

# CS-300: Data-Intensive Systems

Introduction to the course  
Why data management?  
DBMS Architecture  
Entity-Relationship Model

*Prof. Anastasia Ailamaki, Prof. Sanidhya Kashyap*



# Administrivia

# Course Overview

- Book: **Database System Concepts Seventh Edition** by Avi Silberschatz, Henry F. Korth, and S. Sudarshan
- Course organization: Lectures, exercises, project (labs), midterm and final
- Staff email: [cs300-staff@groupe.epfl.ch](mailto:cs300-staff@groupe.epfl.ch)
- Instructors: **Anastasia Ailamaki** and **Sanidhya Kashyap**
- TAs:
  - Antonio Boffa, Ioanna Tsakalidou, Musa Unal, Georgiy Lebedev, Kumar Kartiyeka Dwivedi, Tao Lyu, Gupta Vishal and Yueyang Pan
- AEs:
  - Ilyas Faresse, Amene Gafsi, Tymur Tytarenko, Andrej Kotevski

# Schedule

- Lectures: Mondays 11-13 in CE 1 4
- Exercises&Labs: Wednesdays in BCH 2201
- Labs:  
graded programming exercises released during the course
- Midterm/Final exams:  
will be conducted in person on the scheduled exam day
- Lecture slides (and all additional course materials), office hours, detailed schedule will be available on Moodle
- TAs will be available to answer questions during exercise/project sessions and office hours (office hours available on Moodle)

	Lecture (Monday)		Lab session (Wednesday)		Lab release	Lab deadline
	Date	Topic	Date	Topic		
Week 1	Feb 17	Intro, overview: ER	Feb 19	Tutorial 1: SQL 1		
Week 2	Feb 24	Relational Model & Relational Algebra & SQL	Feb 26	Tutorial 2: SQL 2	Lab 1: 9AM Feb 24	
Week 3	Mar 3	Storage, Files, and Indexing	Mar 5	Tutorial 3: SQL ER - Relational model (translation)		
Week 4	Mar 10	Storage and Buffer Management	Mar 12	Lab session 4		
Week 5	Mar 17	Indexes: B-Tree	Mar 19	Lab session 5		
Week 6	Mar 24	Hashing / Sorting	Mar 26	Lab session 6	Lab 2: 9 AM Mar 24	Lab 1: 9 AM Mar 25
Week 7	Mar 31	Query Operators I (not included in midterm)	Apr 2	Lab session 7		
Week 8	Apr 7	Midterm	Apr 9	Lab session 8		
Week 9	Apr 14	Query Operators II	Apr 16	Lab session 9		
Week 10	Apr 21	Spring break	Apr 23	Lab session 10		
Week 11	Apr 28	Query Optimization	Apr 30	Lab session 11		
Week 12	May 5	Transactions and Concurrency Control & Concurrency I	May 7	Lab session 12	Lab 3: 9 AM May 5	Lab 2: 9 AM May 5
Week 13	May 12	Concurrency Control and Eventual Consistency & Concurrency II	May 14	Lab session 13		
Week 14	May 19	Parallel and Distributed data systems	May 21	Lab session 14		
Week 15	May 26	Extra	May 28			
	Jun 2		Jun 4			Lab 3: 9 AM Jun 2

# Logistics

- Course information: **Moodle**
- Course discussion: **Ed**
- Programming labs: **Moodle/Github classroom**
- Lectures: In-person lectures in **CE 1 4**
  - Attendance is strongly recommended; lectures are not recorded
  - Recordings from previous years are available but some material may change
- Grades: 3 labs (30%) + final exam (70%)
  - Each lab contributes 10%
  - Midterm is not graded

# Exams

- Labs (30%): graded programming exercises  
must be submitted on Moodle or GitHub Classroom (more details in lab description documents)
- Exams (70%): in person on the scheduled day, using Moodle for submission  
Questions can be from both lectures and labs

Midterm: Monday April 7, 11am (not graded)

(purpose: test your knowledge and have a hands-on exam experience)

Covers weeks 1–6

Final (70%): Date / time / place TBD

Covers ALL lectures and lab content

# Time management (suggestion)

- **6 ECTS** points map to **11–13 hours/week**<sup>[1]</sup>
- Divide-and-conquer between studying and labs
  - 2h - lecture
  - 3h - exercise & lab session
  - 4h - study
  - 2-3h - lab & homeworks

[1] <https://www.epfl.ch/education/bachelor/study-programs-structure/faqs/>

# Academic honesty

Collaborate, **EXCEPT** on labs and exams.

Adhere to the EPFL academic honesty policies :

- Do **not share results, answers, or other material about labs** with others
- Do **not use code, text, results, or other materials generated by another person or software tool** in your solution
- Do **not ask anyone** to provide materials to you

According to the academic integrity policy of EPFL (<https://bit.ly/3BmfHJU>):

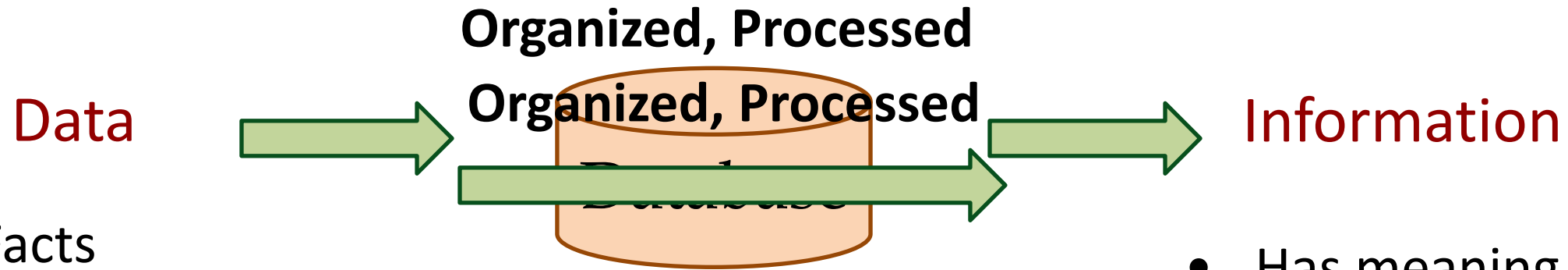
- Cheating and academic integrity violations will be reported
- Each deliverable will be checked for plagiarism





# Why data management?

# What is data?



- Facts
- Basis for reasoning/discussion/calculation
- Useful or irrelevant or redundant
- Must be processed to be meaningful

- Has meaning
- Relevant to the problem
- Actionable – leads to a solution

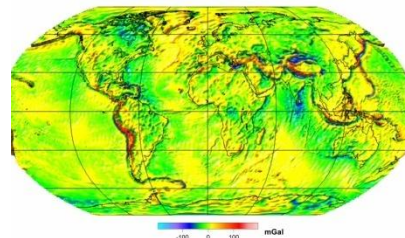
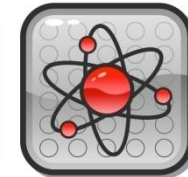
Knowledge  
Wisdom



# Have you ever “used” a database?

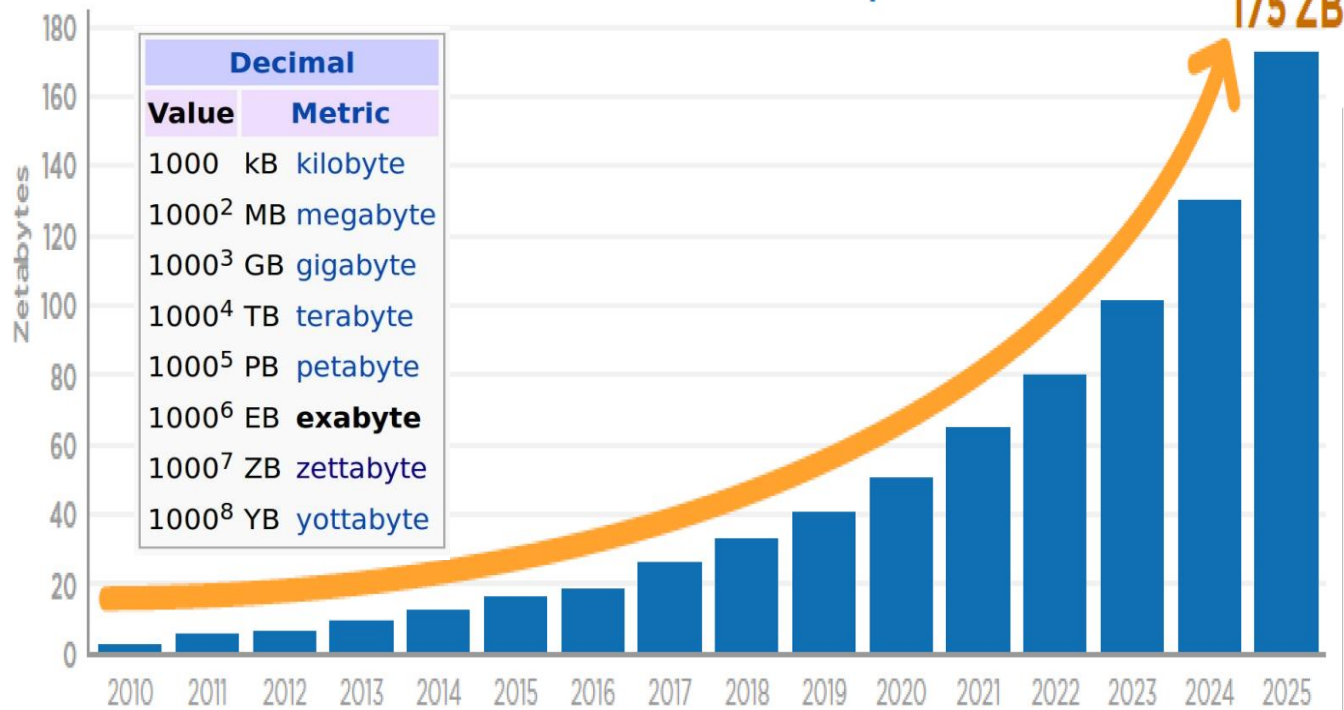


## Database



# How big is “all” data?

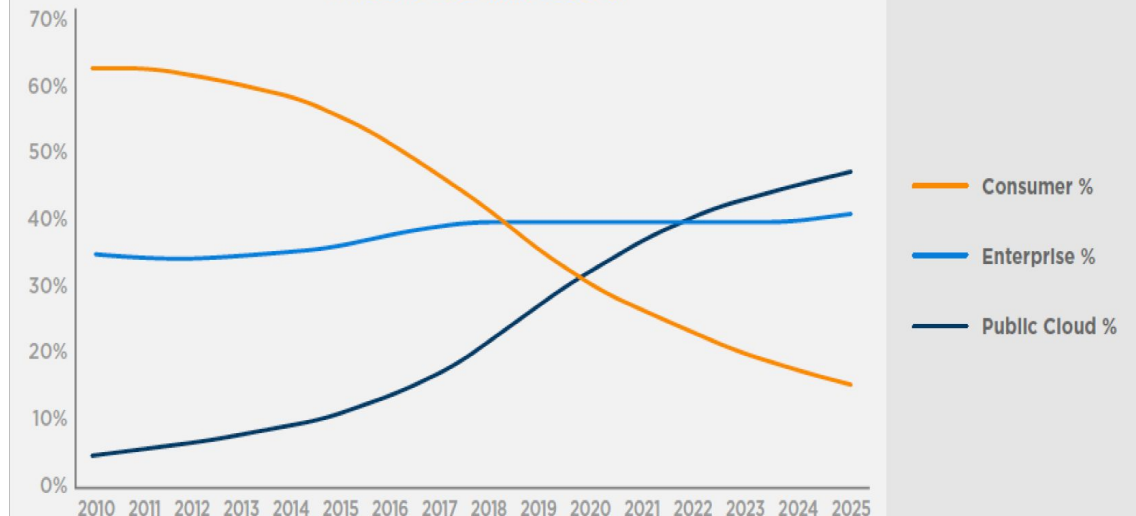
Annual Size of the Global Datasphere



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018

## Data is moving to the cloud

Where is the data stored?



