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Analysis of Large and Complex Data

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Foreword

Dear Scholars,

The world we live in is producing vast amounts of data everywhere and anytime. Wider use of the Internet with smartphones and tablets and increasing interconnection of equipment, vehicles and machines are swelling the data flow into a veritable flood of information. This flood of information, better known as “Big Data”, is a valuable resource—if you know how to use it. Only efficient and intelligent analysis of Big Data can help us to understand linkages and to make better decisions on this basis. Its potential can be found in many areas: Evaluation of large volumes of data helps to improve medical care, to optimise use of natural resources, to increase our security or also to develop new products and services. We are only just beginning to exploit this treasure. This book is the outcome of the second European Conference on Data Analysis (ECDA) held in Bremen in 2014. The scientific programme of the conference covered a broad range of topics. Special emphasis was given to research on and development of innovative tools, techniques and strategies that address current challenges in the data analysis process. I warmly invite you to read this book in order to get a deep insight into the present state of research and into the pivotal areas of data analysis.

President of the Confederation of German
Employers' Association
(Bundesvereinigung der Deutschen
Arbeitgeberverbände – BDA)
Berlin, Germany
June 2015

Ingo Kramer

Preface

The volume that you hold now in your hand or read electronically comprises the revised versions of selected papers presented during the European Conference on Data Analysis (ECDA 2014) and the Workshop on Classification and Subject Indexing in Library and Information Science (LIS' 2014). This second edition of the European Conference on Data Analysis was held at Jacobs University Bremen (Germany) under the patronage of Ingo Kramer, President of the Confederation of German Employers' Association (Bundesvereinigung der Deutschen Arbeitgeberverbände—BDA). The conference marked also the occasion of the 38th anniversary of the German Classification Society (GfKI). The conference was organised by the German Classification Society (GfKI) in cooperation with the Italian Statistical Society Classification and Data Analysis Group (SIS-Cladag), Vereniging voor Ordinatie en Classificatie (VOC), Sekcja Klasyfikacji i Analizy Danych PTS (SKAD) and the International Association for Statistical Computing (IASC).

In early July 2014, a total of 193 participants from 27 countries gathered at the beautiful campus of Jacobs University Bremen to listen to and critically discuss on 154 presentations including two plenary and eight semi-plenary keynote speeches, six invited symposia and a plenary panel discussion on “The Future of Publications in Classification and Data Sciences”. Having most participants accommodated on campus allowed for additional discussions and mutual exchange of knowledge outside the conference presentations, and it created an excellent stimulus for fostering international collaborations and networks. With half of the participants coming from outside of Germany, the conference truly lived up to the idea of an international convention. The selection of keynote speakers from six European countries, as well as from China, Israel and the United States of America, is another indicator for the growing international network of researchers in this area.

The scientific programme extended across a broad range of sessions dealing with different aspects of the data analysis process. Quite a spectrum of application fields had been covered in the presentations showing the importance of a close interaction between theory and practice as well as between scientific disciplines. The members of the scientific programme committee under the lead of the Scientific

Programme Chair Hans A. Kestler stipulated and selected a truly inspiring and interdisciplinary programme bridging theory, methods and applications of data analysis in the following seven thematic areas:

1. Statistics and Data Analysis, organised by Claus Weihs, Francesco Mola, Roberto Rocci and Christian Hennig
2. Machine Learning and Knowledge Discovery, organised by Eyke Hüllermeier, Friedhelm Schwenker and Myra Spiliopoulou
3. Data Analysis in Marketing, organised by Józef Pociecha, Daniel Baier, Wolfgang Gaul and Reinhold Decker
4. Data Analysis in Finance and Economics, organised by Marlene Müller, Gregor Dorfleitner and Colin Vance
5. Data Analysis in Medicine and the Life Sciences, organised by Hans A. Kestler, Matthias Schmid, Iris Pigeot and Berthold Lausen
6. Data Analysis in the Social, Behavioural, and Health Care Sciences, organised by Ali Ünlü, Ingo Rohlfing, Karin Wolf-Ostermann and Jeroen K. Vermunt
7. Data Analysis in Interdisciplinary Domains, organised by Adalbert F.X. Wilhelm, Patrick Groenen, Sabine Krolak-Schwerdt, Frank Scholze and Andreas Geyer-Schulz
8. The Workshop Library and Information Science (LIS' 2014), organised by Frank Scholze

