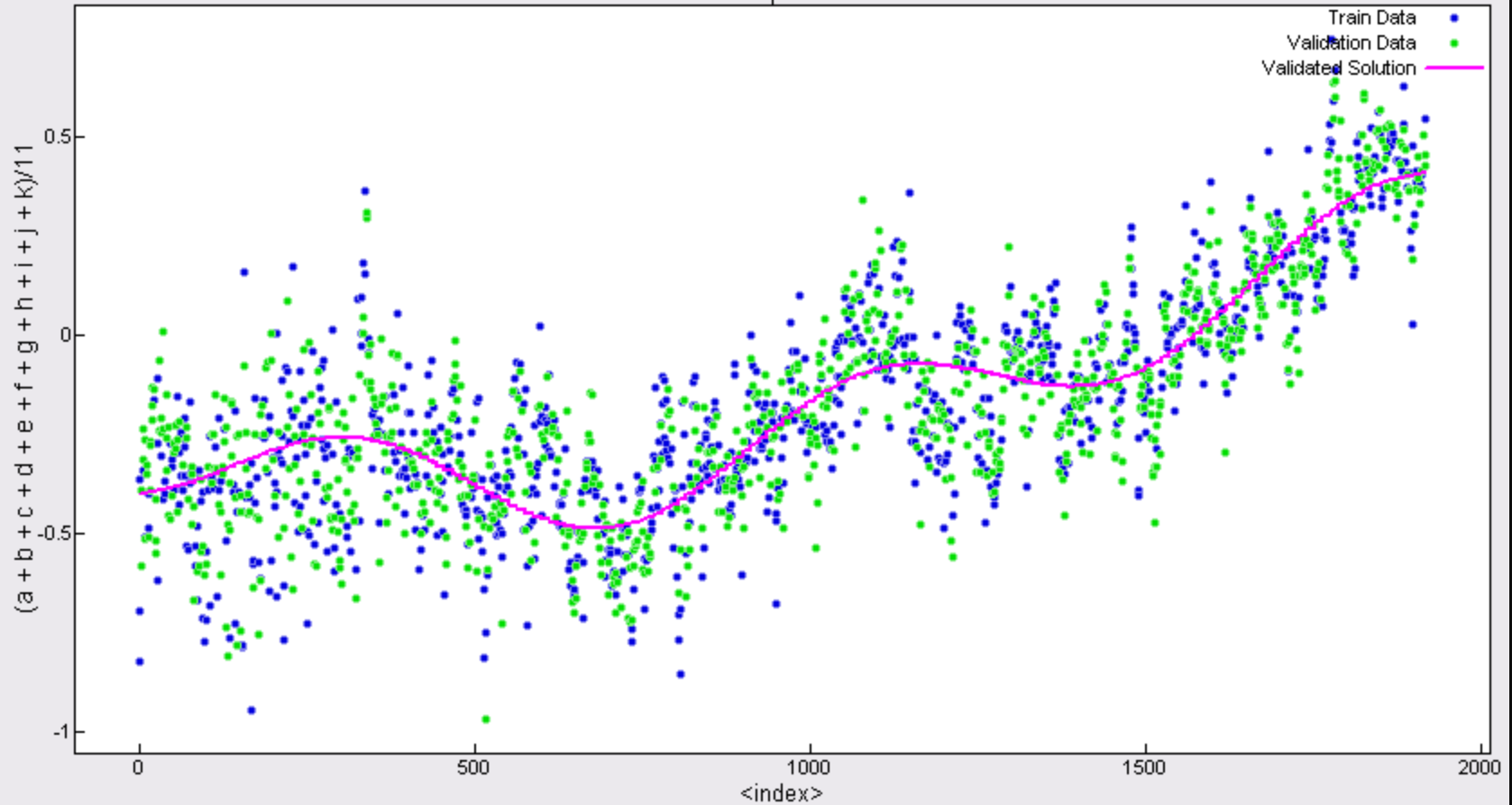
Information

17

0.418

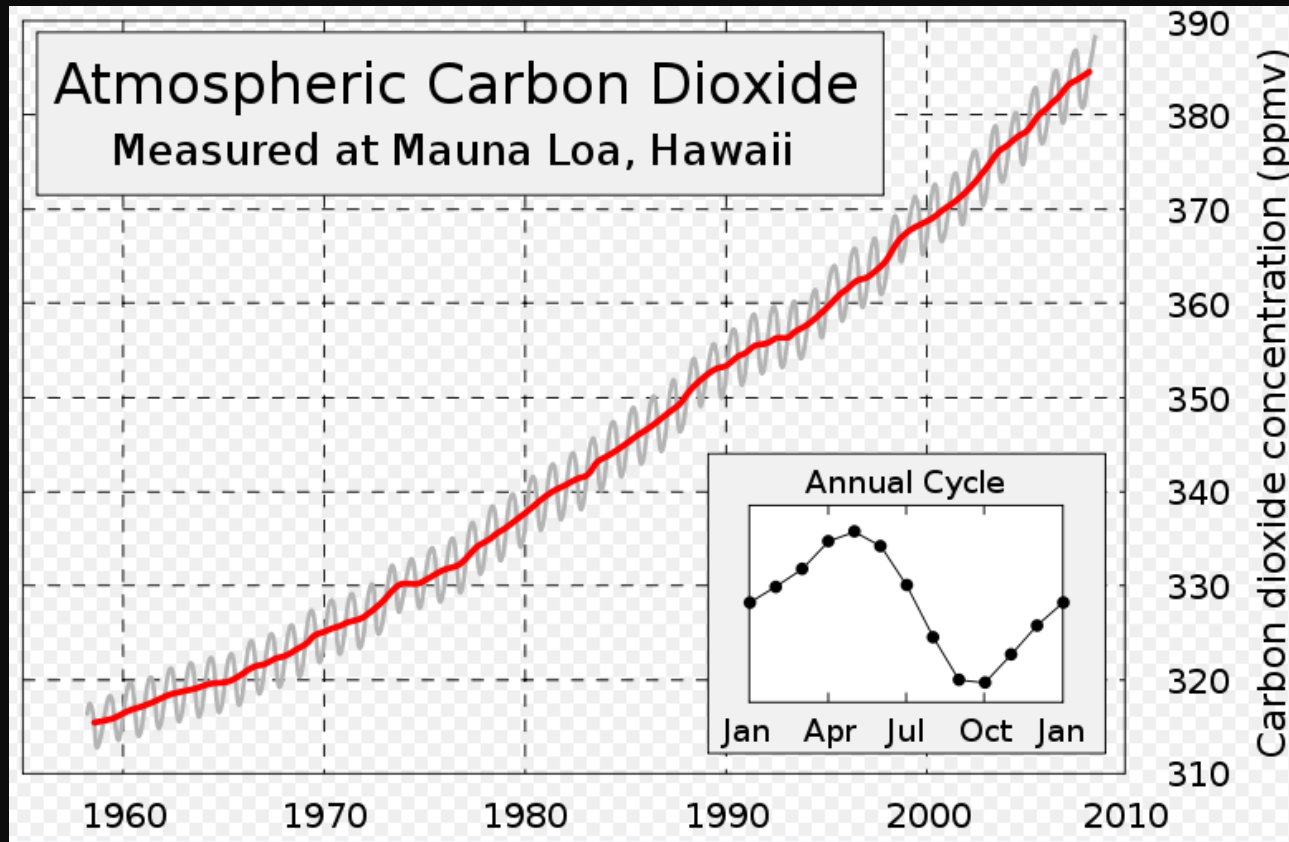
$$f(x) = 0.06 + 0.45 \sin(-0.02 x) - 0.12 \sin(-0.10 x)$$

Selected solution plotted with the data



