

# GEOSPATIAL BIG DATA ANALYTICS, CERTIFICATE

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Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

Geospatial data are central to the challenges and opportunities for science and society that big data provide. Geospatial data derive from a rapidly expanding array of sources that include sensors (from satellites, to cameras and other sensing devices carried by UAVs, to distributed sensors monitoring energy consumption, pollution, traffic, and more with smart cities), GPS enabled devices (in vehicles, smart phones, cameras, human wearable devices, and even ones small enough to mount on migrating songbirds), citizen science efforts producing volunteered geospatial data, address-linked public health and many other records, retail transactions, and location-linked social media posts. As geospatial data become more ubiquitous, big digital geospatial data has become an essential part of geographic analysis. The 12-credit Geospatial Big Data Analytics certificate is aimed at students who are seeking advanced data collection, processing, analysis, and communication knowledge and skills related to leveraging the growing array of geographically linked big data. Courses for this certificate have prerequisites that are not included in requirements for the certificate; such prerequisites may be completed through the undergraduate Geographic Information Science certificate.

Learning objectives: demonstrate an understanding of the breadth of methods and techniques available for handling large volumes of heterogeneous, rapidly-changing data; use multiple methods and techniques to conduct spatial analyses of big data and apply resulting analyses to problems within the student's own discipline.

## What is Geospatial Big Data Analytics?

No matter how sophisticated information technology gets, there is nothing that can replicate the combination of two unique pieces of data: time and place. Geospatial data come from a variety of sources, including sensors, GPS-enabled devices, volunteered geospatial data, and location-linked records and social media posts. Geographic information scientists and other geographers collect and use big data to analyze social and natural phenomena about our world. As geospatial data become more ubiquitous, big digital geospatial data has become an essential part of geographic analysis. Students enrolled in this certificate can learn how to collect, process, analyze, and communicate a wide range of geospatial big data.

## You Might Like This Program If...

- You are interested in the use of big data to analyze spatial, social, and natural phenomena about our world.
- You want to learn how spatial big data models aid in understanding logistics, finance, shipping, advertising, entertainment, and journalism.
- You are curious about how big data can deliver much-needed context to decision making in many areas.
- You want to know where and when people and things exist in the real world.