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018



# Data is generated everywhere, all the time!



LIBRARY OF  
CONGRESS

- 130 million items
- 10,000 new items added each day
- 530 miles of shelves
- 5 million digital documents
- 20 terabytes of text data

Sprint



- 2.85 trillion database rows.
- 365 million call records processed per day
- At peak, 70,000 new call record per second



at&t

- 323 terabytes of information
- 1.9 trillion phone call records

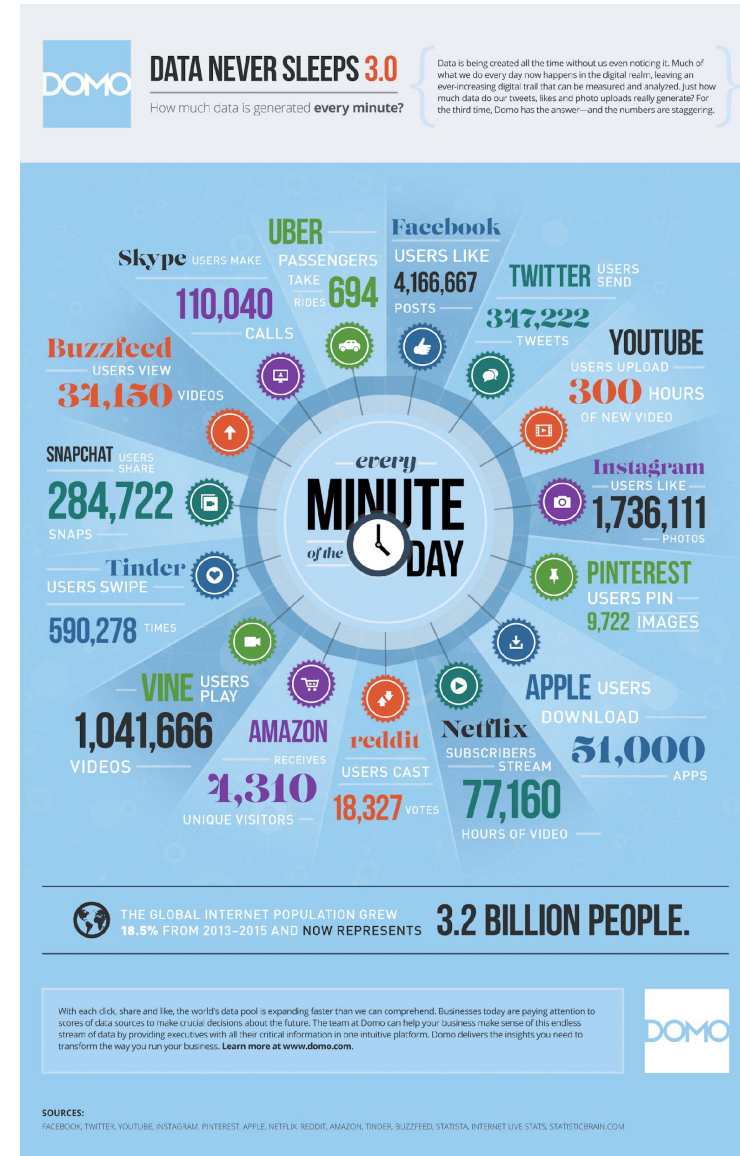
- 2.8 petabytes of data
- Operated by 2,000 computational scientists

**NERSC**

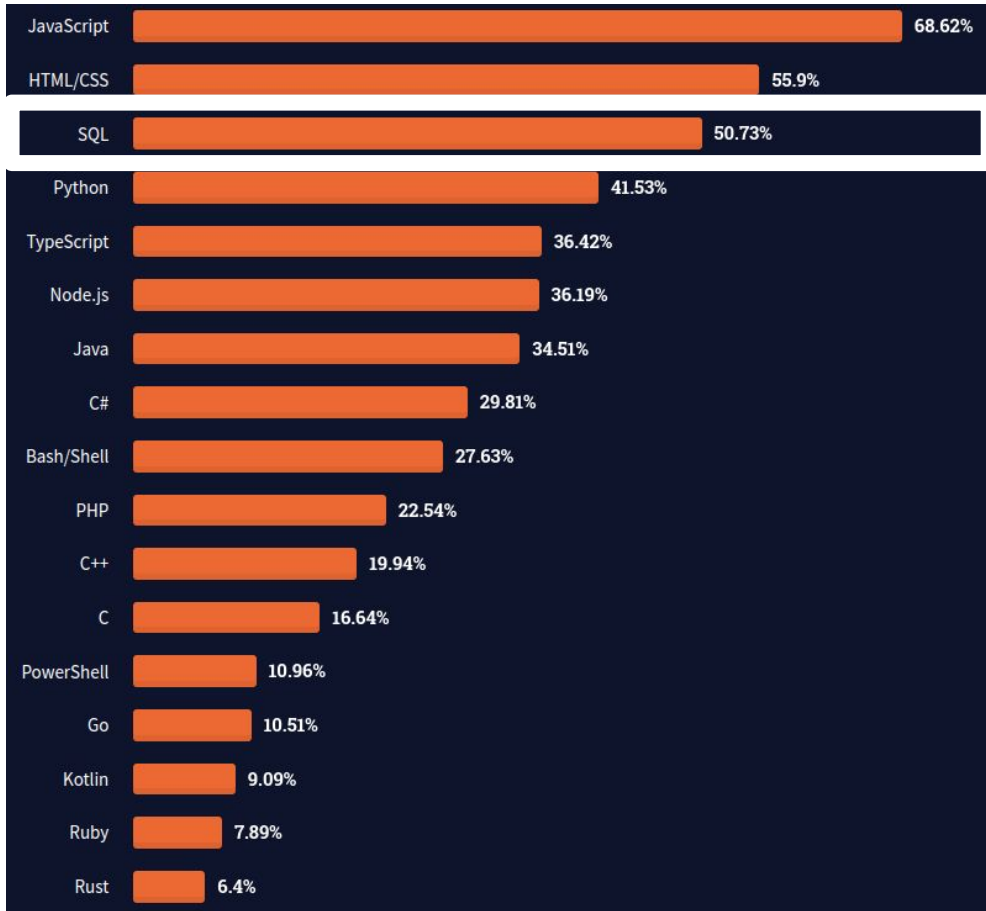
NATIONAL ENERGY RESEARCH  
SCIENTIFIC COMPUTING CENTER



- 220 terabytes of web data
- 6 petabytes of additional data

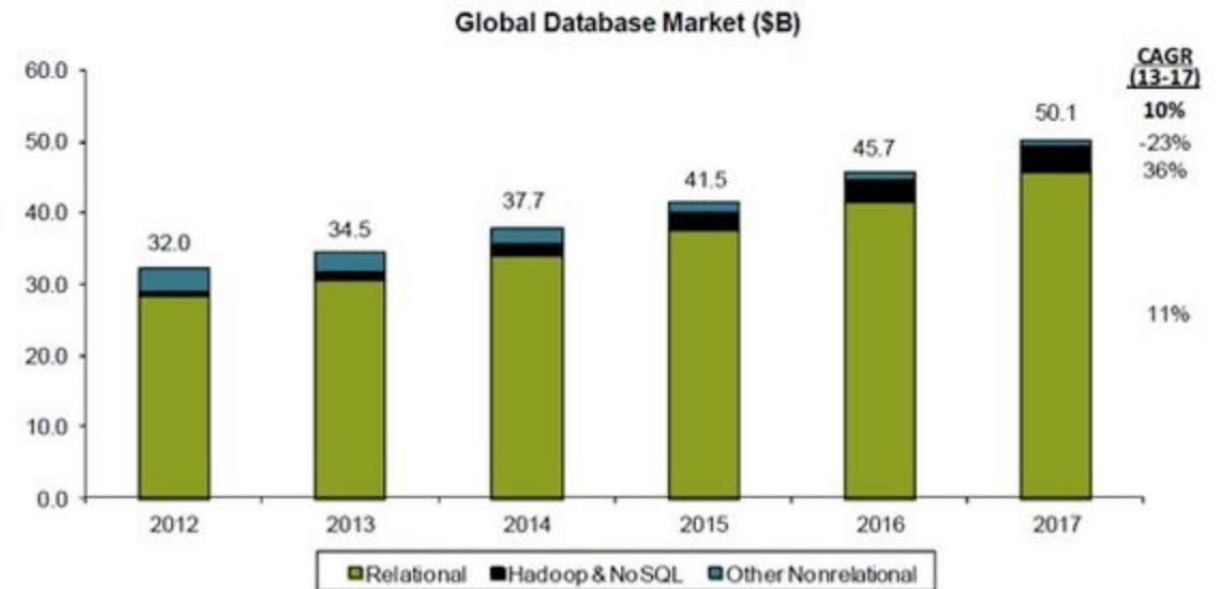


# Why study Databases?



## Need for DBMS always high

- **Corporate:** “supply chain mgmt”, “data analytics”, “data science”, etc.
- **Scientific:** Digital humanities, Human Brain project, sensor networks



Source: IDC, Bernstein analysis

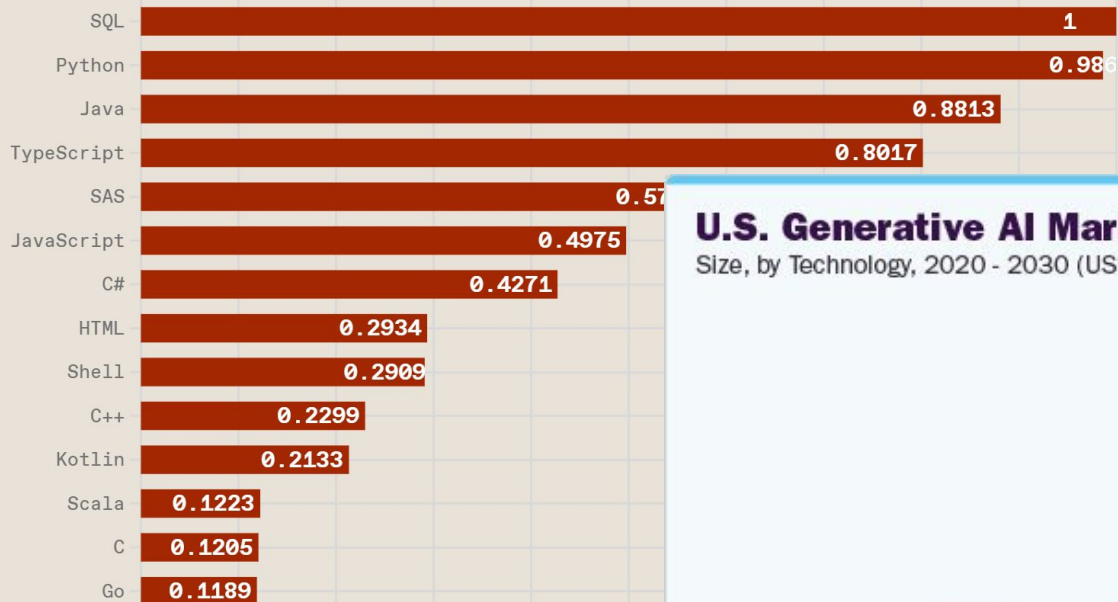
# Big Data markets

## Top Programming Languages 2024

Click a button to see a differently weighted ranking

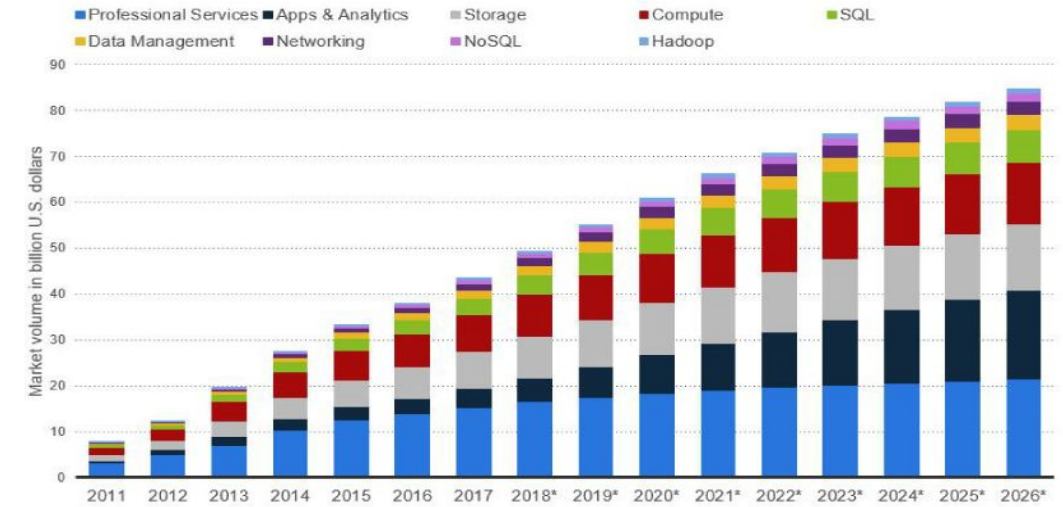
Spectrum Trending **Jobs**

<https://spectrum.ieee.org/top-programming-languages-2024>



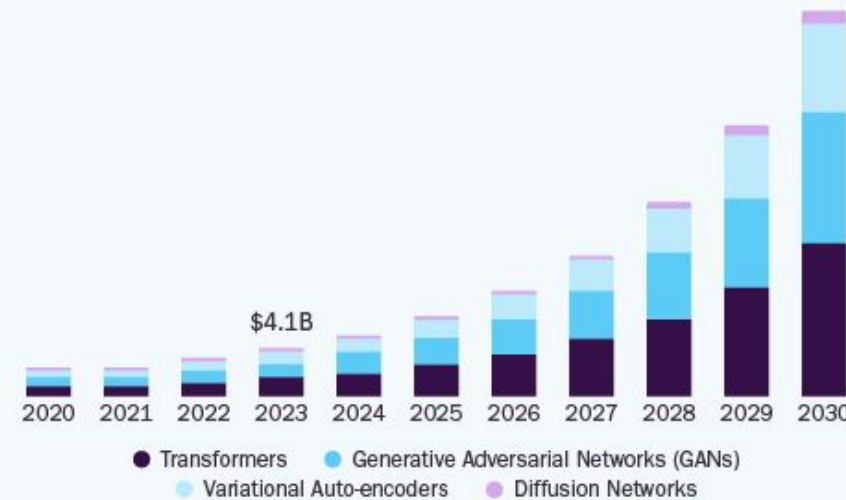
Big Data Market Worldwide Segment Revenue Forecast 2011-2026

**Big Data Market Forecast Worldwide from 2011 to 2026, by segment**  
(in billion U.S. dollars)



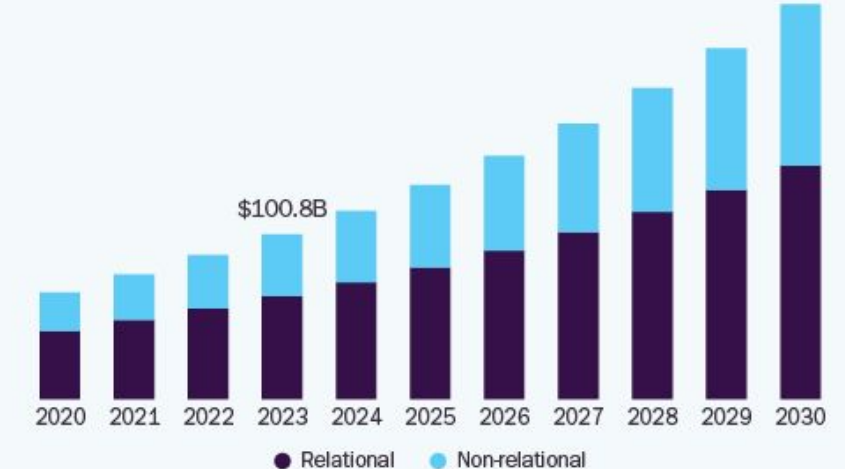
## U.S. Generative AI Market

Size, by Technology, 2020 - 2030 (USD Billion)



## Database Management System Market Size

by Component, 2020 - 2030 (USD Billion)



# What is a database?

- A **large, integrated, structured collection** of data
- Usually intended to model some real-world enterprise
- Example: University

- Courses
- Students
- Professors
- Enrollment
- Teaching



**Entities**

**Relationships**



# What is a Database Management System (DBMS)?

- A software system designed to **store**, **manage**, and **facilitate access** to databases
- **DBMS** = Interrelated data (database) + set of programs to access it (software)

# What does a DBMS do?

Protects data from failures:  
h/w, s/w,  
power;  
malicious users

Thousands of queries /  
updates per second

24X7  
availability

Physical data  
independence,  
declarative high-level  
query languages

Provides efficient, reliable, convenient, and  
safe multi-user storage of and access to  
massive amounts of persistent data.