HADCRUT Data Plotted in a Graph

Knowledge



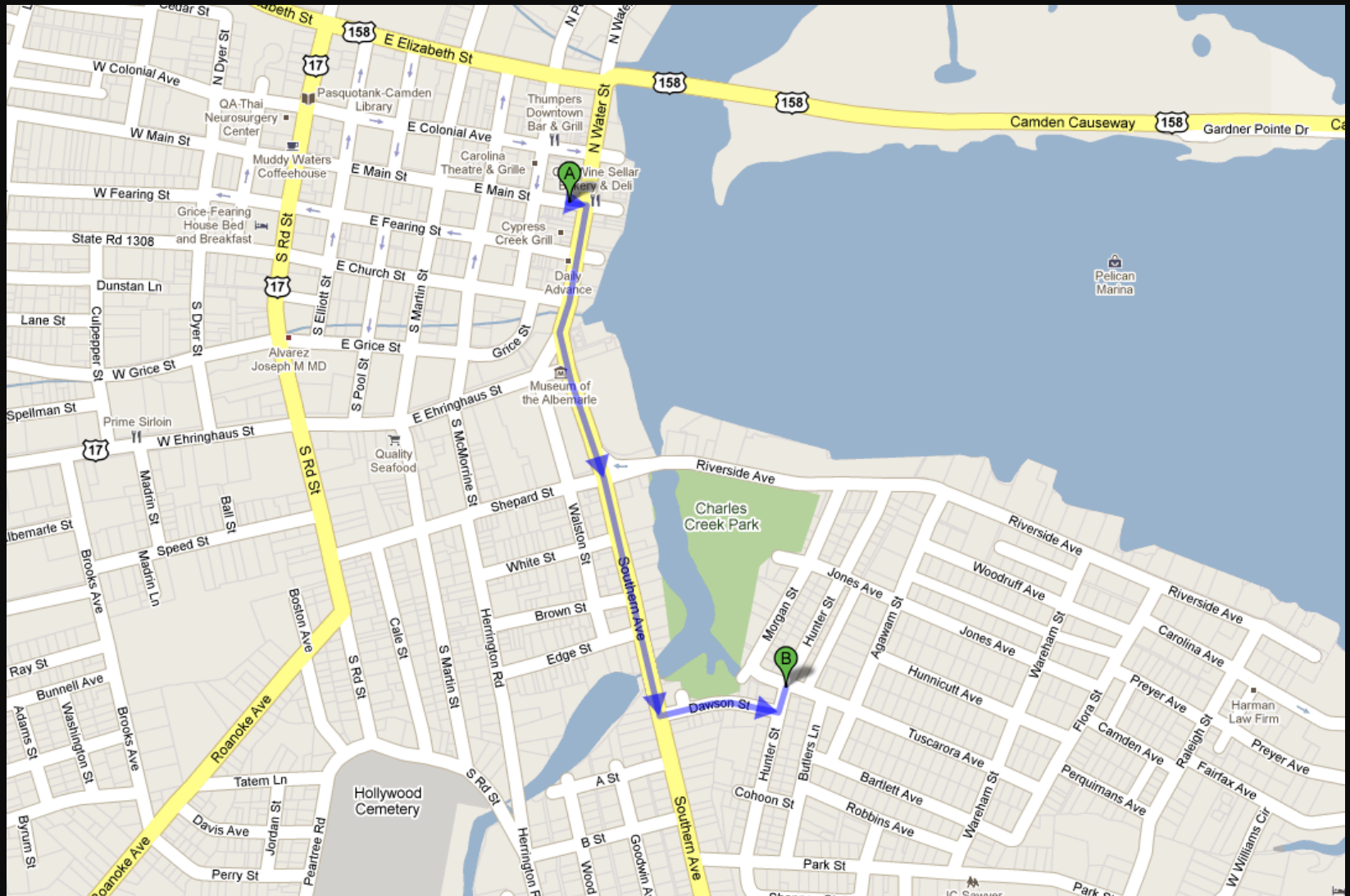
Carbon Dioxide, a greenhouse gas, has been increasing in the atmosphere as the Earth's temperature has risen, what does that mean?

