Big Data, Enormous Opportunity

Ed Lazowska

Bill & Melinda Gates Chair in Computer Science & Engineering University of Washington



Critical Conversations Lecture Series University at Buffalo The State University of New York

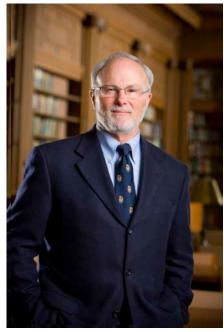
September 2013

http://lazowska.cs.washington.edu/buffalo.pdf



Dr. John Zahorjan





Former President John Simpson

President Satish Tripathi



This afternoon ...

- A reminder of the extraordinary progress that computer science has made
- A preview of the next ten years advances driven by "big data"
- Smart discovery" the application of big data to scholarship
 - Implications for computer science, for universities, and for students



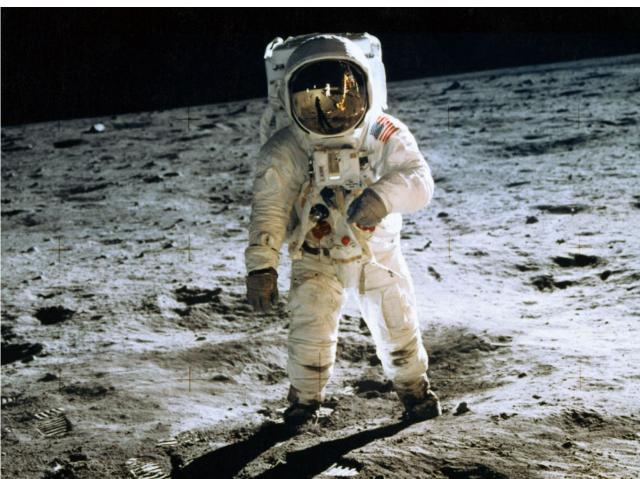


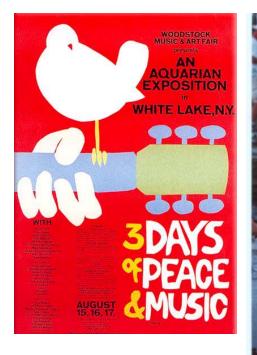


Credit: Peter Lee, Microsoft Research









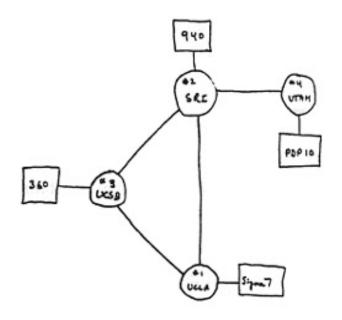












THE ARPA NETWORK DEC 1969 4 No DES



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With forty years hindsight, which had the greatest impact?

Unless you' re big into Tang and Velcro (or sex and drugs), the answer is clear ...

DUSTRIAL STRENGTH

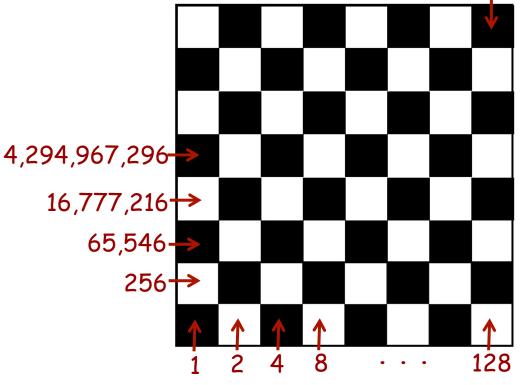




Exponentials are rare - we're not used to them, so they catch us unaware



18,446,744,073,709,600,000



Every aspect of computing has experienced exponential improvement

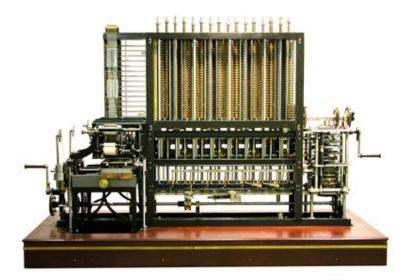
- Processing capacity
- Storage capacity
- Network bandwidth
- Sensors
- (Astonishingly, even algorithms in some cases!)