Concurrency  
control

Extremely large  
(often Exabytes every day)

Data outlives the programs  
that operate on it

# Is your file system a DBMS?

- Thought experiment 1:
  - You and your project partner are editing the same file
  - You both save it at the same time
  - Whose changes survive?

**A) Yours**      **B) Partner's**      **C) Both**      **D) Neither**      **E) ???**

- Thought experiment 2:
  - You are updating a file
  - The power goes out!
  - Which of your changes will survive?

**A) All**      **B) None**      **C) All since last save**      **D) ???**

# Is your file system a DBMS?

- Thought experiment 1:
  - You and your project partner
  - You both
  - Wh

**How do you write  
programs over a  
platform that  
promises “???” ?**

???

- The
  - The po
  - Which of your

**A) All**

**B) None**

**C) All since last save**

**D) ???**

# Is the web a DBMS?

- Fairly sophisticated search available
  - Crawler *indexes* pages for faster search
- However...
  - Data is mostly unstructured and untyped
  - Correct answer to a search query is NOT well-defined
    - NO guarantee of completeness
  - Cannot manipulate data
  - Few guarantees provided for data freshness, consistency across data items, fault tolerance ...
  - Websites typically have a **DBMS** in the background for requests:
    - Ex: nba.com (SAP HANA), facebook.com (MySQL and others)

## Is ChatGPT a DBMS???

# The scope of DBMS

- **What more could we want than a file system?**
  - Simple, efficient *ad-hoc*<sup>[1]</sup> queries
  - Concurrency control
  - Recovery
  - benefits of good *data modeling*
- **Simple programming ? Not really...**
  - things become very complex very fast: many queries, users, transactions, resources...
- **Can the OS offer services like memory management etc? Again – not really ...**
  - In fact, the OS often comes in the way!

# What is the intellectual contribution?



- **Representation information**
  - Data modeling
- **Languages and systems for querying data**
  - Complex queries with *real semantics*
  - Over massive amount of data
- **Concurrency control for data manipulation**
  - Controlling concurrent accesses
  - Ensuring transactional semantics
- **Reliable data storage**
  - Maintains data semantics even after pulling the plug (i.e., power off)

- **How to design and build a data-intensive application?**

**Application “sits” on top of a DBMS!**

**A detailed look “under the hood” of a DBMS is key:**

- The best application writers & database administrators understand DBMS internals
- Intellectual content relevant to other contexts (e.g. web, OS, file systems)
- DBMS technology still very much evolving
  - Distributed/map-reduce databases, NoSQL movement
  - Column stores, row stores
  - Scientific databases, vector databases, embeddings
  - ML for DB, DB for ML



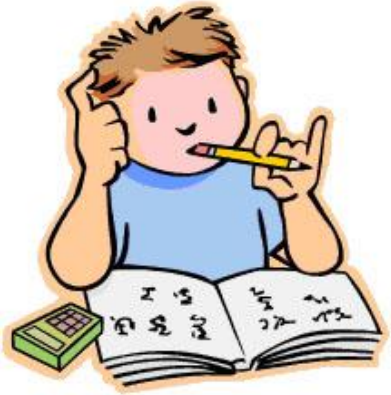


# DBMS Architecture

# Describing data

- A **data model** is a collection of concepts for describing data:
  - Higher-level: Hides lots of low-level storage details
  - Relational, hierarchical, graph, object-oriented ...
- **Relational data model**
  - Set of records
  - **Relation**: Table with rows and columns
  - **Schema**: Describe the structure (columns) of a relation
- **Nested data model**
  - *Not all data fits naturally in tables!*
  - Hierarchy, arrays, etc.
- **Schema vs. Data**
  - Type vs variable
  - Description of a particular collection of data, using a given model

# Example: Schema of a University database



**Students**

sid	string
name	string
login	string
age	integer
gpa	real

**Enrolled**

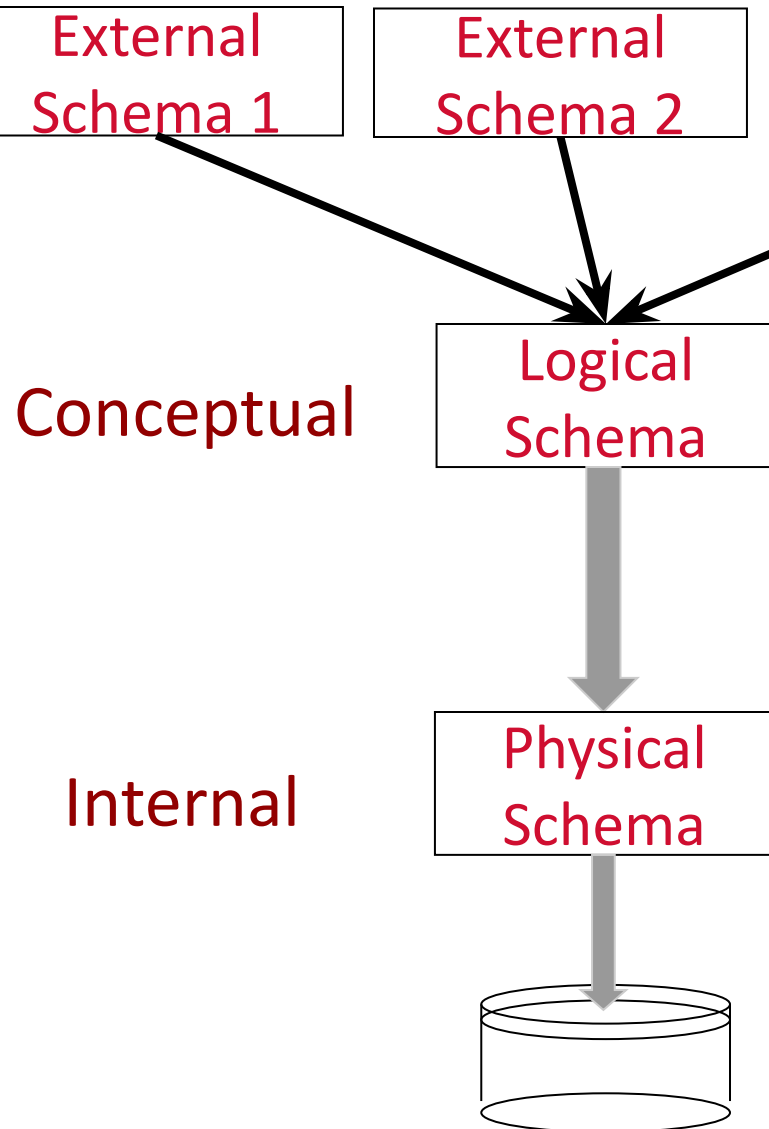
sid	string
cid	string
grade	string



**Courses**

cid	string
cname	string
credits	string

# Describing data: Levels of abstraction



- User access control

*Students\_Info*

*sid: string, name: string*

*Course\_Enrollment*

*cid: string, #enrolled: integer*

- What users, application programs see

*Students*

*sid: string, name: string, login: string, age: integer, gpa: real*

*Courses*

*cid: string, cname: string, credits: integer*

*Enrolled*

*sid: string, cid: string, grade: string*

- How data is physically stored on disk

- Files, indexes...

*Relations stored as unordered files*

*Indexes on Students.sid, Courses.cid*

# DBMS cares about data independence types

- **Data independence:** The ability to change the schema at one level of the database system without changing the schema at the next higher level
- **Logical data independence:** The capacity to change the conceptual schema without changing the user views
- **Physical data independence** The capacity to change the internal schema without having to change the conceptual schema or user views

**Q: Why is this particularly important for a DBMS?**

# Simplified DBMS architecture



**Want to  
store data**

Conceptual  
Design

ER  
Models

ER to  
Relational

Relational  
Model

Logical  
Design

Physical  
Design

Indexing

Relational  
Algebra, SQL

SQL

**Result**

Query Optimization  
and Execution

Relational Operators

Access Methods

Buffer Management

Disk Space Management

Query  
Processing

Query  
Optimization

Transaction  
Management

Concurrency  
Control

Disk Storage,  
Files

Database  
Storage



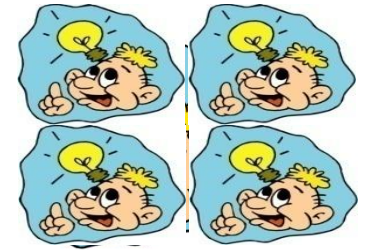
**Want to access data**





# Conceptual Design: Entity-Relationship Model

# Simplified DBMS architecture: ER model



**Want to access data**



**Want to  
store data**

Conceptual  
Design



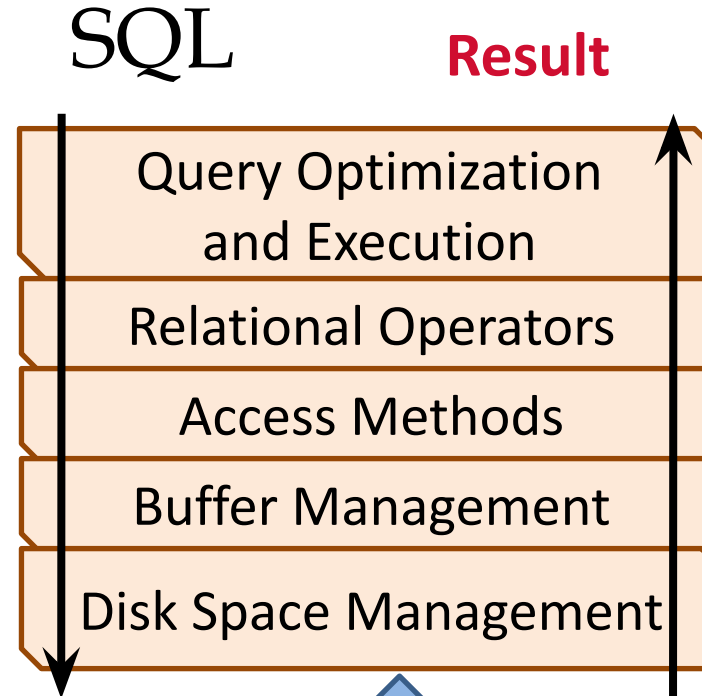
Logical  
Design



Physical  
Design



Database  
Storage





# The ER model

- **Basic ER modeling concepts**

Readings: Chapter 1.1-1.5 6.1-6.2

- Constraints
- Complex relationships
- Conceptual Design

# (recap) Describing data: Data model

- A **data model** is a collection of concepts for describing data:
  - Higher-level: Hides lots of low-level storage details
  - Relational, hierarchical, graph, object-oriented ...
- **Relational data model**
  - Set of records
  - **Relation**: Table with rows and columns
  - **Schema**: Describe the structure (columns) of a relation
- **Schema vs. Data**
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# Relational data model

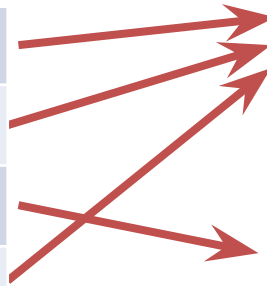
- Rows and columns
- Keys and foreign keys to link relations

Enrolled

SID	CID	Grade
53666	Carnatic101	5
53666	Raggae203	5.5
53650	Topology112	6
53666	History105	5

Students

SID	Name	Login	Age	GPA
53666	Jones	jones@cs	18	5.4
53688	Smith	smith@eecs	18	4.2
53650	Smith	smith@math	19	4.8



- How do we design the schema?

# Relational data model

- Rows and columns
- Keys and foreign keys to link relations

Enrolled

sid	cid	grade
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36

- How do we design the schema?

