

Smart Sensing & Big Data Analytics: Governing through Information



March 3rd – 4th 2014

The Allan Barton Forum, Level 2, CBE Building 26C, ANU

Convened by [Dr Gavin J.D. Smith](#) & [Associate Professor Robert Ackland](#)

Hosted by the ANU School of Sociology, ADSRI and RSSS

Symposium thematic

Personal data emission, requisition and transmission are habitual procedures in today's information saturated societies. 'Smart Sensing' (data creation) and 'Big Data Analytics' (data computation) have come into vogue as prevailing strategies of governance in a multitude of organisational spheres. But what exactly do they mean and imply? How can they be used to revolutionize the ways we conduct research and execute services? What are their potentials and perils? How, for instance, might better understandings of the social body emerge through computational analytics? How might this improve welfare delivery and social justice? How, in contrast, might privacy rights be compromised by economy? How, in other words, are these techniques being presently utilized and how might they be reconfigured in years to come?

This symposium aims to reflect critically on these questions from a transdisciplinary perspective. It will probe the social, political, economical, technical, cultural, legal, moral and policy repercussions of 'Smart Sensing' and 'Big Data Analytics' by exploring empirically and conceptually current applications in several intersecting substantive fields.

Symposium format

The rationale for this symposium is to engage 'Smart Sensing' and 'Big Data Analytics' from multiple disciplinary angles and to build future collaborative opportunities. It is envisaged that the event will bring together a diverse group of scholars, practitioners, technicians and policy makers engaging either (a) '*Smart Sensing*'/'*Big Data Analytics*' as substantive topic (i.e. analysing its rationalities and repercussions etc.) or (b) '*Smart Sensing*'/'*Big Data Analytics*' as practical technique (i.e. using it as a resource).

Symposium speakers will be given 20 minutes to either present their current ideas *about* Smart Sensing/Big Data Analytics or to showcase current ways of *doing* Smart Sensing/Big Data Analytics as a method of research or service delivery. This will leave 10 minutes for general discussion. AV equipment will be provided but please contact the convenor should you have special requirements beyond Powerpoint slides on USB pens.

Symposium registration

While registration is free for this event it is imperative that you register your attendance [here](#) by **27/2/2014**

Symposium keynote

Details of the keynote session are as follows:

Drone Logic: Distributed, Ubiquitous Monitoring and the "Big Data" Deluge

This presentation considers the figure of the drone as representative of the logic of monitoring and surveillance in the emerging "sensor society." We might line it up alongside other probes in the sensor society including smart phones, smart cars (that capture detailed data about how they are driven), and so on – eventually encompassing the range of interactive devices (both personal and commercially or publicly owned and operated) that come to populate our lives in the digital era. The promise of the drone is four-fold: it extends and multiplies the reach of the senses, it saturates times and spaces in which sensing takes place, and it tends towards the automation of data collection, processing, and response. In this regard, drone logic comes to permeate the forms of monitoring to which we are increasingly subject in the workplace, social life, and the economic and political realms. This presentation considers some of the implications for how data is put to use in the emerging "sensor society."

Mark Andrejevic is Deputy Director and ARC QEII Research Fellow in the Centre for Critical and Cultural Studies at The University of Queensland.

Please register for this keynote by visiting [here](#)



Symposium schedule

MONDAY MARCH 3RD 2014

- 1:45pm – 2:00pm Symposium Introduction: Professor Toni Makkai, Dean, College of Arts and Social Sciences, ANU
- 2:00pm – 2:30pm Michael Smithson, Research School of Psychology, ANU
Decontextualizing + assumptions = fallacies: and it's worse for big data
- 2:30pm – 3:00pm Michael Jensen, ANZSOG Institute for Governance, University of Canberra
Big data and systems analysis
- 3:00pm – 3:30pm Afternoon Refreshments**
- 3:30pm – 4:00pm Mathieu O'Neil, The News & Media Research Centre, University of Canberra
Online fields and issue diffusion
- 4:00pm – 4:30pm Lexing Xie, Research School of Computer Science, ANU
Visual meme in social media: tracking real-world news in YouTube videos
- 4:30pm – 5:00pm Mamoun Alazab & Rod Broadhurst, ANU Cybercrime Observatory, ANU
Using 'big data' analytics to identify malicious content: a spam case study
- 5:00pm – 5:30pm Robert Ackland, ADSRI, ANU
Exploring the structure of government on the web

TUESDAY MARCH 4TH 2014

09:30am – 10:15am Barry Sandison, Deputy Secretary, Department of Human Services, Australian Government

Big data analytics – for better servicing and to better inform public policy

10:15am – 10:45am Simon Barry, Director, Data Science, CSIRO

To be announced

10:45am – 11:15am Morning Refreshments

11:15am – 11:45am Clare Southerton, School of Sociology, ANU

Big data, intimate connections: smartphone use reconsidered as a relationship

11:45am – 12:15pm Deborah Lupton, Faculty of Arts and Design, University of Canberra

'Data gone wild'? The quantified self assemblage, technologies of the self and the value of data

12:15pm – 12:45pm Emmeline Taylor, School of Sociology, ANU

Teaching us how to be smart? Reverence and resistance in relation to RFID monitoring in schools

12:45pm – 1:45pm Lunch

1:45pm – 2:15pm Peter Christen, Research School of Computer Science, ANU

Advanced record linkage for population reconstruction

2:15pm – 2:45pm

Paul Thomas, CSIRO

Watching online behaviours to improve government services

2:45pm – 3:15pm

Pascal Van Hentenryck, Research School of Computer Science, ANU

From big data to optimisation

3:15pm – 3:45pm

Afternoon Refreshments

3:45pm – 4:15pm

Fleur Johns, UNSW Law

Laws of lists and rhythms of rule

4:15pm – 4:45pm

Lyria Bennett Moses & Janet Chan, UNSW Law

Using big data for legal decisions: testing the new tools

4:45pm – 5:00pm

Symposium Culmination

5:45pm – 7:00pm

Symposium Keynote