You can exploit these improvements in two ways

Constant capability at exponentially decreasing cost
 Exponentially increasing capability at constant cost



Mechanical



Babbage's Difference Engine No. 2 (designed 1847-1849, constructed 1989-2000) [11'x7', 8000 parts, 5 tons]

Vannevar Bush's Differential Analyzer (1931)

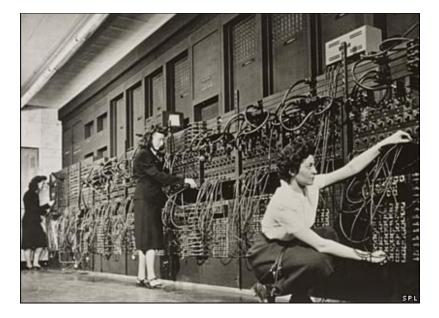




Vacuum tube electronic



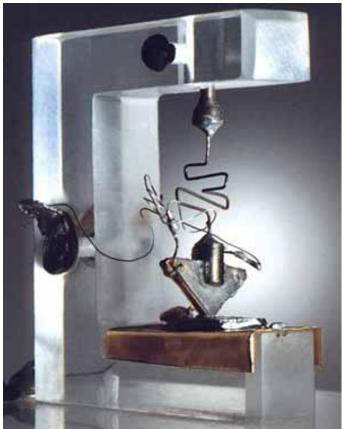
ENIAC (constructed 1943-1946) [8.5' (h) x 3' (d) x 80' (linear), 30 tons, 17,468 vacuum tubes, 150 kW of power, 5,000 additions/second]



The transistor (1947)

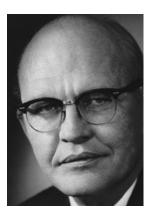
William Shockley, Walter Brattain and John Bardeen, Bell Labs

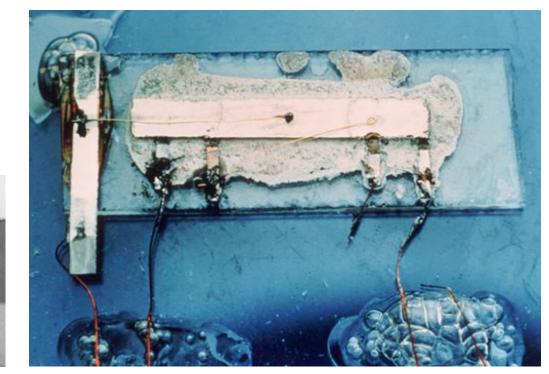




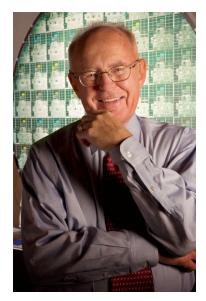
The integrated circuit (1958)

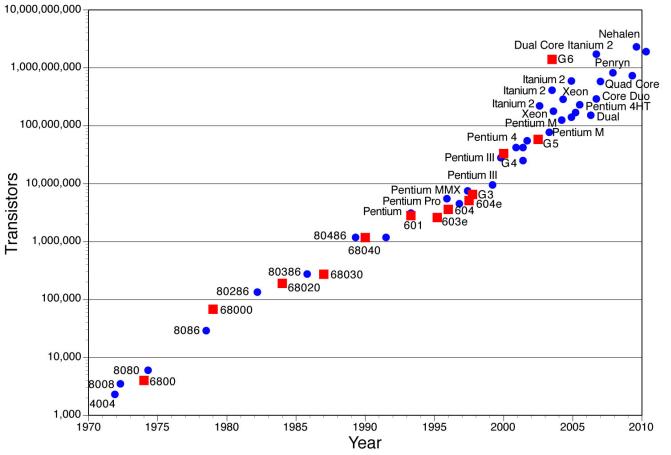
Jack Kilby, Texas Instruments, and Bob Noyce, Fairchild Semiconductor Corporation

