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Fionn Murtagh

University of Huddersfield, UK

Data mining in big data analytics: Exploiting resolution scale, addressing bias, having analytical focus

The benefits and also the challenges of big data analytics can be addressed in innovative ways. It is known that analytical focus is important. Considering just as an analogy for our analytics, how a microscope or a telescope bring about observation and measurement at very fine scales and at very gross scales, we can take that analogy as being associated with the resolution scale of our analysis. Another challenge is the bias in big data. But we may calibrate our analytical process with a big data framework or infrastructure. A further challenge of an ethical nature is how representativity replaces the individual. So, we want to rehabilitate the individual. Important opportunities arise from contextualization that can be associated with the resolution scale of our analytics, and it can also be supported by full account taken of appropriate contexts. The innovation that stems from the different facets of our analytical procedures can be of great benefit. Here, we seek to discuss many such themes that are always in the context of interesting and important case studies. The main case studies for us here include the following: analytics of mental health and associated well-being; social media analytics based on Twitter; questionnaire and survey analytics with many respondents.

Biography

Fionn Murtagh is a Professor of Data Science and was Professor of Computer Science, including Head of Department at many universities. He was Editor-in-Chief of the *Computer Journal* (British Computer Society) for more than 10 years, and is an Editorial Board Member of many journals. With over 300 refereed articles and 30 books authored or edited, his fellowships and scholarly academies include: Fellow of British Computer Society (FBCS), Institute of Mathematics and Its Applications (FIMA), International Association for Pattern Recognition (FIAPR), Royal Statistical Society (FRSS), and Royal Society of Arts (FRSA). He is an elected Member of Royal Irish Academy (MRIA) and Academia Europaea (MAE).

f.murtagh@gold.ac.uk

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