Big Data and Data Analytics

An introductory seminar

Thursday, 21 of September 2017 (6:30 pm – 8:30 pm)
Master in European Studies Association (MESA),
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Big Data and Data Analytics refer to data sets and analytical methods which are so large and complex that require advanced and unique data recognition, integration, storage, management and modelling technologies. The seminar introduces concepts underlying Big Data, showing how Data Analytics is its complement. Advantages and dangers, vendors and solutions are also discussed. The seminar presupposes, in the part of participants, some degree of exposure to organizations, public or private. Topics are introduced together with practical examples contributing to an easier understanding.

Topics covered by the seminar:

What is meant by Big Data:
1. diverse, unstructured data
2. social media, Internet of Things
3. mobile content
4. image recognition
5. current and past transaction data
6. census and identification data
7. position-tracking devices
8. voice and text recognition

Big Data requirements:
1. Storage and management
2. visualization parsing integration
3. data warehousing,
4. data analysis expertize

Understanding Data Analytics results:
1. pattern recognition: individuals processes, complex systems
2. optimization, extrapolation
3. advantages, limitations, dangers

Examples of Big Data current use:
1. targeted publicity
2. dynamic mark-up
3. anti-terrorism
4. money laundering
5. optimizing business processes
6. turning data into a commodity
7. regulation, supervision
8. credit and other scoring
9. transaction scanning

Dangers and threats:
1. biased results
2. misused, misinterpreted results
3. data brokers: what they buy/sell
4. Facebook Google Instagram
5. overreach: Cambridge Analytica Palantir, state agencies
6. predatory advertising, profiling, "pain point", mark-up, DNA, state leaking of private data

Big Data project implementation:
1. solutions and vendors
2. critical points, discussion and summary

Glossary, further readings and sources

Registration/Enquiry: please kindly contact **Ms. Yvonne Sun** at MESA: tel. (+853) 2835 4326, fax: (+853) 2835 6155, email: yvonne@ieem.org.mo on/before Monday 18 September 2017. Participants will receive **a detailed written explanation of seminar's contents** and a **certificate of participation**.