# Database design requirements

- **Requirements analysis**
  - User needs; what must database do?
- **Conceptual design**
  - High-level description (often done with ER model)
- **Logical design**
  - Translate ER into DBMS data model
- **Schema refinement**
  - Consistency, normalization
- **Physical design**
  - Indexes, disk layout
- **Security design**
  - Who accesses what

# What is a conceptual design

- What are the *entities* and *relationships* in the enterprise?
- What information about entities and relationships should we store in the database?
- What are the *integrity constraints* that hold?
- A database “schema” in the ER Model can be represented pictorially: ***ER diagrams***
- Can map an ER diagram into a relational schema

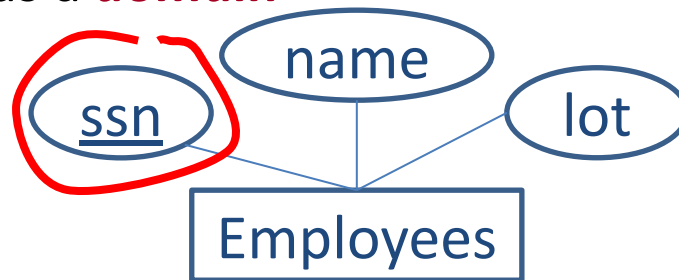
# Basics of ER model

- **Entity**

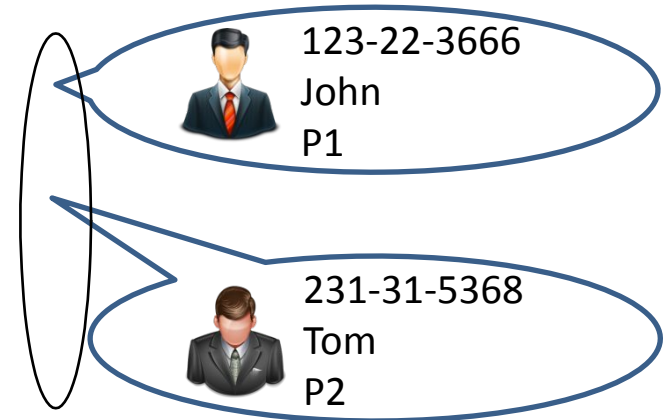
- A real-world object, distinguishable from other objects
- An entity is described (in database) using a set of **attributes**

- **Entity Set**

- A collection of similar entities. E.g., all employees
- All entities in an entity set have the same set of attributes (Until we consider hierarchies, anyway!)
- Each entity set has a **key** (underlined)
- Each attribute has a **domain**



- **Instance of an entity set**



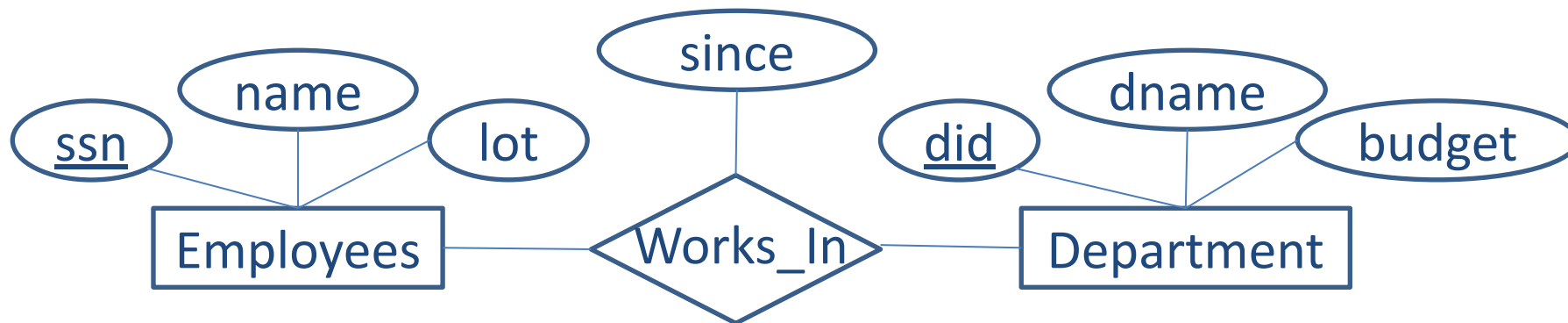
# Basics of ER model (contd.)

- **Relationship**

- Association among two or more entities. E.g., Fred works in the Pharmacy department
- Can have their own attributes

- **Relationship set**

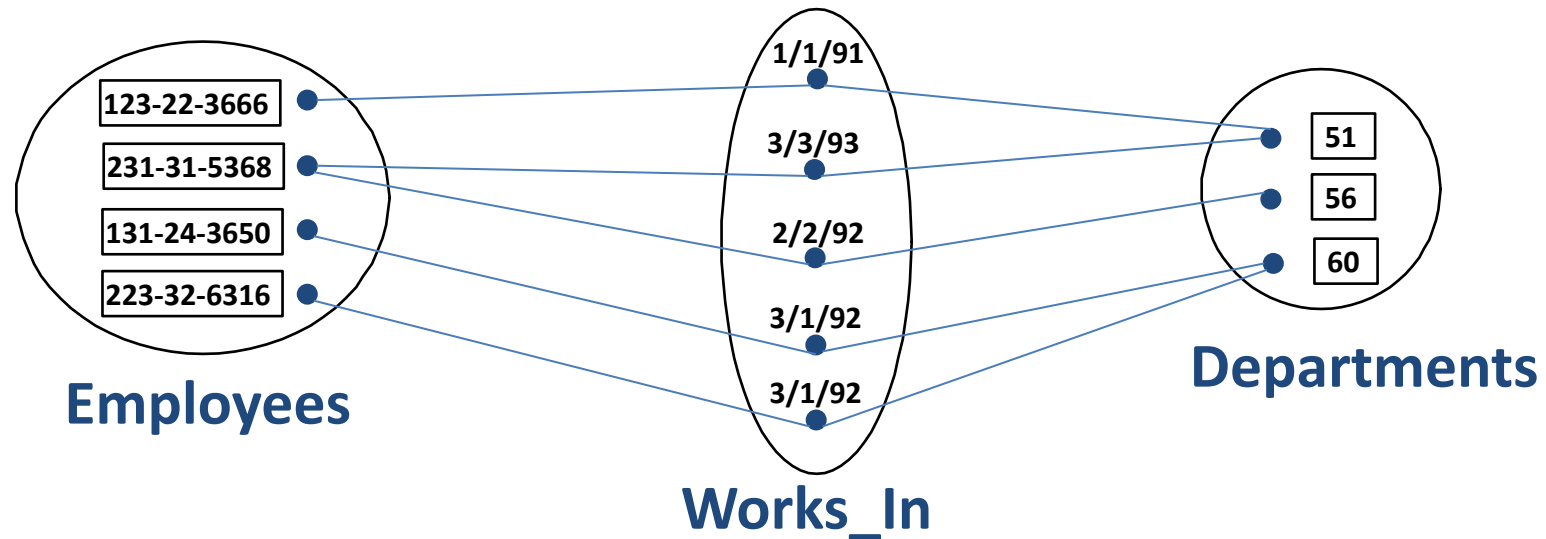
- A collection of similar relationships. E.g., all employees working in some department





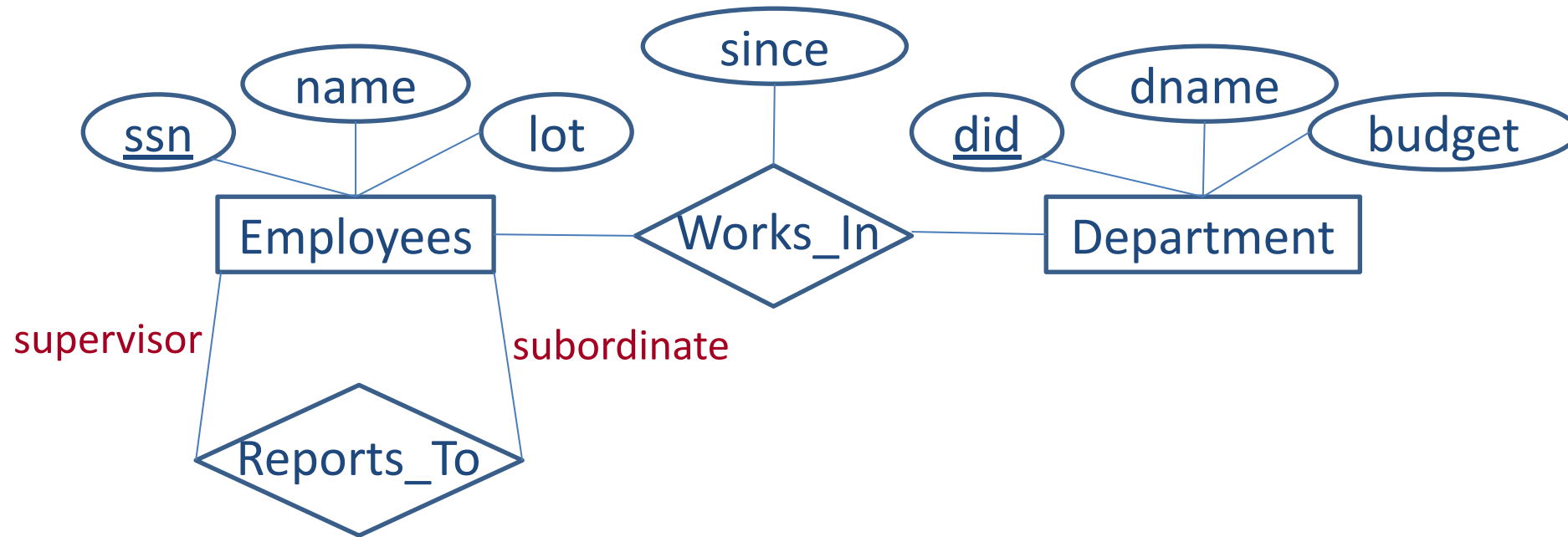
# Basics of ER model (contd.)

- Instance of a relationship



# Basics of ER model (contd.)

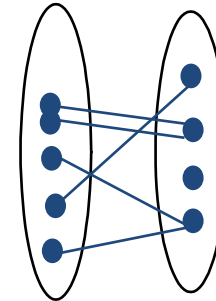
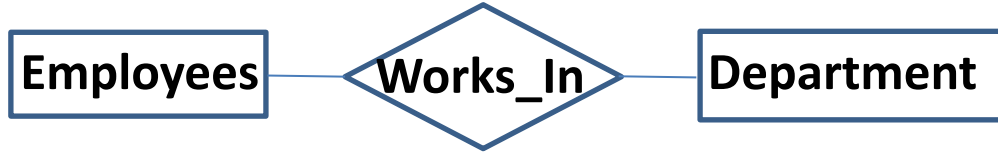
- Same entity set can participate in different relationship sets or in different “roles” in the same set



# The ER model

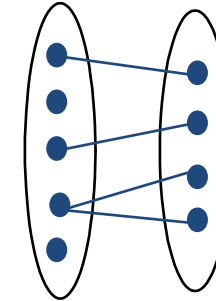
- Basic ER modeling concepts
- **Constraints**  
Readings: Chapters 6.4
- Complex relationships
- Conceptual Design

# Key constraints



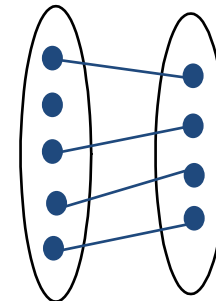
**Many-to-Many**

An employer can work in **many** departments; a department can have **many** employees



**One-to-Many**

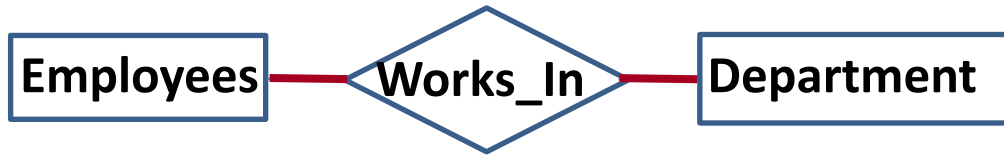
Each department has **at most one** manager, according to the **key constraint** on Manages



**One-to-One**

Each driver can drive **at most** vehicle and each vehicle will have **at most one** driver

# Participation constraints



**Total Participation**

- Every Employee works in at least one department
- Every Department has at least one employee



- There can be Employees who are not managers
- An Employee can manage at most one department
- Every Department has exactly one manager



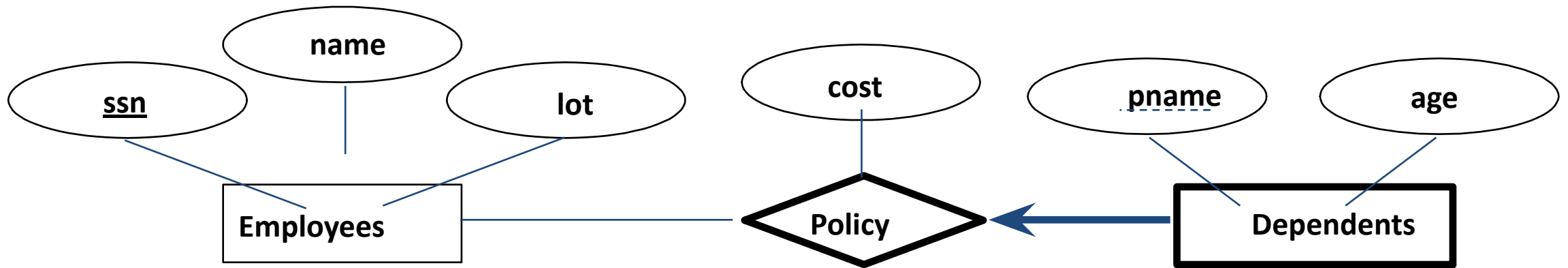
**Partial Participation**

- There can be Customers who do not buy Products
- There can be Products not bought by any Customers

# Weak entities

A **weak entity** can be identified uniquely only by considering the primary key of another (*owner*) entity

- Owner entity set and weak entity set must participate in a one-to-many relationship set (one owner, many weak entities)
- Weak entity set must have total participation in this **identifying** relationship set



