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# Information Management and Big Data

5th International Conference, SIMBig 2018 Lima, Peru, September 3–5, 2018 Proceedings



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#### **Preface**

Today, data scientists use the term "big data" to describe the exponential growth and availability of data, which could be structured and unstructured. Big data has taken place over the past 20 years and will stay with us for the next few years. In a recent study, Cisco Systems predicted that in 2021, over 27.1 billion electronic devices would be connected to the Internet. From these devices, smartphones only will generate — on average — 14.9 gigabytes of data per month. This massive amount of data contains, possibly, patterns of behavior that can be exploited by organizations to take decisions or to design public policies with a high impact. In this context, the term big data not only concerns the storage, the management, and the analysis of a large amount of data but also is associated with the ability to implement new algorithms, to propose new techniques, to apply new strategies, and to find new real-world applications.

Several domains, including biomedicine, life sciences, and scientific research, have been affected by big data. For instance, social networks such as Facebook, Twitter, and LinkedIn generate masses of data, which are available to be accessed by other applications. Therefore, there is a need to understand and exploit all kinds of data (structured and unstructured). This process can be performed with data science, which encompasses methods of data mining, natural language processing, the Semantic Web, and statistics, among others, which allow us to gain new insights from data.

SIMBig (International Conference on Information Management and Big Data) seeks to present new methods of the fields related to data science to assess large volumes of data. SIMBig aims to bring together main — national and international — actors in the decision-making field to state in new technologies dedicated to handling amounts of data. Besides, the conference is a convivial place where these actors can present their innovative contributions and receive feedback from the experts.

This book collects three invited talks and 30 accepted contributions from 101 submitted papers belonging to the following four special tracks:

- ANLP Track on Applied Natural Language Processing
- DISE Track on Data-Driven Software Engineering
- SNMAM Track on Social Network and Media Analysis and Mining
- · PSCBig Track on Privacy and Security Challenges on Big Data

SIMBig 2018 had six keynote speakers who are experts in the main topics of the conference. The conference started with the talk given by our invited speaker Andrei Broder. Broder, a distinguished scientist at Google, reviewed the evolution of Internet search engines, highlighting that his success and survival is centered on three axes: scalability, speed, and functionality. Broder said that the last big step of Google is the jump from the search drawer to the personal assistant. He also stressed that the technology of Internet search is based on the user experience and that the life cycle of innovations is very short, since "the new" quickly becomes "normal." "If you looked at the technology of the search when the autocomplete was introduced in the query box,

this was a breakthrough; people were surprised to be able to type only a couple of letters and get what they wanted. Now, if you have a query box and do not auto-complete, the user is annoyed. Surely very soon if you have to write will generate a total annoyance, because users will want to have voice recognition," said Broder exemplifying the virtual circle of innovation.

Furthermore, Lise Getoor from the University of California presented a talk entitled "Effectively Exploiting Structure in Data Science Problems," which is summarized as: "Our ability to collect, manipulate, analyze, and act on vast amounts of data is having a profound impact on all aspects of society. Much of this data is heterogeneous in nature and interlinked in a myriad of complex ways. From information integration to scientific discovery to computational social science, we need machine learning methods that are able to exploit both the inherent uncertainty and the innate structure in a domain. Statistical relational learning (SRL) is a machine learning subfield that builds on principles from probability theory and statistics to address uncertainty while incorporating tools from knowledge representation and logic to represent structure." Getoor overviewed her recent work on probabilistic soft logic (PSL), an SRL framework for large-scale collective, probabilistic reasoning in relational domains. PSL provides a tractable approach to probabilistic inference. She showed the theoretical foundations for PSL, which connect work from the theoretical computer science community on randomized algorithms with work from the probabilistic graphical model's community on local consistency relaxations with work from the AI community on soft logic. She also described several successful applications of PSL to problems from computational social science (stance in online forums, social trust, latent political groups, cyberbullying) and data integration (entity resolution and knowledge graph construction). Getoor closed up with a discussion of responsible data science, which requires understanding both the inherent structure in the domain, the structure and potential bias in the data, and the potential implications and feedback loops in the algorithms.

Later, Jian Pei, vice-president of JD.com and professor at the Simon Fraser University, gave a talk about data mining and logistic. The talk is summarized as: "The future of retail is in breaking the limitations of the current business models in customer connection, logistics and stores. The key to breaking those limitations is the integrated smart supply chain, which covers smart consumption, smart logistics, and smart supply. The foundation of a smart supply chain is intelligent big data science. Through a series of examples, we discuss how smart supply chain techniques and data science can enable the future of retail. Specifically, we demonstrate how big data and AI techniques together can deepen our understanding of customers, create new convenience and efficiency in retail scenarios, minimize the cost store operation, and shorten the path from customers to manufacturers".

Finally, the remaining three invited talks were presented in the form of short papers in this book.

To share the new analysis methods for managing large volumes of data, we encouraged participation from researchers in all fields related to big data, data science, data mining, natural language processing, and Semantic Web, but also multilingual text processing, biomedical NLP, data-driven software engineering, and data privacy.

Topics of interest to SIMBig included: data science, big data, data mining, natural language processing, bio NLP, text mining, information retrieval, machine learning,

Semantic Web, ontologies, IoT, privacy on social networks, Web mining, knowledge representation and linked open data, social networks, social Web, and Web science, information visualization, OLAP, data warehousing, business intelligence, spatiotemporal data, health care, agent-based systems, data-driven security, and privacy.

SIMBig is positioning itself as one of the most important conferences in South America on issues related to information management and Big Data. Two Springer CCIS books were published in the context of the SIMBig conference. The first publication compiles the selected papers from the SIMBig 2015 and SIMBig 2016 conferences [1]. The second one presents the best papers of the SIMBig 2017 conference [2].

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