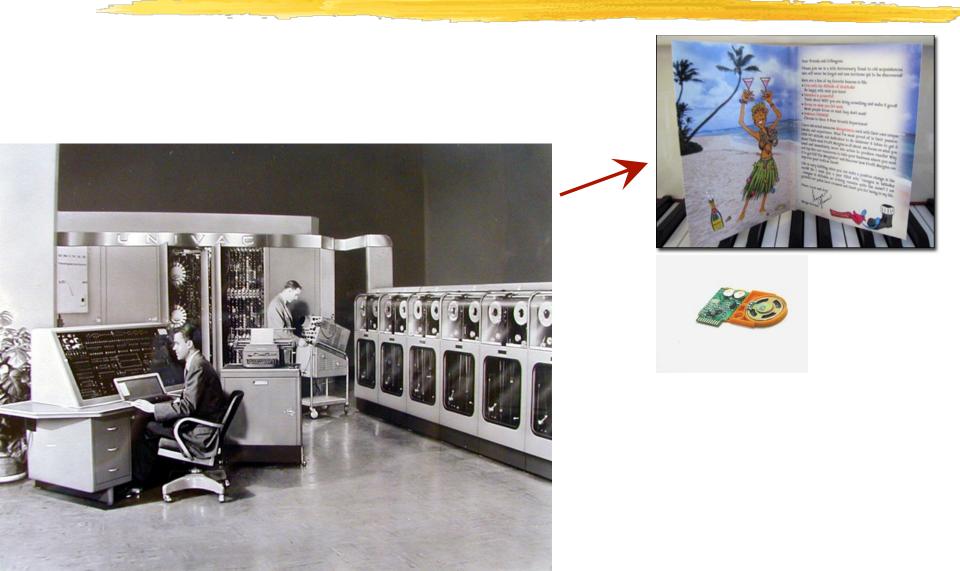




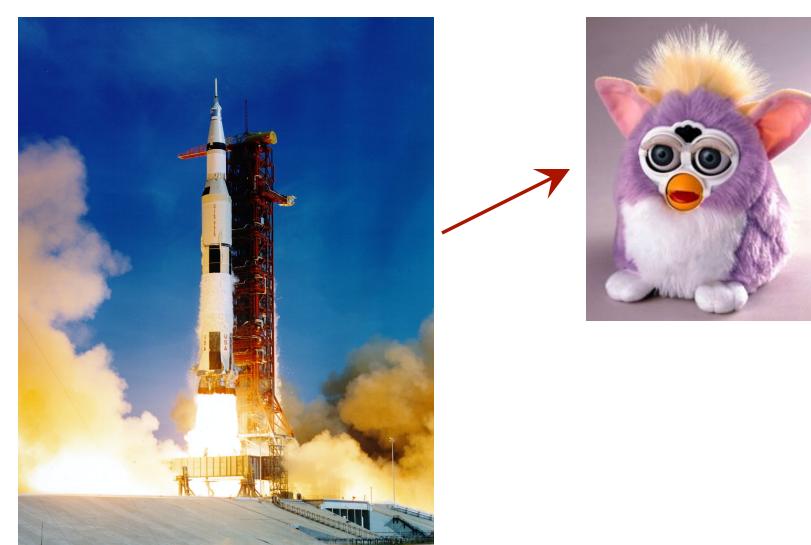
Moore's Law and exponential progress (1965-today)





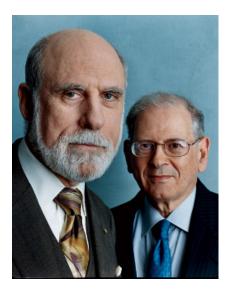


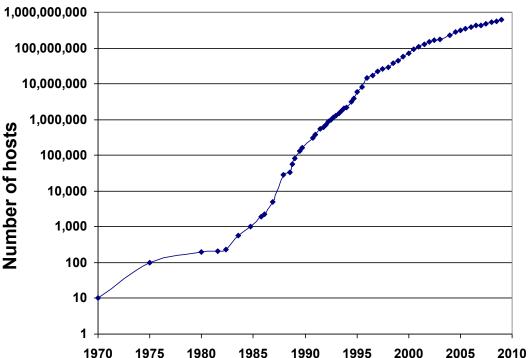






Ditto the Internet





In the past 20 years (1993-2013), the number of Internet hosts and the number of transistors on a die each have increased 2000x!

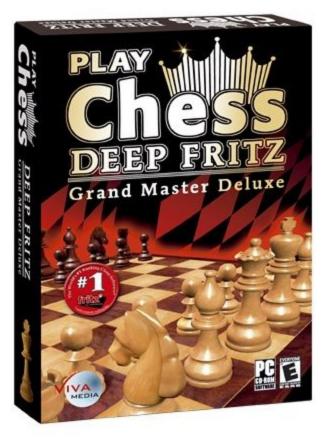
Ditto software (algorithms) in many cases



DEEP

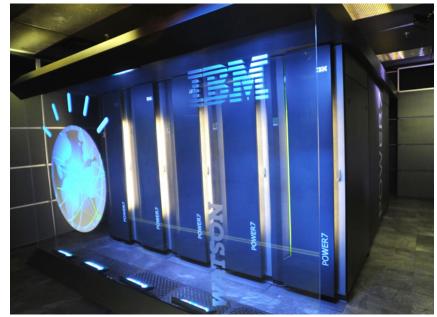
Deep Blue, 1997





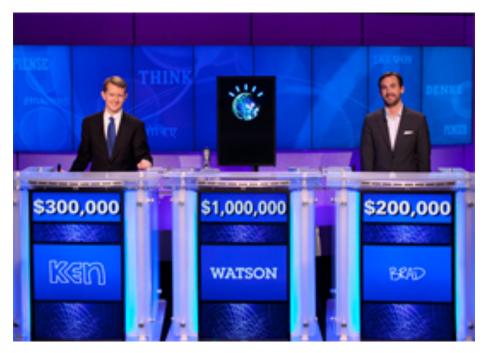
Price: **\$19.99** & eligible for free shipping with **Amazon Prime**

Deep Fritz, 2002



Watson, 2011

Ken Jennings, Watson, Brad Rutter



The most recent ten years ...