Data vs Information vs Knowledge



- **Data:** raw facts in isolation
- **Information:** relating data to one another
- **Knowledge:** information that we have internalized and use to infer things about the world around us

Data, Information, or Knowledge?



Directions to the Science Center from Here

Data, Information, or Knowledge?

How do I get to the
Port Discover
Science Center?

Data, Information, or Knowledge?

Elizabeth City

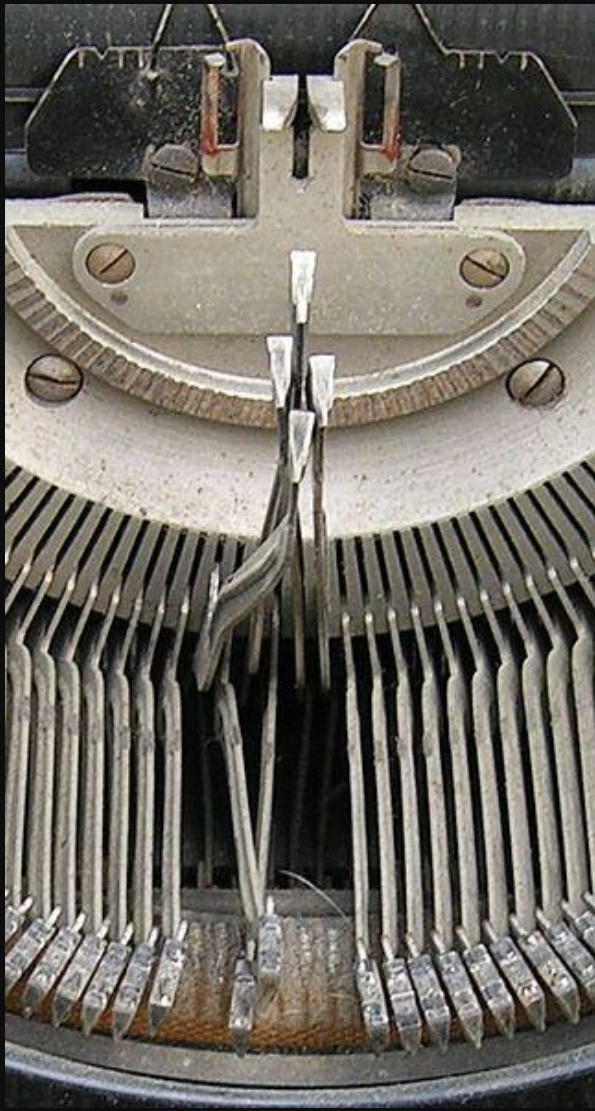
Longitude: 36n18

Latitude: 76w13

Data, Information, or Knowledge?



Data, Information, or Knowledge?



The Qwerty Keyboard was invented in 1876.

It's design was intended to keep the keys on a mechanical typewriter from jamming while allowing the typist to type quickly.

Data, Information, or Knowledge?

If the Dvorak keyboard layout supposedly allows people to type faster than they could using the Qwerty layout, why do we continue to use Qwerty today?