

The Role of Big Data in Public Policy Making

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Abstract. This article examines the growing influence of big data in public policy making. It highlights how data-driven decision-making can enhance policy effectiveness and provide more accurate insights into societal needs. The study also addresses challenges such as data quality, privacy concerns, and ethical considerations. By analyzing real-world applications, the article demonstrates the potential of big data to transform public policy processes.

Keywords: Big Data, Public Policy, Data-Driven Decision Making, Privacy, Ethics

Introduction

The advent of big data has significantly influenced public policy making, offering new avenues for data-driven decision-making that enhance policy effectiveness. This article explores how big data provides more accurate insights into societal needs, thereby improving policy outcomes. However, it also addresses challenges related to data quality, privacy, and ethics that must be considered. Through real-world applications, the article illustrates the transformative potential of big data in public policy processes.

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