- Search
- Scalability
- Digital media
- Mobility
- eCommerce
 - The Cloud
- Social networking and crowd-sourcing



Business + Technology in the Exponential Economy

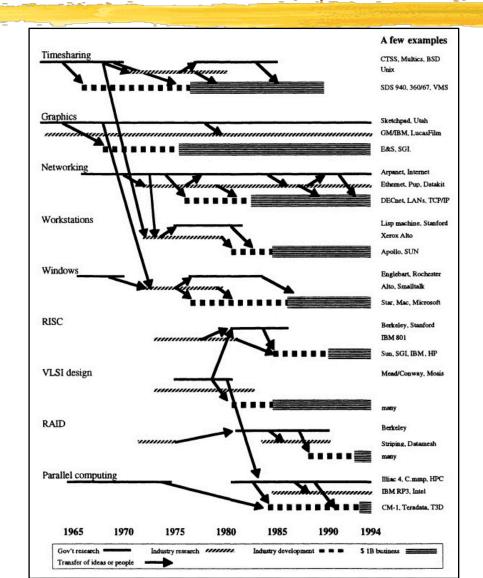


What Happens in an Internet Minute?



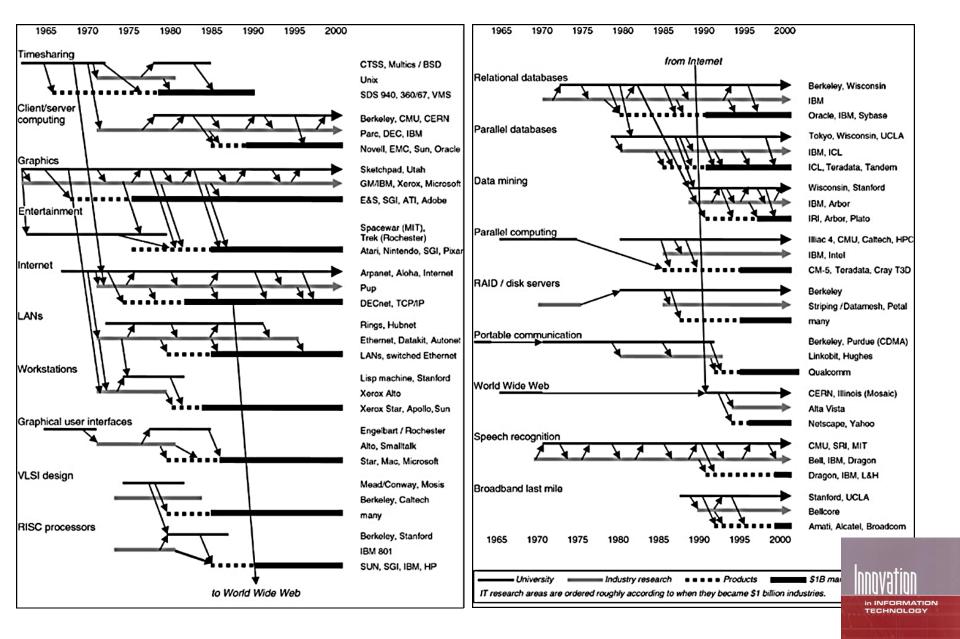
Credit: Intel Corporation

How did all this come to pass?

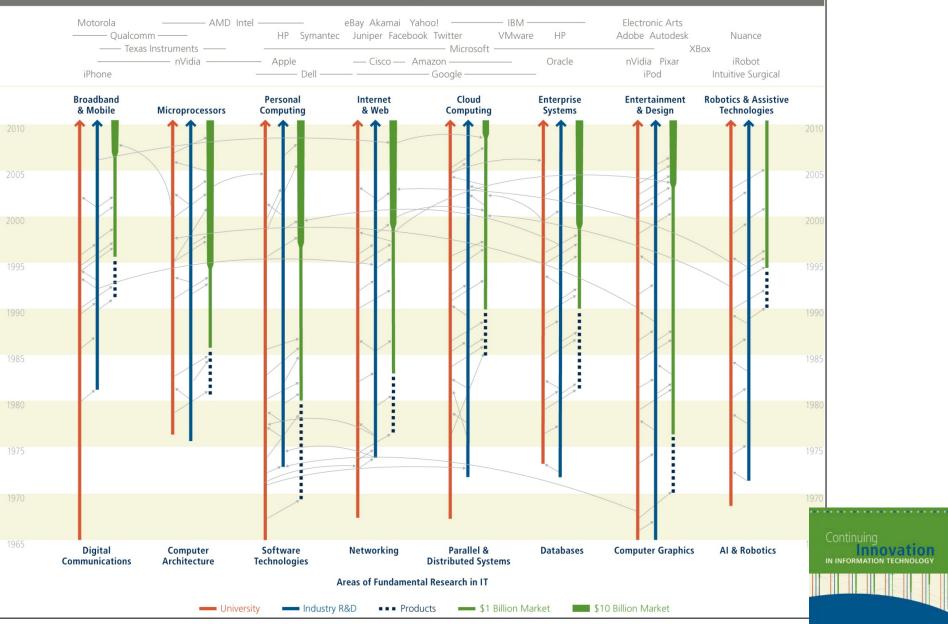


Evolving the High Performance Computing and Communications Initiative to Support the Nation's Information Infrastructure

