

# Second International Conference on Big Data and Smart Computing

February 9-12, 2015, Jeju Island, Korea

<http://conf2015.bigcomputing.org>



You are invited to attend the second International Conference on Big Data and Smart Computing 2015 (BigComp2015). It provides an international forum for exchanging ideas and information on big data and smart computing fields which have recently drawn much attention and interests.

## Keynote Speech 1

February 9 (Monday), 2015 11:10-12:40



**Title : Mind your Ps and Vs: A Perspective on the Challenges of Big Data Management and Privacy Concerns**

Speaker : Prof. Amr El Abbadi (University of California, Santa Barbara, USA)

### Abstract :

Big data applications have become indispensable in as diverse fields as the environment, commerce, social science and geography. The 3 "V"s (Volume, Velocity and Variety) have caused fundamental challenges to the ways traditional data management systems are designed and implemented as well as how data is consumed and analyzed. Major Privacy concerns arise when big data is managed and stored remotely in the Cloud. In this talk, we will explore some of the system challenges arising from social media and environmental applications. In large social media, we will explore some of the challenges in understanding, managing and analyzing the diffusion of information in diverse settings. We will address some of the practical privacy concerns arising in environmental applications, and how the collective good can benefit from efficient secure data methods. We will also highlight some of the main volume challenges of big data as the data scales out in large data centers as well as in multiple data centers for fault-tolerance in the face of catastrophic failures.

## Keynote Speech 2

February 10 (Tuesday), 2015 09:00-10:30



**Title : User Modeling in Social Media and Big Data**

Speaker : Prof. Qiang Yang (Huawei Noah's Ark Research Lab & Hong Kong University of Science and Technology, Hong Kong)

### Abstract :

The ever-growing social networks and social media provide invaluable sources of information for modeling the behavior of users. High-quality user models enable superior services and functions for end users. In this talk, I will present several examples of user modeling based on social networks and social media. I will describe our research in modeling users' information preferences on Microblogs using a novel user message model and discuss our work on extracting users' daily activities, such as dining and shopping, that inherently reflect their habits, intents and preferences. I explain our novel transfer learning solution via a collaborative boosting framework comprising a text-to-activity classifier for socially connected users. I will also describe our research on user modeling in multiple, overlapping social networks in a "composite social network" setting. Finally, I will explain our research on finding social spammers in large social networks.

## Research Paper Presentation

- \* 2 invited paper sessions of 8 invited papers
- \* 8 regular paper sessions of 28 peer-reviewed papers
- \* 4 short paper sessions of 20 peer-reviewed papers

## Workshops

1. **Machine Learning with Multi-Modal Data**  
(Chair: Prof. Seungjin Choi, POSTECH, Korea)
2. **Exobrain: Natural Language Question Answering**  
(Chair: Prof. Gary Geunbae Lee, POSTECH, Korea)
3. **Big Data Analytics for Biomedical Informatics and Social Healthcare**  
(Chair: Prof. Ho-Jin Choi, KAIST, Korea)
4. **Heterogeneous Database Integration & Monitoring for Big Data**  
(Chair: Dr. Hanmin Jung, KISTI, Korea)