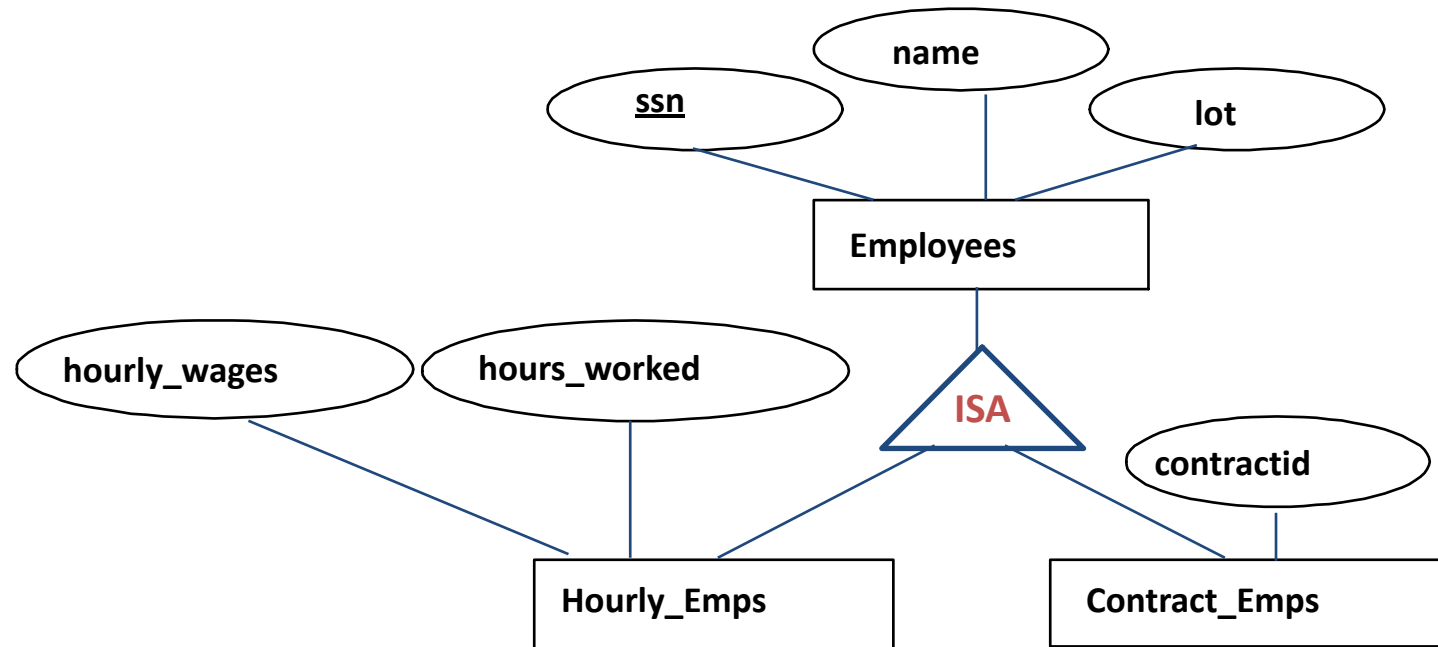
Weak entities have only a “partial key” (dashed underline)

# The ER model

- Basic ER modeling concepts
- Constraints
- **Complex relationships**  
Readings: Chapters 6.3, 6.8
- Conceptual Design

# ISA (“is a”) hierarchies

- As in C++, or other PLs, attributes are inherited
- If we declare A **ISA** B, every A entity is also considered to be a B entity

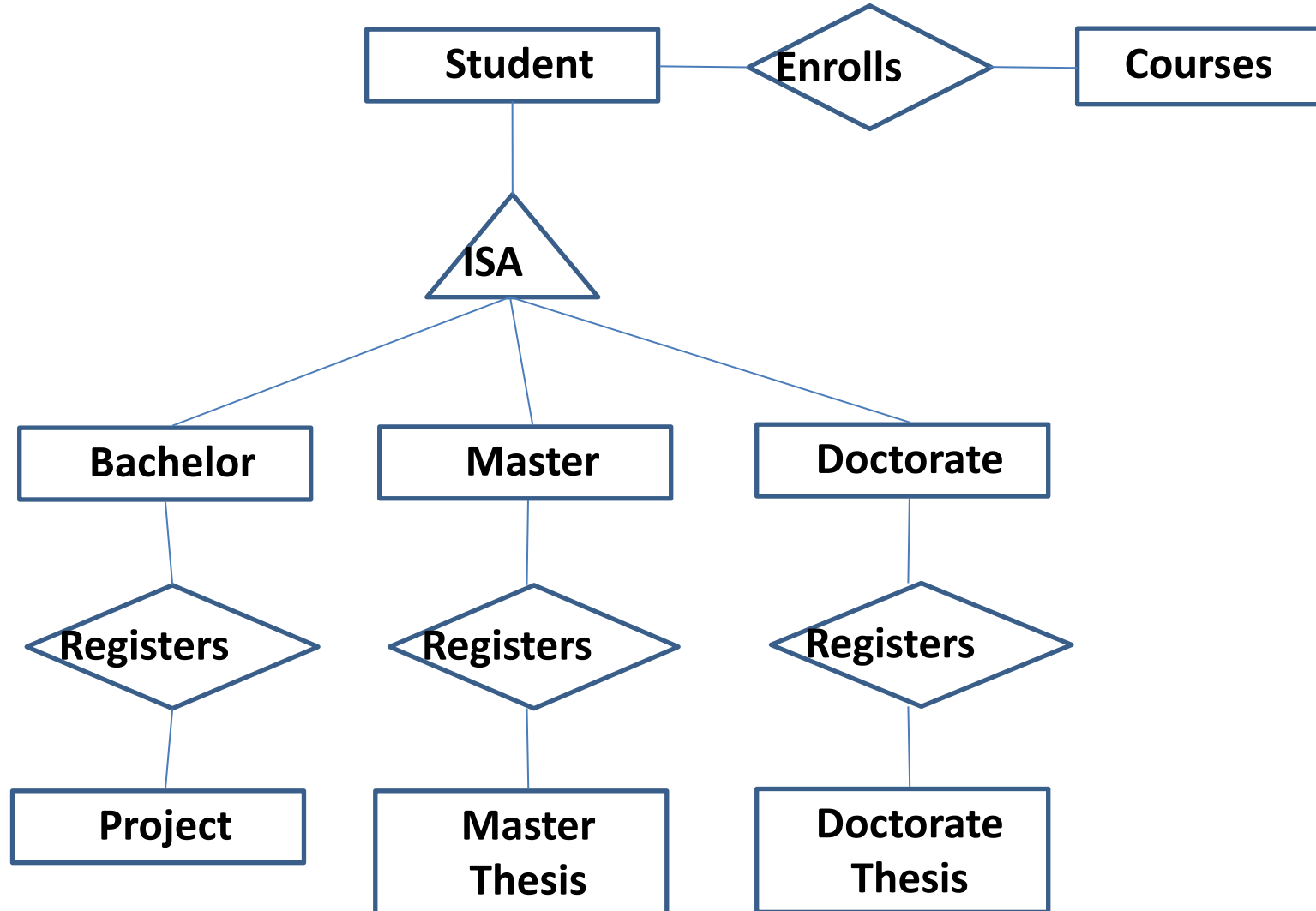




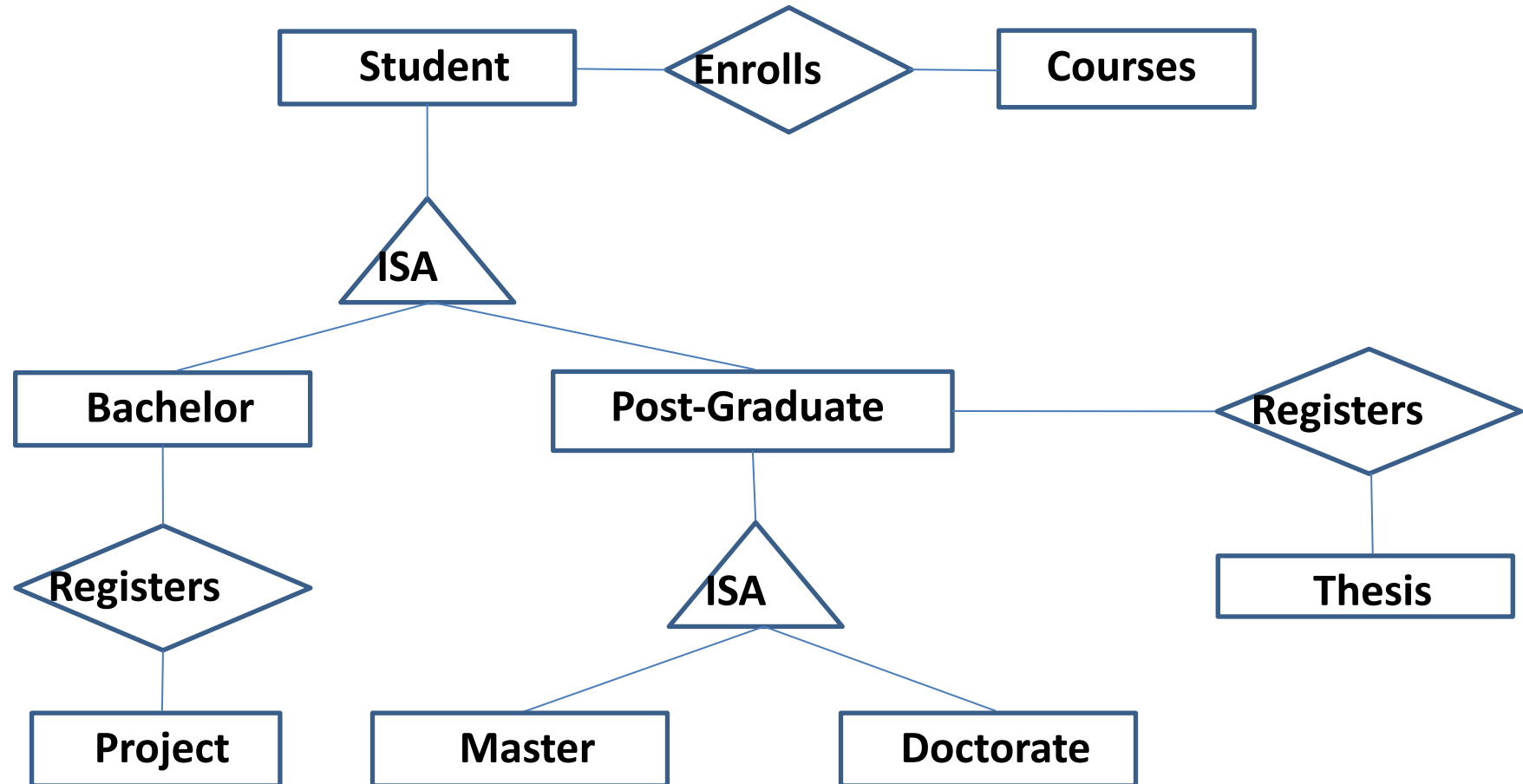
# ISA (“is a”) hierarchies

- *Overlap constraints*: Can Joe be an Hourly\_Emps as well as a Contract\_Emps entity? (*Allowed/Disallowed*)
- *Covering constraints*: Does every Employees entity also have to be an Hourly\_Emps or a Contract\_Emps entity? (*Yes/No*)
- Reasons for using ISA:
  - To add descriptive attributes specific to a subclass. (i.e., not appropriate for all entities in the superclass)
  - To identify entities that participate in a particular relationship (i.e., not all superclass entities participate)