1995



IT Sectors With Large Economic Impact



Lessons

- America is the world leader in information technology due to a rich interplay of government, academia, and industry
- Every \$1B market segment bears the clear stamp of Federal research investments
- There's nothing linear about the path from research to \$1B market segment: ideas and people flow every which way
- Unanticipated results are often as important as anticipated results
- The interaction of research ideas multiplies their impact
- Entirely appropriately, corporate R&D is very heavily tilted towards D: engineering the next release of a product, vs. a 5- 10- or 15-year horizon

The next ten years ...



Exponential improvements in technology and algorithms are enabling the "big data" revolution

A proliferation of sensors

- Think about the sensors on your phone
- More generally, the creation of almost all information in digital form
 - It doesn't need to be transcribed in order to be processed
- Dramatic cost reductions in storage
 - You can afford to keep all the data
 - Dramatic increases in network bandwidth
 - You can move the data to where it's needed

Dramatic cost reductions and scalability improvements in computation

- With Amazon Web Services, or Google App Engine, or Microsoft Azure, 1000 computers for 1 day costs the same as 1 computer for 1000 days
- Dramatic algorithmic breakthroughs
 - Machine learning, data mining fundamental advances in computer science and statistics

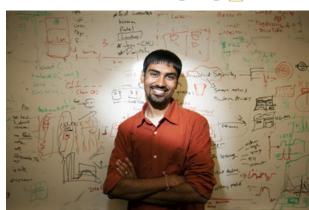
"Big data" will allow us to put the "smarts" into everything ...

- Smart homes
- Smart cars
- Smart health
- Smart robots
- Smart crowds and humancomputer systems
- Smart interaction (virtual and augmented reality)
- Smart discovery (exploiting the data deluge)





Smart homes



Shwetak Patel, University of Washington 2011 MacArthur Fellow



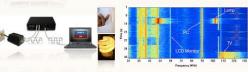
ElectriSense termining Electrical Device usage with a Single Sensor

ElectriSense monitors EMI on the powerline to provide whole home device-level usage data using a single easy-to-deploy sensor.

Motivation Most moder



MOIVAtion • Most modern consumer electronics use a Switched Mode Power Supply (SMPS) that generate Electro Magnetic Interference (EMI). • SMPS based devices are becoming pervasive. • Leverages existing infrastructure.



Event Detection & Feature Extraction







belkin echo

Smart cars

DARPA Grand Challenge



DARPA Urban Challenge





Google Self-Driving Car

Smart health: The "quantified self"



Omron pedometer



Nike + iPod



Bodymedia multi-function



Biozoom: body fat, hydration, blood oxygen, etc.



Glucowatch: measuring body chemistry



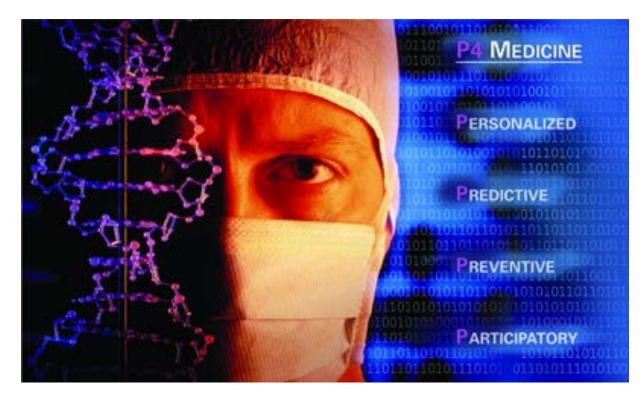
Larry Smarr -"quantified self"

Smart health: Evidence-based medicine

- Machine learning for clinical care
- Predictive models
- Cognitive assistance for physicians



