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How Big Data Will Change Accounting

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Outline

- **Types of big data**
  - Video and image
  - Audio
  - Text
- **Big data impacts on accounting**
  - Managerial
  - Financial
  - Standards development/evolution

Types of Big Data - Examples

- **Video and image –** surveillance; video-conferencing
- **Audio –** teleconferencing; microphone usage
- **Text –** news feeds; social media; e-mail

Potential Big Data Impacts on Accounting - Examples

- **Managerial Accounting:**   MCS → CMCS

- **Financial Accounting:**

  - record augmentation → improved transparency

    and decision-making

- **Standards development/evolution:**

   - greater use of fair value accounting: PP&E

  - accelerate convergence of US GAAP and IFRS