

## GCSE Bitesize Computer Science

### Ivo Jentsch on data models - transcript

My name is Ivo and I work at Eugeniq. We build mobile apps for iPhones and iPads and we're currently working on a number of applications for television watching, so apps that you would use while you're watching TV. As a programmer, we deal with data all the time. Data is the most important thing that we programmers work with. That's why it's important to model data, to think about what data we're working with, because everything is data, everything you see around you, if you want to use that in a program, we have to convert it to data, so that's why it's very important to think about data really hard. There are all kinds of techniques such as data modelling that help us to create data from real world objects.