Smart health: P4 medicine





Smart robots





iRobot



rethink (ii) robotics

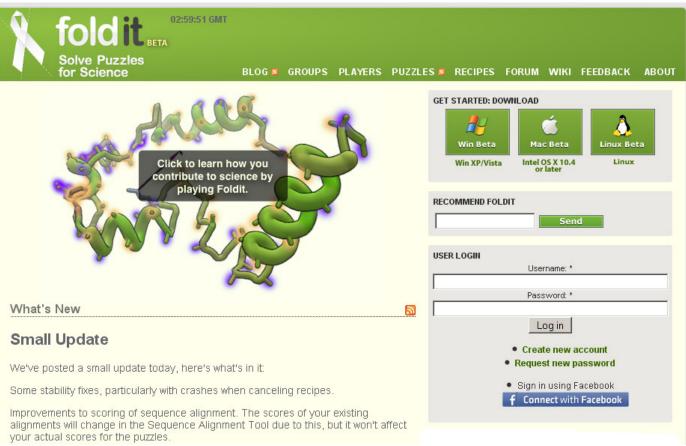


Smart crowds and human-computer systems



David Baker, UW Biochemistry

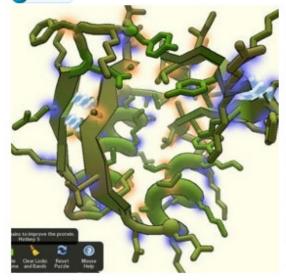




Zoran Popovic, UW Computer Science & Engineering

Gamers Unlock Protein Mystery That Baffled AIDS Researchers For Years





16K

In just three weeks, gamers deciphered the structure of a key protein in the development of AIDS that has stumped scientists for years. According to a study published Sunday in the journal *Nature Structural & Molecular Biology*, the findings could present a significant breakthrough for AIDS and HIV research.

Using an online game called Foldit, players were able to predict the structure of a protein called retroviral protease, an enzyme that plays a critical role in the way HIV multiplies. Unlocking the build of the protein could theoretically aid scientists in developing drugs that would stop protease from spreading.

*Following the failure of a wide range of attempts to solve the crystal structure of M-PMV retroviral protease

by molecular replacement, we challenged players of the protein folding game Foldit to produce accurate models of the protein," the study reads. "Remarkably, Foldit players were able to generate models of sufficient quality for successful molecular replacement and subsequent structure determination. The refined structure provides new insights for the design of antiretroviral drugs."





Speech recognition (MSR Redmond)

- No push-to-talk
- 4-meter distance, no headset
- 80db ambient noise
- Microphone array costs 30 cents

Identity recognition (MSR Asia)

- VGA camera
- 4-meter distance
- Varying ambient light
- Sibling differentiation

Tracking (MSR Cambridge)

- Real-time
- 100% on deal with compounding errors
- All body types, all numbers of bodies
- People are jumping like monkeys

System performance (MSR Silicon Valley)

- Machine learning training utilized massive parallelism
- Xbox GPU implementation of key functions yielded several-thousand-fold performance gains

Smart (data-intensive) discovery: eScience

SCIENCE

nai

2020

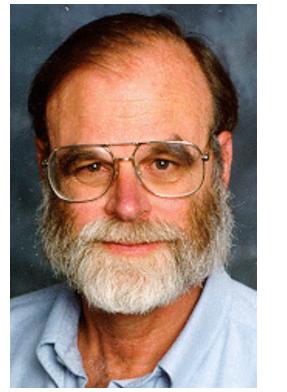
the face of science

The

FOURTH

PARADIGM DATA-INTENSIVE SCIENTIFIC DISCOVERY

TONY HEY, STEWART TANSLEY, AND KRISTIN TO



Jim Gray, Microsoft Research

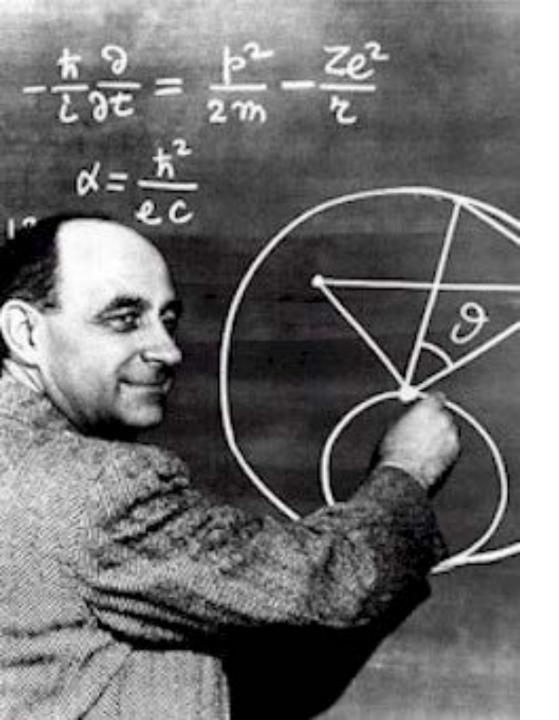
Transforming science (again!)

