

THE SIGNIFICANCE OF BIG DATA LITERACY IN HIGHER EDUCATION

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Big data is omnipresent and transformative. It touches everything and changes everything it touches. It is touching all aspects of higher education. Some faculty are acutely aware of the importance of big data. Administrators are recognizing the need to move quickly in the direction of big data literacy, yet many faculty are unfamiliar with big data and how it can affect them and their work. There is a big data literacy gap in higher education, and its implications are of consequence. In the present article, I describe some issues related to this gap. I address some of the potentials of big data, the need to reduce the big data literacy gap, and the metacontingencies of research with big data, including collaboration among faculty and the interaction of investigators with human subjects. It is possible and important for faculty in higher education to learn about big data and data analytics.