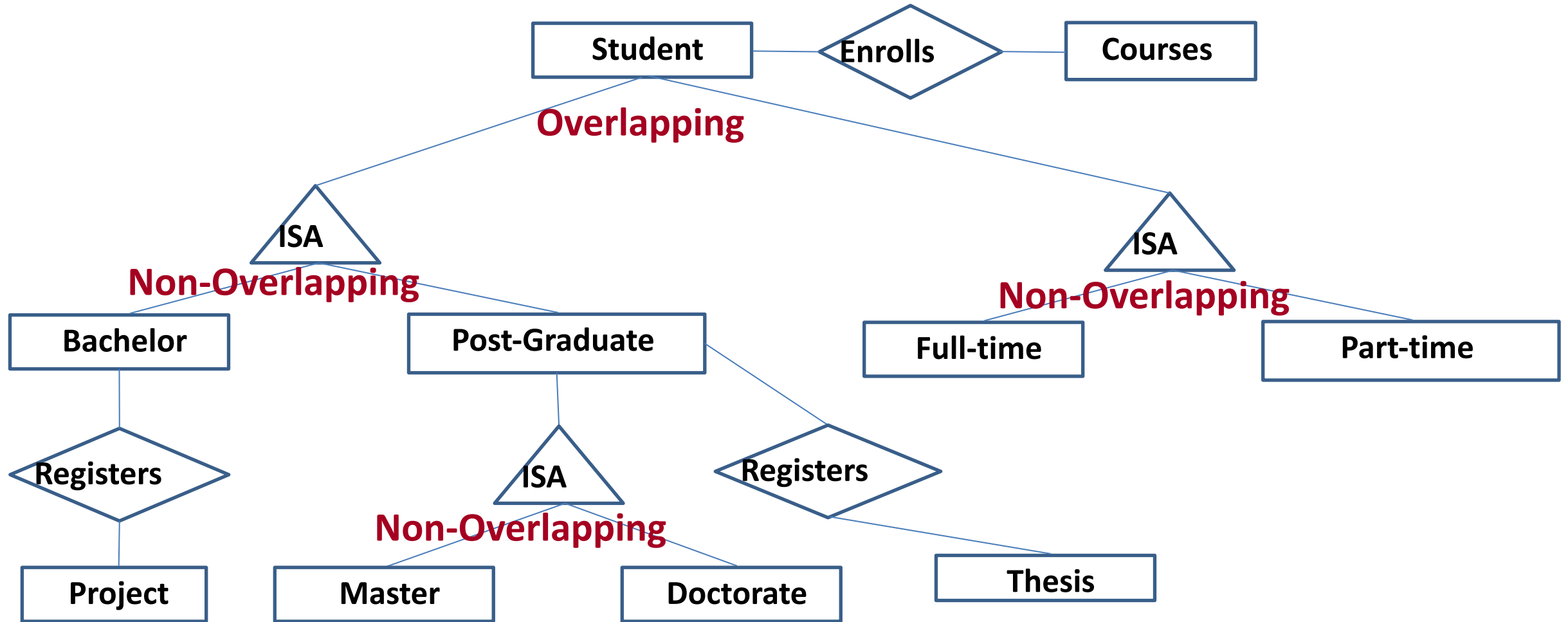
# ISA (“is a”) hierarchies



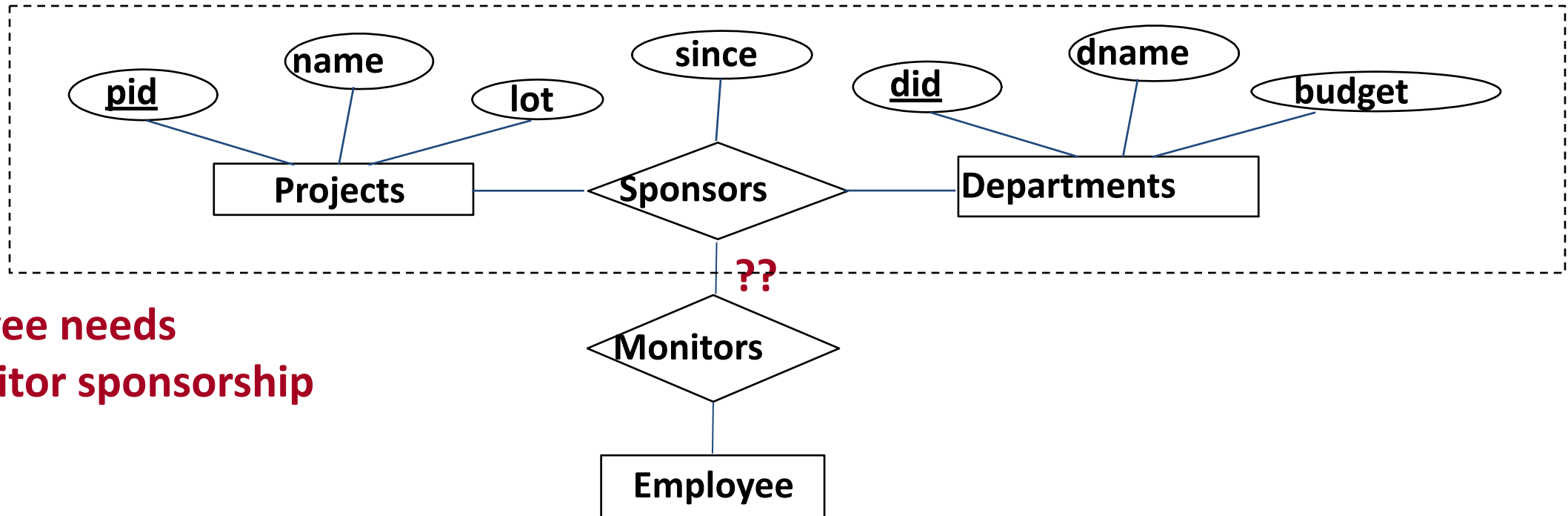
# ISA (“is a”) hierarchies



# ISA ("is a") hierarchies



# Aggregation



Employee needs  
to monitor sponsorship

- Used to model a relationship involving a *relationship set*
- Allows us to **treat a relationship set as an entity set** for purposes of participation in (other) relationships

# The ER model

- Basic ER modeling concepts
- Constraints
- Complex relationships
- **Conceptual Design**  
Readings: Chapter 6.9

# Conceptual design using the ER model

- Design choices:
  - Should a concept be modeled as an **entity or an attribute**?
  - Should a concept be modeled as an **entity or a relationship**?
  - Identifying relationships: **Binary or ternary**? **Aggregation**?
- Constraints in the ER Model:
  - A lot of data semantics can (and should) be captured
  - But some constraints cannot be captured in ER diagrams

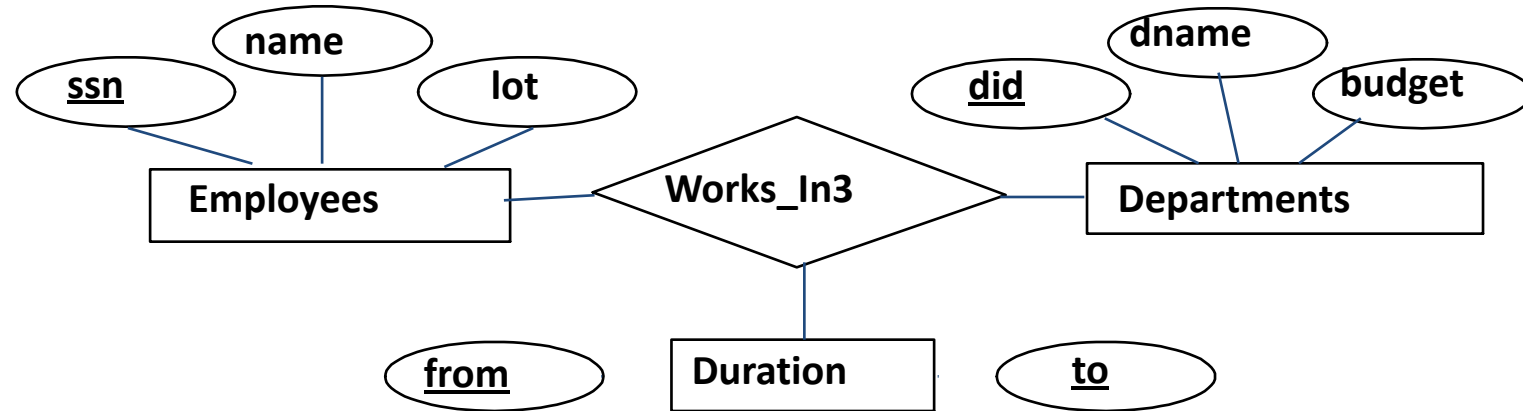
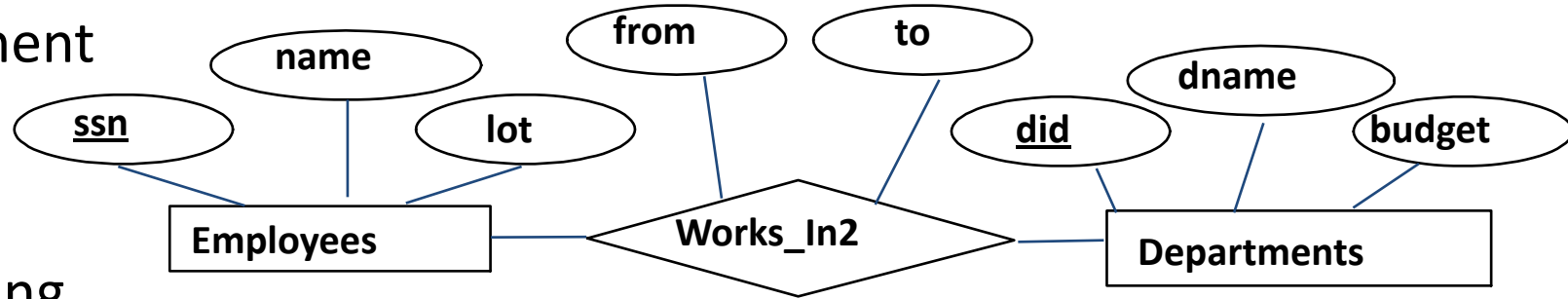
# Entity vs attribute

- Should *address* be an attribute of Employees or an entity (related to Employees)?
- **Depends** upon how we want to use address information, and the semantics of the data:
  - If we have **several addresses per employee**, the *address* must be an entity (since attributes cannot be set-valued)
  - If the **structure** (city, street, etc.) **is important**, the *address* must be modeled as an entity (since attribute values are atomic)



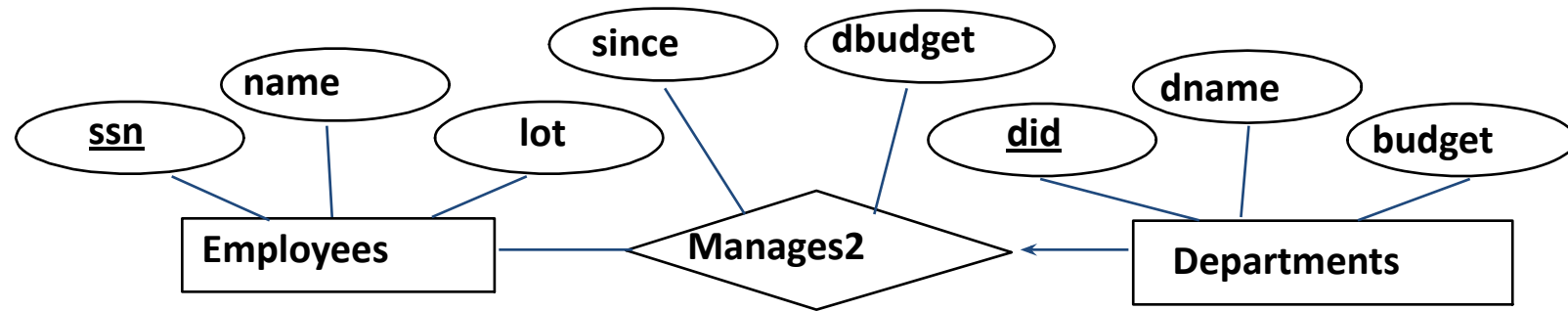
# Entity vs attribute (contd.)

- Works\_In2 does not allow an employee to work in a department for two or more periods
- Similar to the problem of wanting to record several addresses for an employee: we want to record *several values of the descriptive attributes for each instance of this relationship*

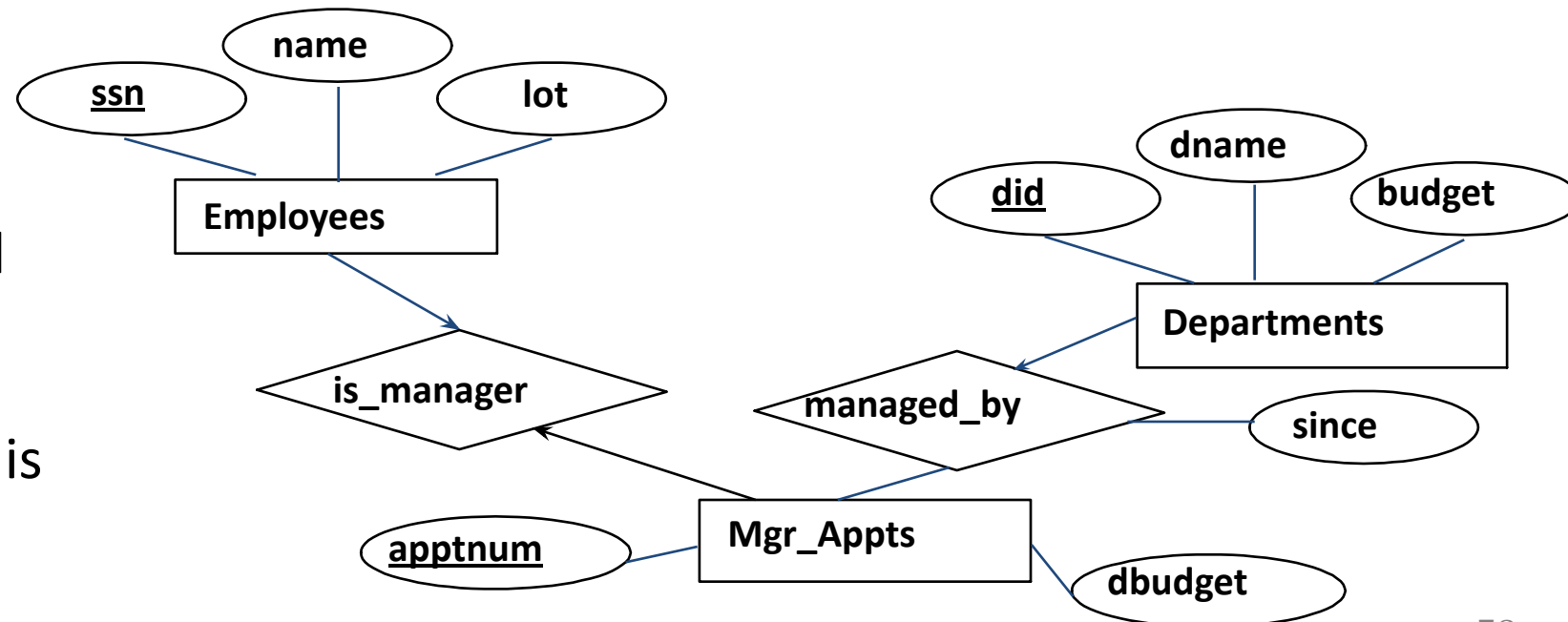


# Entity vs. relationship

- OK as long as a manager gets a separate discretionary budget (*dbudget*) for each department



- What if the manager's *dbudget* covers *all* managed departments? (can repeat value, but such redundancy is problematic)



# ER design notes

- ER design is *subjective*. There are often many ways to model a given scenario!
- Analyzing alternatives can be tricky, especially for a large enterprise. Common choices include:
  - Entity vs. attribute, entity vs. relationship, binary or n-ary relationship, whether or not to use ISA hierarchies, aggregation.
- Many types of constraints (notably, *functional dependencies*) cannot be expressed, although constraints play an important role in determining the best database design for an enterprise
- Other modeling languages available, e.g. UML

# Summary

- A **DBMS** maintains, queries large data sets
  - Can manipulate data and exploit *semantics*
- Other benefits include: recovery, concurrency, quick application development, and data integrity and security
- Levels of abstraction provide data independence