Observation Experiment Theory

Credit: John Delaney, University of Washington



Observation Experiment Theory



Observation Experiment Theory



Observation Experiment Theory Computational Science



Observation Experiment Theory Computational Science eScience



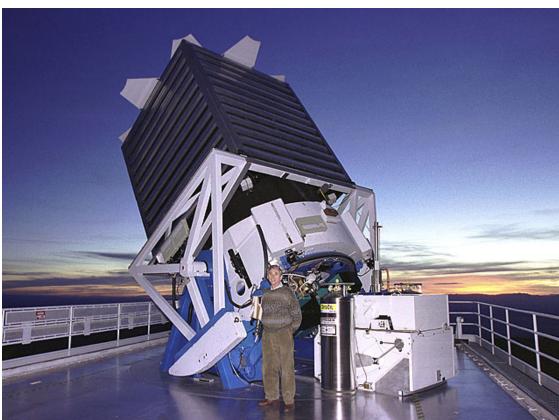
SLOAN DIGITAL SKY SURVEY

eScience is driven by *data* more than by cycles

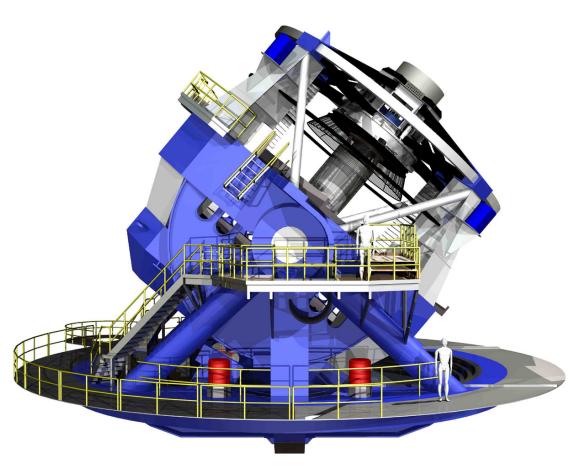
Massive volumes of data from sensors and networks of sensors



80TB of raw image data (80,000,000,000,000 bytes) over a 7 year period







Large Synoptic Survey Telescope (LSST)

40TB/day

(an SDSS every two days), 100+PB in its 10-year lifetime

400mbps sustained data rate between Chile and NCSA





Large Hadron Collider 700MB of data per second, 60TB/day, 20PB/year

Illumina HiSeq 2000 Sequencer

~1TB/day

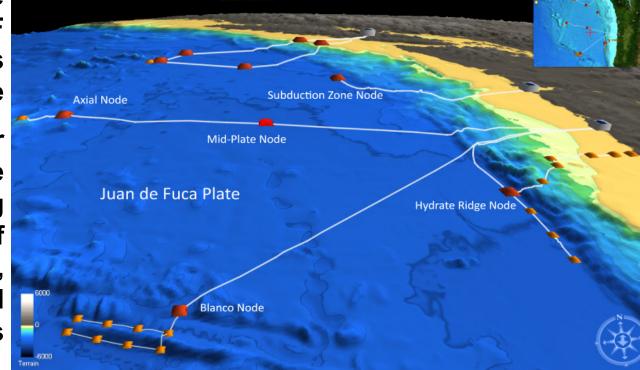


Major labs have 25-100 of these machines

CCCLGGI

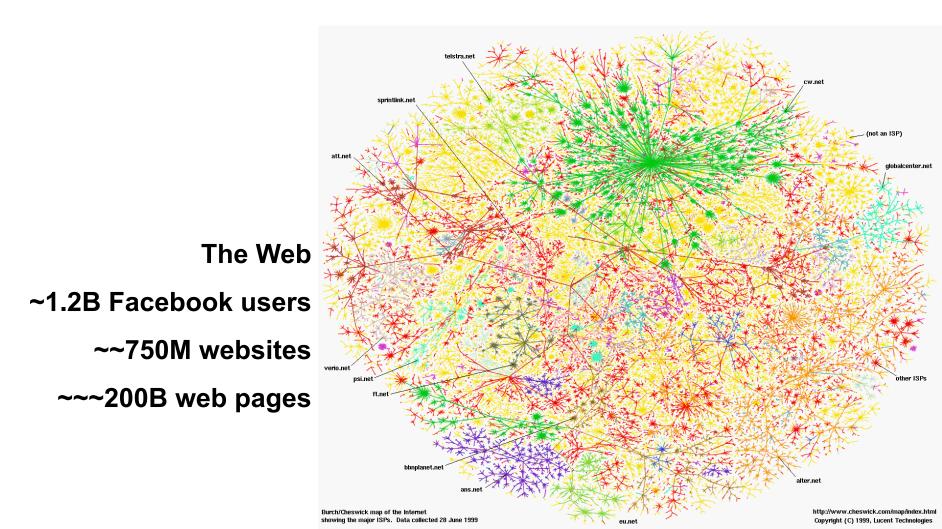


OCEAN OBSERVATORIES INITIATIVE



Regional Scale Nodes of the NSF **Ocean Observatories** Initiative 1000 km of fiber optic cable on the seafloor, connecting thousands of chemical, physical, and biological sensors