For each of these topics, a number of well-elaborated papers have been submitted for the proceedings volume after the conference took place. The 55 contributions that you find now in this volume have been accepted after a peer-reviewing process and provide a good representation of the topics covered at the conference. The contributions to the proceedings represent a diverse range of scientific disciplines, namely, Statistics, Psychology, Biology, Information Retrieval and Library Science, Archeology, Banking and Finance, Computer Science, Economics, Engineering, Geography, Geology, Linguistics and Musicology, Marketing, Mathematics, Medical and Health Sciences, Sociology and Educational Sciences. In all these disciplines, *Data Science* is a major unifying topic, which is reflected in papers that cover the meaningful extraction of knowledge from diverse data sources via structural, quantitative and statistical approaches. Examples are advances in classification and clustering and other pattern recognition methods. The explicit modelling of complex data in specific domains also includes the issues that come with *Big Data* in terms of numerical stability, set size and model learning or adaptation time and effort.

Empirical research in these fields requires the analysis of multiple data types. Even though underlying research questions and corresponding data emerge from most various areas, they often require similar statistical, structural or quantitative approaches for the analysis of data. The specific scientific impact of the post-conference volume concerns the presentation of methods, which may commonly be used for the analysis of data stemming from different domains and domain-specific research questions with the aim of solving the numerous domain-specific problems of data analysis on a theoretical as well as on a practical level, fostering

their effective use for answering specific questions in various areas of application as well as evaluating alternative methods in the framework of applications.

Accordingly, the volume is organised with the following subsections:

Part I	Invited Papers
Part II	Big Data
Part III	Clustering
Part V	Regression and Other Statistical Techniques
Part VI	Applications
Part VII	Data Analysis in Marketing
Part VIII	Data Analysis in Finance
Part IX	Data Analysis in Medicine and Life Sciences
Part X	Data Analysis in Musicology
Part XI	Data Analysis in Interdisciplinary Domains
Part XII	Data Analysis in Social, Behavioural and Health Care Sciences
Part XIII	Data Analysis in Library Science

Organising this second ECDA conference required the coordination of many people and topics; dedicated colleagues and the great team of the Jacobs University Bremen made this possible. We would like to thank the area chairs and the LIS workshop chair for organising the areas during the conference, author recruitment and the evaluation of submissions. We are grateful to all reviewers: Daniel Baier, Andre Burkovski, Reinhold Decker, Gregor Dorfleitner, Axel Fürstberger, Wolfgang Gaul, Andreas Geyer-Schulz, Patrick Groenen, Christian Hennig, Eyke Hüllermeier, Johann Kraus, Sabine Krolak-Schwerdt, Berthold Lausen, Ludwig Lausser, Francesco Mola, Marlene Müller, Christoph Müssel, Magnus Pfeffer, Iris Pigeot, Józef Pociecha, Roberto Rocci, Ingo Rohlfling, Florian Schmid, Matthias Schmid, Frank Scholze, Friedhelm Schwenker, Myra Spiliopoulou, Eric Sträng, Ali Ünlü, Colin Vance, Jerome K. Vermunt, Claus Weihs, Heidrun Wiesenmüller and Karin Wolf-Ostermann.

Furthermore, we would like to thank Martina Bihn and Alice Blanck, Springer-Verlag, Heidelberg, for their support and dedication to the production of this volume. Last but not least, we would like to thank all participants of the ECDA 2014 conference for their interest and activities, which made the conference such a great interdisciplinary venue for scientific discussion.

Bremen, Germany
Ulm, Germany
July 2015

Adalbert F.X. Wilhelm
Hans A. Kestler

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Leibniz Institute for Age Research
Fritz Lipmann Institute (FLI)

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