## Conference Program (At a Glance)

TIME	Track1	Track2	Track3
<b>February 9 (Monday), 2015</b>			
08:30 - 10:10	Short Paper Session-1 (Mu Goong Hwa)	Short Paper Session-2 (Ballroom A)	
10:10 - 10:40	Coffee Break		
10:40 - 11:00	Opening (Ballroom A)		
11:00 - 12:30	Keynote Speech-1 (Ballroom A)		
12:30 - 14:00	Lunch (SARA restaurant)		
14:00 - 16:00	Regular Session-1 (Mu Goong Hwa)	Invited Session-1 (Ballroom A)	
16:00 - 16:30	Coffee Break		
16:30 - 18:00	Regular Session-2 (Mu Goong Hwa)	Regular Session-3 (Ballroom A)	
18:00 - 19:30	Welcome Reception (Ballroom B)		
<b>February 10 (Tuesday), 2015</b>			
09:00 - 10:30	Keynote Speech-2 (Ballroom A)		
10:30 - 11:00	Coffee Break		
11:00 - 12:30	Regular Session-4 (Mu Goong Hwa)	Regular Session-5 (Ballroom A)	
12:30 - 14:00	Lunch (SARA restaurant)		
14:00 - 16:00	Regular Session-6 (Mu Goong Hwa)	Invited Session-2 (Ballroom A)	
16:00 - 16:30	Coffee Break		
16:30 - 18:00	Regular Session-7 (Mu Goong Hwa)	Regular Session-8 (Ballroom A)	
18:30 - 21:00	Banquet (Ballroom B)		
<b>February 11 (Wednesday), 2015</b>			
08:40 - 10:20	Short Paper Session-3 (Mu Goong Hwa)	Workshop-1 - Machine Learning (Dong Baek)	Workshop-2 - Exobrain (Rose)
10:20 - 10:50	Coffee Break		
10:50 - 12:30	Short Paper Session-4 (Mu Goong Hwa)	Workshop-1 - Machine Learning (Dong Baek)	Workshop-2 - Exobrain (Rose)
12:30 - 14:00	Lunch (SARA restaurant)		
14:00 - 16:00	Workshop-3 - BD Analytics (Mu Goong Hwa)	Workshop-1 - Machine Learning (Dong Baek)	Workshop-2 - Exobrain (Rose)
16:00 - 16:30	Coffee Break		
16:30 - 18:30	Workshop-3 - BD Analytics (Mu Goong Hwa)	Workshop-1 - Machine Learning (Dong Baek)	Workshop-2 - Exobrain (Rose)
<b>February 12 (Thursday), 2015</b>			
09:30 - 10:30	Workshop-4 - DB4BigData (Mu Goong Hwa)		
10:30 - 11:00	Coffee Break		
11:00 - 12:30	Workshop-4 - DB4BigData (Mu Goong Hwa)		
12:30 - 14:00	Lunch (SARA Restaurant)		

## Registration

### Conference Registration Fee

		Early (by Jan. 23, 2015)	Late
Regular	Member	USD 600 / KRW 660,000	USD 700 / KRW 770,000
	Non-Member	USD 650 / KRW 715,000	USD 750 / KRW 825,000
Student	Member	USD 300 / KRW 330,000	USD 400 / KRW 440,000
	Non-Member	USD 350 / KRW 385,000	USD 450 / KRW 495,000

### Workshop-Only Registration Fee

		Early (by Jan. 23, 2015)	Late
Workshop-only (Machine Learning, Exobrain)	Member	USD 150 / KRW 165,000	USD 200 / KRW 220,000
	Non-Member	USD 180 / KRW 198,000	USD 230 / KRW 253,000
Workshop-only (BD Analytics)	Member	USD 80 / KRW 88,000	USD 130 / KRW 143,000
	Non-Member	USD 110 / KRW 121,000	USD 160 / KRW 176,000
Workshop-only (DB4BigData)	Member	USD 200 / KRW 220,000	USD 250 / KRW 275,000
	Non-Member	USD 230 / KRW 253,000	USD 280 / KRW 308,000

### Registration Guideline

1. Workshop-only registration, EXCEPT DB4BigData workshop, can be allowed only to students.
2. We won't issue a VISA invitation letter for those who registered Workshop-only.
3. On-site registration accepts cash only.

## For more information

- Home Page : <http://conf2015.bigcomputing.org>
- Contacts : General inquiry (Prof. Jinho Kim, [jhkim@kangwon.ac.kr](mailto:jhkim@kangwon.ac.kr))  
Program (Prof. Wook-Shin Han, [wshan.postech@gmail.com](mailto:wshan.postech@gmail.com))

**ONLINE REGISTRATION**