

The conflict of choice in front of the door of Big Data

"To be or not to be, that is question". The choice is always painful. The fact that this moment of choice comes often even without Hamlet is also a problem.

Information networks in the real world also force us to choose. We did not know it well, but when we put in the operating system that moves the phone, we have already made a choice. It will be mostly Android and iOS (iPhone). It went unchallenged into the operating system Google or Apple created.

Google has created a world in which we can not help each other through Gmail, YouTube, maps, drives, photos, and contacts. If someone chose Android, we went into the world by ourselves Google created. The problem is that Google or someone can act as Big Brother through this Big Data and is already doing it at some point. American intelligence agencies have access to this information for reasons such as terrorism.

But there is only one place on earth that rejects this flow. It is China. China strongly refuses to enter into such a system centered on the United States. In the future, China will try to block all the channels that the Chinese people enter into this system. Instead, Baidu and Alibaba put into their own big data world to build. The Chinese authorities will not be able to keep their eyes on the 'rice cake' called Big Data. The national security bureau which oversees domestic information, or the general department that controls world information, cannot ignore this bread. We also look into it and make the world of information necessary for them.

This information is not simply used in the area of security or security. It includes how I consume, who I meet today, and what business factors I have with them. Those who do not have a lot of power are still less valuable to take advantage of this data, but for high-end customers, this marketing will be much easier and more utilized.

The United States and China want to stand at the top of the world. "Hardware, software, and data are all rapidly evolving, and I am confident that they will eventually evolve into artificial intelligence," said Li Yan, leader of Baidu and author of book "Intellectual Revolution".

It is not only possible to generate large amount of data that scientists dreamed of in the past through the internet that penetrated everywhere in human life like peripheral nerve, but also cloud computing has integrated the computation ability of ten million servers, "He says.

By the way, you may have noticed that there are two hegemony behind these companies, the United States and China. The two countries have the most ball to strengthen the initiative in this area. The United States pours all of its capabilities as a IT powerhouse. China shoots a quantum satellite "Mukjae" to build a network that nobody can get in the way, and the communication network has anti-Google policy as mentioned above.

Recent Chinese authorities have blocked access to our portal's blogs and cafes, and ultimately it is one of the measures that keep their data under Google's control.

It is true that the US - China trade regime also recognizes this situation. China is already leading the world in the field of the Fourth Industrial Revolution. In the United States, it is not easy because individual data can cause various reactions when used for a country or an enterprise, but China is no hurdle in this area. Naturally, it has soil that can develop faster in this field even though, of course, is at risk of exposing individuals' privacy.

Not only Chinese people, foreigners should also take fingerprints of all 10 fingers when entering China. When I entered China through Shenzhen (Shenzhen) a year ago, I enrolled fingerprints in my heart. To receive a Chinese visa these days, you must submit a picture taken within six months. Ultimately, even if foreigners enter China, all their privacy is monitored through the network as well as mobile phones.

Big Brother in China knows whether he insists on Korean food, prefer Hunan food, or prefer Sichuan food.

In any case, the composition of this competition is clearer in the business world. This trend is clearer in the new distribution world. In the United States, companies are actively using their Big Data. The 'Wal-Mart Smart Jump', which operates a kiosk dedicated to food pickups or a 'Nordstrom', which is available to buy all sizes and designs of clothes in stores and then order them online. Of course, there are Chinese companies in this counter point.

China's largest home appliance maker Suining has opened an unattended shop that has been certified by face recognition technology and automatically linked to the QR code. VR and other technologies can be used for virtual experiences, and they are also attracted to customers who are reluctant to meet employees. Of course, there is no employee, and no labor cost.

It is the birth of this information society, which is known as Alibaba's fresh food specialty store 'Huma Shosen' or 'Tmall store' which is a new retail store using IT. One of the largest Internet shopping malls in China, known as "poorly operated", Jingdong.com's "convenience store" also combines on-off. This convenience store basically takes train tickets, ticket purchases, hotel reservations, and courier services, and also engages consumers by performing some functions of banking services.

How many other Asian countries are responding to this trend?

In the case of China, application-based medical consulting and medical consulting services have reached a global level. In the case of 春雨医生, which was created in 2011, the company is linking 100 million subscribers and 200,000 doctors. There are 好大夫, 杏仁医生 and 阿里健康 other competitors.

The question is whether the neighboring countries of Asia can live forever in this international competitive landscape. Probably, the time for the selection will soon be found in

this problem. It is very likely that you will enter the US system or the Chinese system. Then you will have to worry again. More importantly, how much do you know and prepare for such a situation?

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