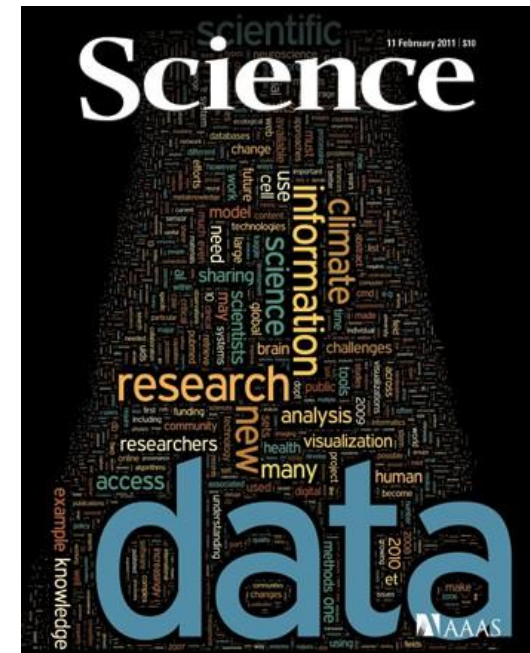
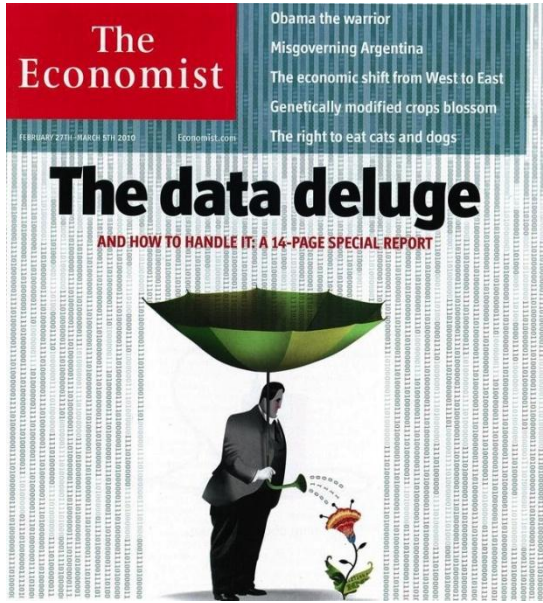
**Reading Material: Chapter 1 from textbook**

- ER models are commonly used for conceptual design in DB
  - Constructs are expressive, close to the way people think about their applications
- Basic constructs: entities, relationships, and attributes (of entities and relationships)
- Some additional constructs
  - Weak entities, ISA hierarchies, and aggregation

# Backup Slides



# Is **data** the new God?



# Why study Databases?

Knowledge is  
power.  
*Francis Bacon*



**Inter-disciplinary**

- Shift from **computation** to **information**
  - always true for corporate computing
  - Web made this point for personal computing
  - more and more true for scientific computing
- Need for DBMS has exploded in the last years
  - **Corporate**: “supply chain mgmt”, “data analytics”, etc.
  - **Scientific**: Digital humanities, Human Brain



# Why study Databases?



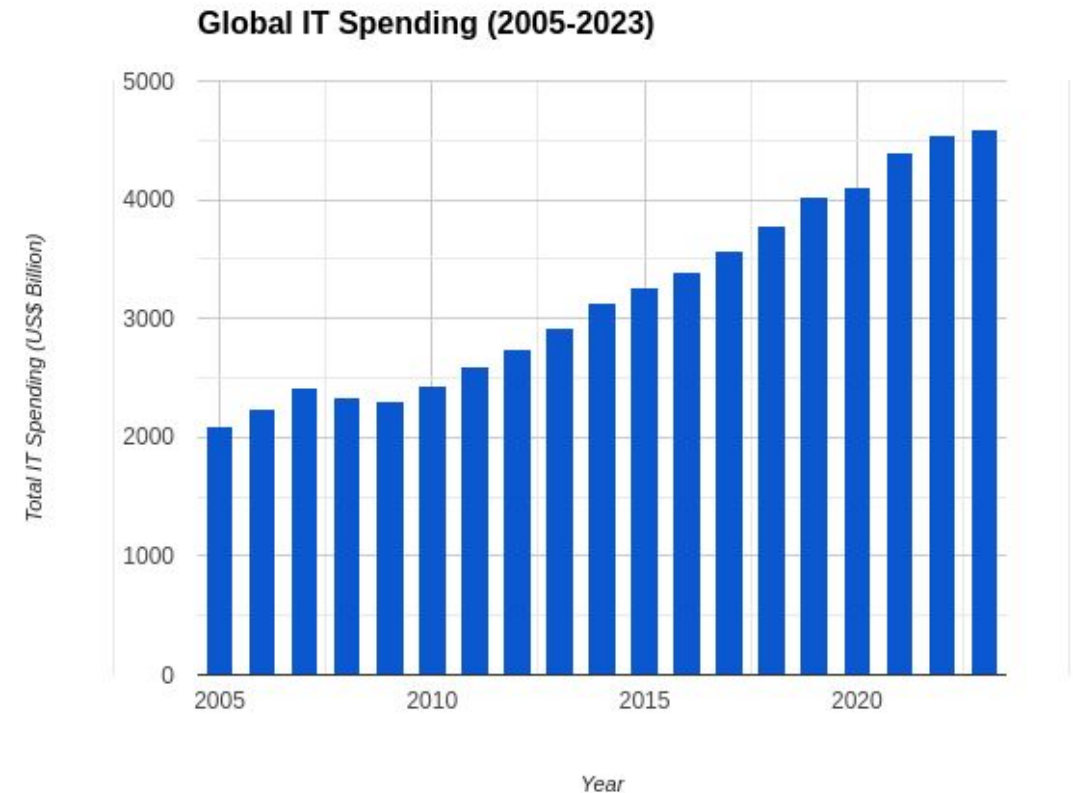
- Intellectually challenging
- DBMS encompasses much of CS in a practical discipline
  - OS, languages, theory, multimedia, logic
  - Focus on real-world apps
- ~~Lot of fun!~~ Lot of career opportunities
  - Oracle, IBM, Microsoft, SAP, Teradata,...
  - \$24 billion earned by database companies (2011)
  - Larry Ellison, CEO of Oracle
    - 2014 Forbes 6<sup>th</sup> richest person - \$48 billion





# Global IT spending

Spending on database systems is just the tip of the iceberg: add database application software, hardware infrastructure, consulting, ... = IT



# Why study Databases?

Google founded by database PhD students

Lawrence or Larry Page's Page - Microsoft Internet Explorer

Adresse <http://infolab.stanford.edu/~page/>

Sergey Brin - Microsoft Internet Explorer

Adresse <http://infolab.stanford.edu/~sergey/>

**Founders of Google (DB PhD students)**

**Sergey Brin's Home Page**

Ph.D. student in Computer Science at Stanford - [sergey@cs.stanford.edu](mailto:sergey@cs.stanford.edu)

**Research**

**Currently I am at [Google](#).**

In fall '98 I taught [CS 349](#).

**Data Mining**

A major research interest is data mining and I run a meeting group here at Stanford. For more information take a look at the [MIDAS](#) home page or see the [datamine maling list achive](#). Here are some recent publications:

Larry (Lawrence) Page  
Ph.D. Student  
Computer Science Department  
Stanford University

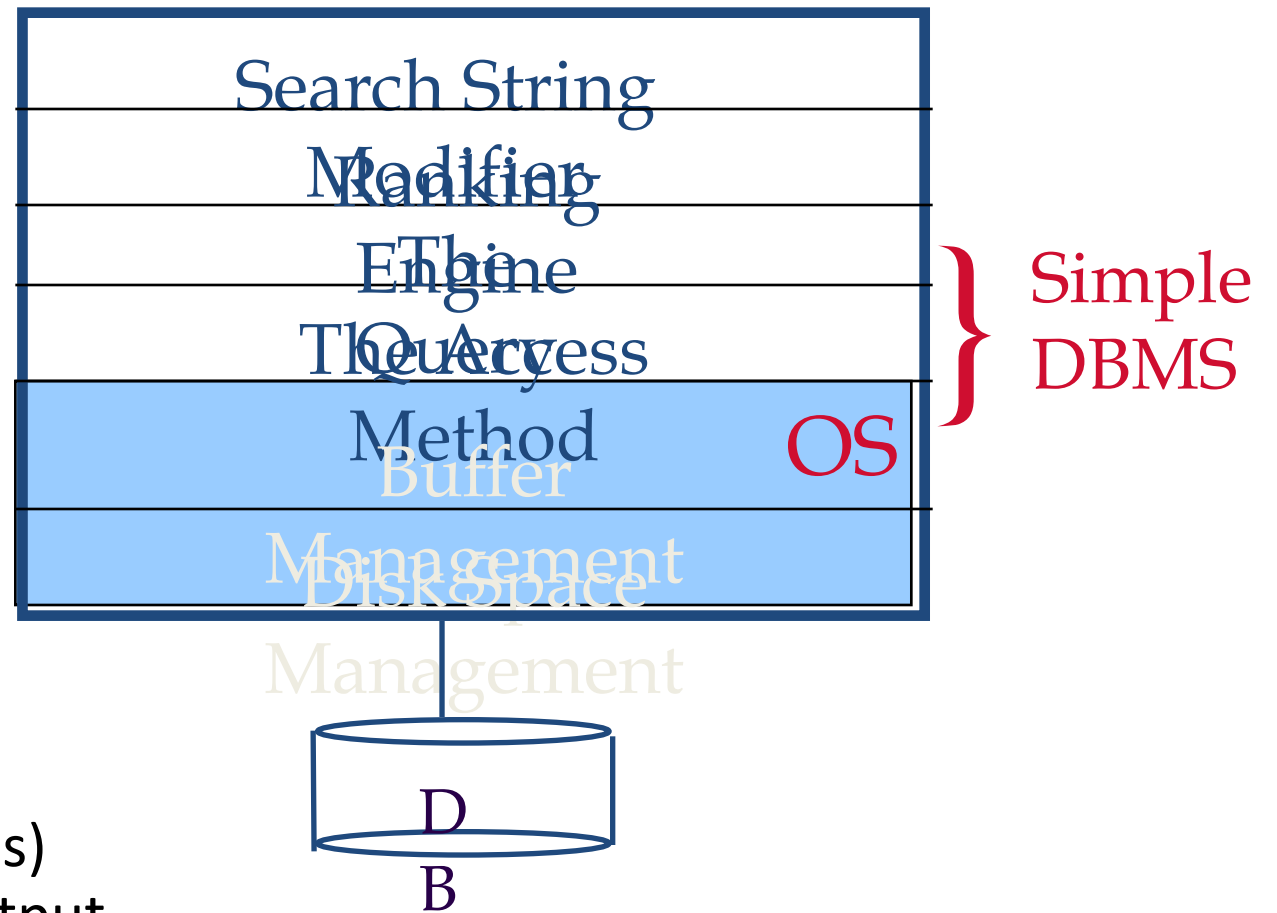
Member of Terry Winograd's  
Project on People, Computers  
and Design.

Fertig

Internet

# FYI: A text search engine

- Less “system” than DBMS
  - Uses OS files for storage
  - Just one access method
  - One hardwired query
    - regardless of search string
- Typically no concurrency or recovery management
  - Read-mostly
  - Batch-loaded, periodically
  - No updates to recover
  - OS a reasonable choice
- Smarts: text tricks
  - Search string modifier (e.g. “stemming” and synonyms)
  - Ranking Engine (sorting the output, e.g. by word or document popularity)
  - no semantics: WYGIWIGY



There may be time to talk about some of these text tricks in this class, but it won't be a focus.

# About the course – Who will benefit?

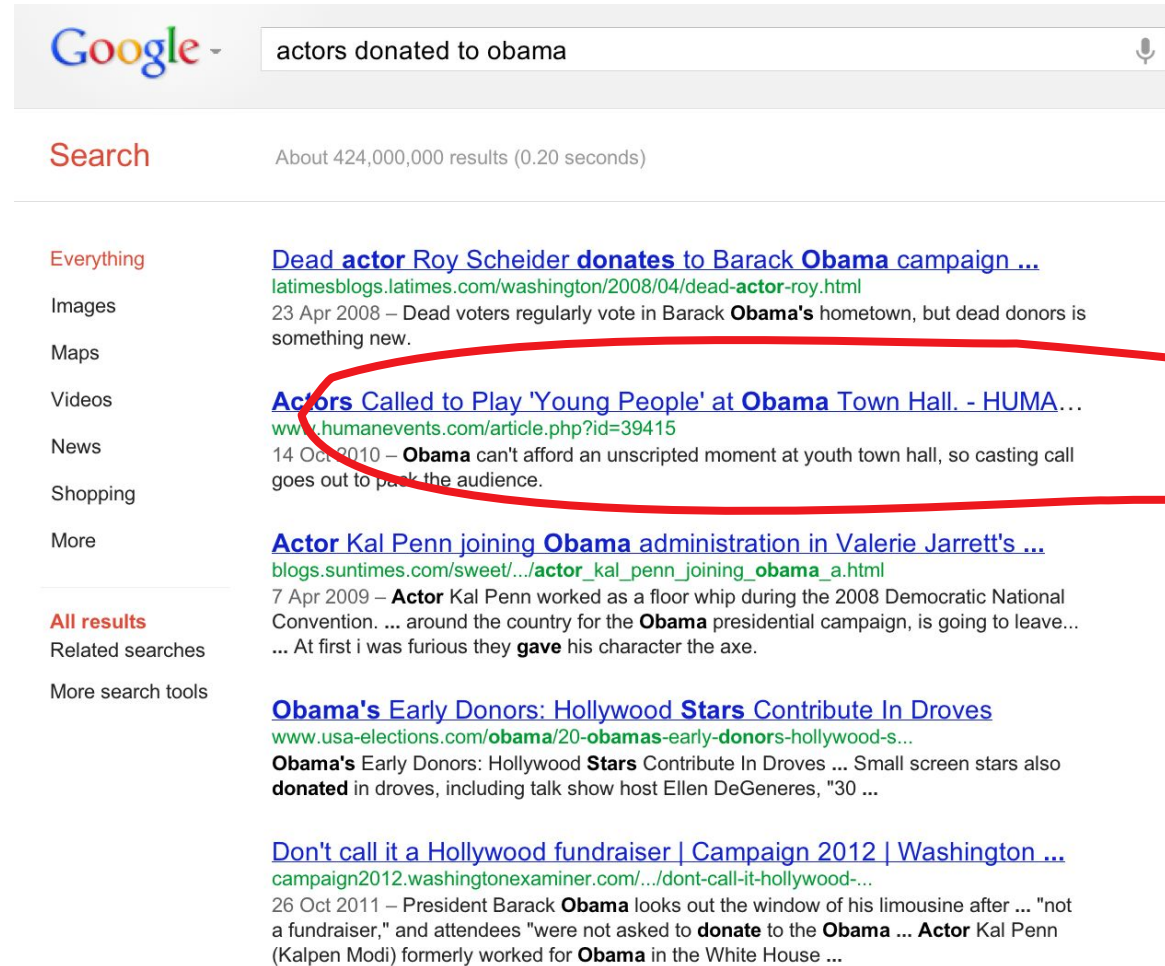


- Database Designers
- Application Developers
  - Use database as a black box
- Database Administrators
  - Maintain & repair
- Database Developers
  - Design & build



