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