

## What Is the Big Idea behind Big Data?

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### Abstract

Big data is a hot topic but it is still full of “mysteries”. Few of us realize its multiple applications to various domains of human endeavor, from business to science and engineering, and from social service to public security. We should get to know it and embrace it for all its power. The speaker will explain what distinguishes Big Data from data, and how Big Data can change our way of thinking and even new technology itself. He will introduce the exciting “Big Data Triangle” concept made up of Ideas, Data and Technology, from which we can harvest deep insight and great value from Big Data. By using real examples from his research team, he will give us a glimpse of the great promise of Big Data. Finally, he wants our government to harness the super-abundant opportunities in the Big Data era.

### Short Bio

Prof Ni wears many hats. He is Dean of HKUST Fok Ying Tung Graduate School, Chair Professor in HKUST Computer and Engineering Department, and Special Assistant to the President. His blue-ribbon career includes being Chief Scientist of China’s National Basic Research Program (973 Program), co-founder and CEO of CC & T Technologies Inc Michigan, and a program director at the US National Science Foundation. The winner of eight best paper awards, with research papers cited over 19,000 times, his multiple achievements include ownership of seven US/China patents, with 20 patents pending. A fellow of IEEE and Hong Kong Academy of Engineering Sciences, he won the Overseas Outstanding Contribution Award from China Computer Foundation in 2009, and First Class Award in Natural Sciences for Research Excellence by China’s Ministry of Education in 2010, followed by a Second Class Award in Natural Sciences for Research Excellence from the State Council in 201