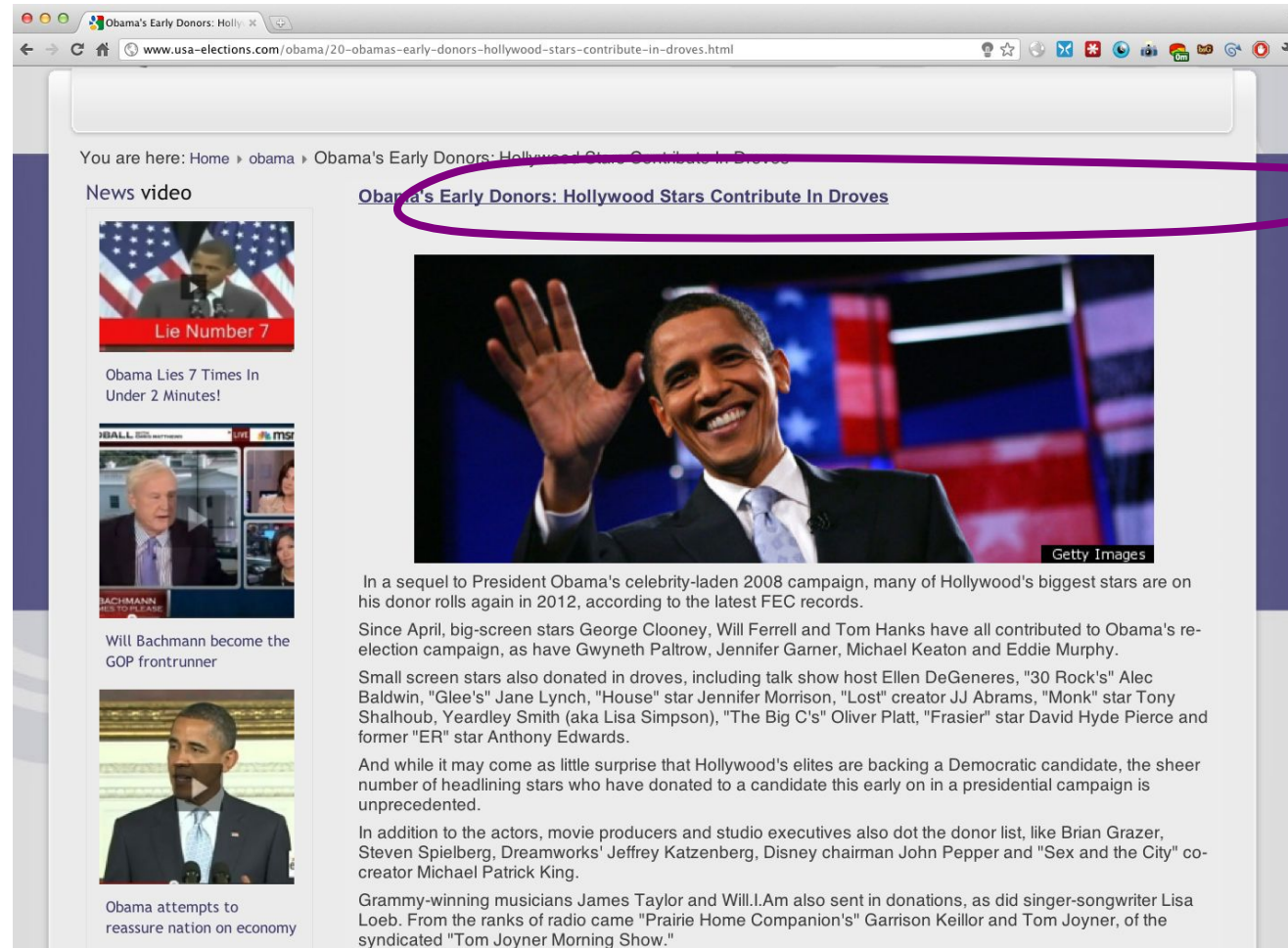
# “Search” vs. Query

- What if you wanted to find out which actors donated to Barack Obama’s presidential campaign?
- Try “actors donated to obama” in your favorite search engine.



# “Search” vs. Query

- “Search” can return only what’s been “stored”
- E.g., best match at Google:



# A “Database Query” Approach

The image shows two web browser screenshots side-by-side. The left screenshot is from IMDb, showing search results for males, sorted by name ascending. The right screenshot is from OpenSecrets.org, showing Presidential Donor Lookup Results. Red circles and arrows highlight specific elements on both pages.

**IMDb Screenshot:**

- URL: [www.imdb.com/search/name?gender=male&sort=alpha,asc&start=16684](http://www.imdb.com/search/name?gender=male&sort=alpha,asc&start=16684) (circled in red)
- Search bar: "Find Movies, TV shows, Celebrities and more..."
- Results: Males, Sorted by Name Ascending. 16,684-16,733 of 1,865,455 names.
- Sort by: STARMeter | A-Z | Height | Birth Date | Death Date
- Results list:

Rank	Name	Profession
16684.	<a href="#">Adam Sandler</a>	Producer, <i>Grown Ups</i>
16685.	<a href="#">Adam Sandler</a>	Producer, <i>Episode #38.2</i>
16686.	<a href="#">Adam Sandoval</a>	Actor, <i>Unspeakable</i>
16687.	<a href="#">Adam Sandroni</a>	Actor, <i>Joey's Girl</i>

**OpenSecrets.org Screenshot:**

- URL: [www.opensecrets.org/pres08/search.php?cid=N00009638&name=%28all%29&employ=%28any+employer%29&state=%28all%29&zip=%28all%29](http://www.opensecrets.org/pres08/search.php?cid=N00009638&name=%28all%29&employ=%28any+employer%29&state=%28all%29&zip=%28all%29) (circled in red)
- Search bar: "Search..." (GO button)
- Navigation: Politicians & Elections, Influence & Lobbying, News & Analysis, Resources, Take Action, About Us, Donate!
- Page Title: Presidential Donor Lookup Results
- Message: "Your search has generated too many results. Only the top 1000 records are being displayed." (circled in red)
- Search Criteria:

Search Criteria	Options
Donor name: (all)	<input type="radio"/> Sort by Name
Cycle selected: 2008	<input type="radio"/> Sort by Date (Descending)
Start another search	<input checked="" type="radio"/> Sort by Amount
	<input type="button" value="Sort"/>

1 2 3 4 5 6 ... 21 Next

Candidate	Contributor	Employer	Date	Amount
Obama, Barack	Budinger, William Aspen, CO 81611	Not employed	7/31/08	\$30,800
Obama, Barack	BOSLER, JAMES FORT WORTH, TX 76126	NOT EMPLOYED/RETIRED	8/28/08	\$28,500
Obama, Barack	HIGDON, JOE WASHINGTON, DC 20008	NOT EMPLOYED/RETIRED	8/28/08	\$28,500
Obama, Barack	MYERS, DEBRA RANCHO PALOS VERDE, CA 90275	SELF EMPLOYED/PHYSICIAN	8/31/08	\$28,500
Obama, Barack	MYERS, WOODROW DR JR INDIANAPOLIS, IN 46204	MYERS VENTURES LLC/MGR DIRECTOR	8/31/08	\$28,500

# “IMDB Actors” JOIN “OpenSecrets”

Contributor	Employer	Date	Amount
ROCK, CHRIS MR NEW YORK,NY 10019	ACTOR	4/20/07	\$9,200
DOUGLAS, MICHAEL UNIVERSAL CITY,CA 91608	ACTOR/ PRODUCER	3/30/07	\$4,600
DOUGLAS, MICHAEL UNIVERSAL CITY,CA 91608	ACTOR/ PRODUCER	3/30/07	\$2,300
ROCK, CHRIS MR NEW YORK,NY 10019	ACTOR	4/20/07	\$2,300
CARIDES, GEORGIA NEW YORK,NY 10017	ACTOR	5/18/07	\$1,000
CARTER COVINGTON, CLAUDIA CHARLOTTE,NC 28207	ACTORS THEATRE PART TIME/ACTOR/NEW	5/20/08	\$1,000
FOX, RICK ENCINO,CA 91316	ACTOR/PRODUCER	6/16/08	\$1,000
HILDRETH, THOMAS W LOS ANGELES,CA 90068	ACTOR	9/29/08	\$1,000
RENNER, CARL BEVERLY HILLS,CA 90210	ACTOR/BESSONE@ROADRUNNER.COM	8/28/08	\$1,000
SIMMONS, HENRY WEST HOLLYWOOD,CA 90046	ACTOR	6/4/07	\$1,000



# Is the “classic” DBMS all there is?

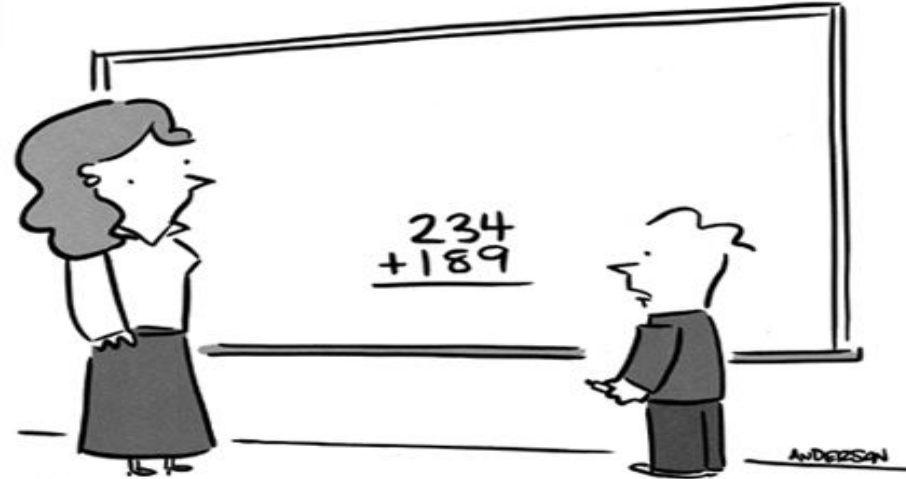
Not at all....



- Semi-structured and unstructured data, images
- Standards like XML, RDF help with data modeling
- DBMS-like functionality *across multiple web sites*
- Data streams
- NoSQL movement: No transactions, focus on queries
- Querying raw data before even seeing it – NoDB
- Database queries in large datacenters

...exciting times!

# Questions?/Comments!



"Does this count as big data?"

Coming up next...

**Conceptual Modeling:**  
**Entity-Relation Models**

# OS Support for Data Management



- Data can be stored in RAM
  - this is what every programming language offers!
  - RAM is fast, and random access
  - Isn't this heaven?
- Every OS includes a File System
  - manages *files* on a magnetic disk
  - allows *open, read, seek, close* on a file
  - allows protections to be set on a file

# An extended BIG picture



Want to  
store data

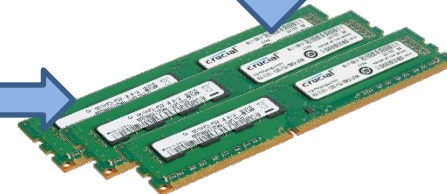
Conceptual  
Design



Logical  
Design

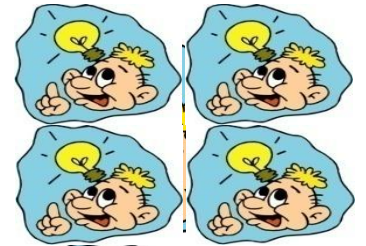
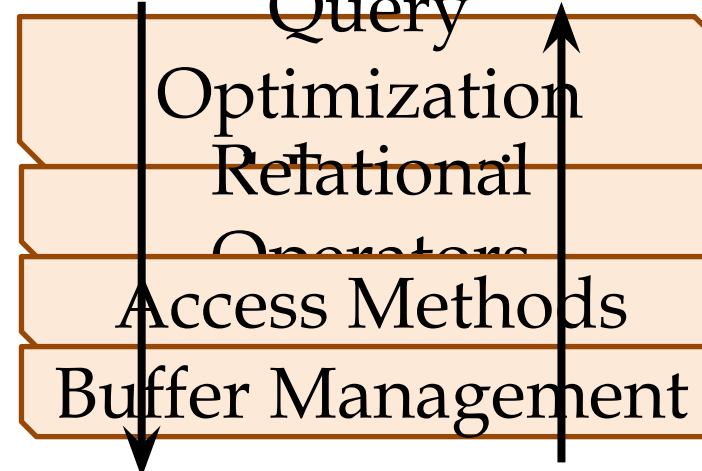


Physical  
Design



Heterogeneous  
Data

Not Only SQL Result



Want to  
access data  
Main-memory  
operators

Eventual  
Consistency

Main-memory  
storage



# 250+ venture capital backs new DB startups!

