There are a number of different standards about the size of data – care must be taken(depends on the context).(figure from Wikipedia)

Mu	Itiples	of byte	s	V• T• E	my current desktop mach		
SI decimal prefixes		Binary IEC binary pr		efixes	has:		
Name (Symbol)	Value	usage	Name (Symbol)	Value	3072 KiB cache men 8 0 GiB main memor		
kilobyte (kB/KB)	10 ³	2 ¹⁰	kibibyte (KiB)	2 ¹⁰	■ 282 GiB hard disk, w		
megabyte (MB)	10 ⁶	2 ²⁰	mebibyte (MiB)	2 ²⁰			
gigabyte (GB)	10 ⁹	2 ³⁰	gibibyte (GiB)	2 ³⁰	10.6 GiB swap space		
terabyte (TB)	10 ¹²	2 ⁴⁰	tebibyte (TiB)	2 ⁴⁰	CD-ROMs store around		
petabyte (PB)	10 ¹⁵	2 ⁵⁰	pebibyte (PiB)	2 ⁵⁰	703 MiB		
exabyte (EB)	10 ¹⁸	2 ⁶⁰	exbibyte (EiB)	2 ⁶⁰	DVDs store around 4.3 to		
zettabyte (ZB)	10 ²¹	2 ⁷⁰	zebibyte (ZiB)	2 ⁷⁰	8.0 GiBmass storage systems:		
yottabyte (YB)	10 ²⁴	2 ⁸⁰	yobibyte (YiB)	2 ⁸⁰			
See also: Multiple	es of bit	s • Orde	rs of magnitude	of data	≈ 1 PB		

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Characters and Strings

- text can be stored in memory by using a number to represent every character
 - ASCII (American Standard Code for Information Interchange): 7 bits, 128 characters (see man ascii)
 - EBCDIC: Extended Binary-Coded Decimal Interchange Code (8 bits)
 - UCS/UNICODE: attempts to extend ASCII to other languages (65,536 characters) (even tengwar is there!)
 - UTF-8 is a variable width standard that can represent Unicode characters and is backward compatible with ASCII
- a string is a sequence of characters, usually terminated with a byte value of 0
- example: 43 4F 4D 50 32 33 30 30 0016

- understand how binary data is organized on a computer, and the units for counting them
- understand how characters and strings are encoded as bit patterns
- understand the difference between the big- and little-endian storage conventions

- · · · ·
- basic unit of memory is the bit (Binary digIT)
- one bit is too small to be generally useful, so bits are grouped together:
 - nibble: 4 bits (cf. a hex digit)

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- byte: 8 bits (e.g. 1010 1010 or 1000 0001)
- word: 1, 2, 4 or 8 bytes (usually 4 or 8)
- word length depends on processor, operating system, etc. (e.g. 8 bytes for Intel/AMD's x86-64 and most modern architectures)

Bit, Byte and Word

- data and machine instructions are normally stored and accessed in words (in memory)
 - main memory can be thought of as a large array of bytes
 - modern computers can access memory in units of bytes and words (and data sizes in-between)
 - ◆ data of a certain size must be properly aligned

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Big-endian versus Little-endian Integers

- small (how small?) integers are sometimes stored in one byte
- most integers are stored in (longer) words; how are they arranged in memory?

Example: 126540713₁₀ stored in 4 bytes: 00000111 10001010 11011011 10101001₂

Address	big-endian	little-endian	little: big:	FC	FD	FE	FF
FE.	11011011	10001010		LSB			MSB
FD	10001010	11011011					
FC	00000111	10101001		MSB			LSB
1 016	00000111	10101001					

- big-endian stores the most significant byte (MSB) at the lowest address in the word, little-endian in the highest (see also endian.c. Origin of term endian)
- similar to use of me@cs.anu.edu.au OR me@au.edu.anu.cs (e.g. JANET network in the UK)
- little endian: (Intel) more natural and consistent way to pick up 1, 2, 4, or longer byte integers (making multi-precision arithmetic easier)
- big endian: (SPARC, IBM) MSB first gives easy testing of +ve/-ve. Numbers stored in order they are printed, making binary to decimal conversion easier
- potential confusion in communication with differing endianness!