

# BIG DATA – A European survey on the opportunities and risks of data analytics



**Vodafone Institute  
for Society  
and Communications**

## Speaker



**Dr. David Deißner**

Director Strategy and Programmes,  
Vodafone Institute

„Big Data holds huge potential for economy, science and civil society – and the global data revolution has only just started. Intelligent forms of data analysis already now facilitate peoples’ lives, whether it regards medicine or the optimization of traffic flow. Europeans are quite aware of these prospects. They are much more open than widely accepted when it comes to sharing data for the benefit of the public weal. However, requirements include transparency, trust and control concerning private data. In other words: A data deal needs to be fair. Therefore, politics and companies have the responsibility to draft an adequate framework.”



**Apostolos Apergis**

Senior Director,  
TNS Infratest

“Many Europeans rightly feel alienated and sceptical when it comes to the phenomenon Big Data. Even though, they are open for a lot of innovative ideas – especially if societal or personal benefits are at stake. Governments as well as companies are interested in initiating public debates, clarifying risks and opportunities and framing the conditions in order to establish better trust and transparency.”



**Frederik A. Richter**

Managing Director,  
Stiftung Datenschutz

“Big Data is no future illusion, but a reality. The current survey results need to sensitise both companies and politics. If the general public by the majority expresses doubts instead of chances, it becomes clear what needs to be done next: We’ll require more information and clarification on all socially relevant aspects of Big Data. For companies the study is similarly striking – they need to explain more, but especially in a brief and understandable way.