Point-of-sale terminals

eScience is about the analysis of data

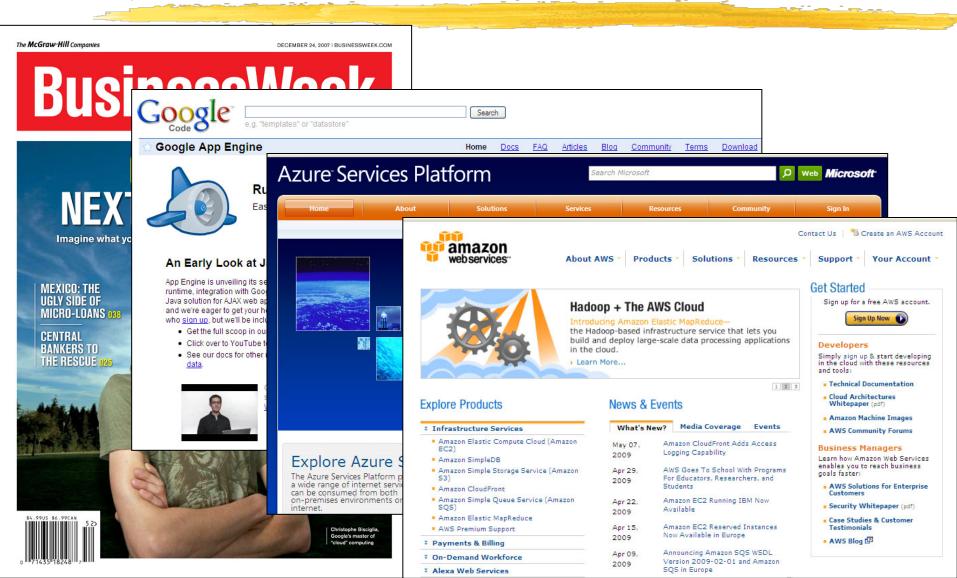
- The automated or semi-automated extraction of knowledge from massive volumes of data
 - There's simply too much of it to look at
- It's not just a matter of volume it's "the 3 V's":
 - Volume
 - Velocity (rate)
 - Variety (dimensionality / complexity)

eScience utilizes a spectrum of computer science techniques and technologies

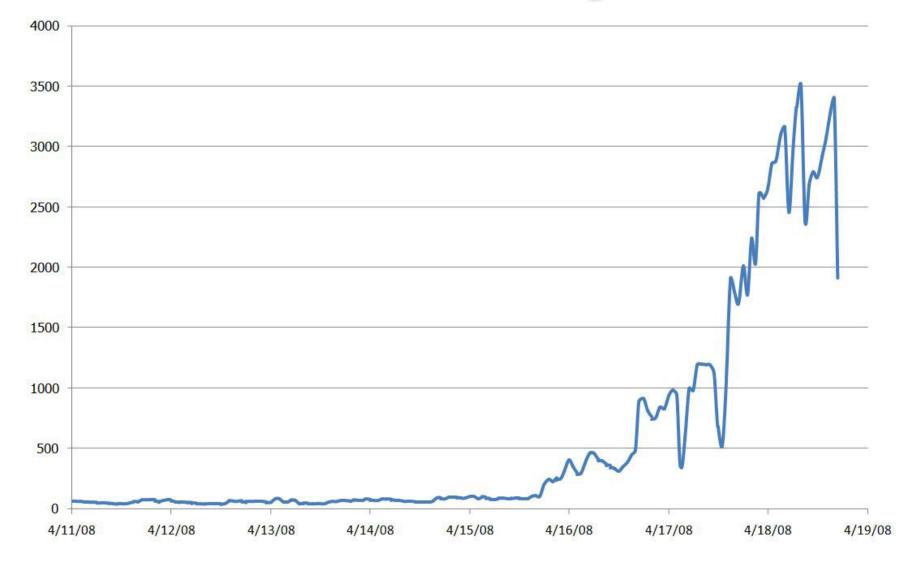
- Sensors and sensor networks
- Backbone networks
- Databases
- Data mining
- Machine learning
- Data visualization
- Cluster computing at enormous scale (the cloud)



eScience is married to the cloud: Scalable computing and storage for everyone



Animoto: EC2 Instance Usage



Credit: Werner Vogels, Amazon.com

Credit: Werner Vogels, Amazon.com

wither !!

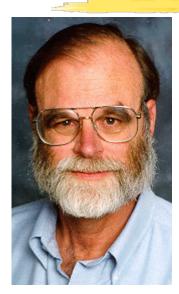
-

eScience will be pervasive

- Simulation-oriented computational science has been transformational, but it has been a niche
 - As an institution (e.g., a university), you didn't need to excel in order to be competitive
- eScience capabilities must be broadly available in any institution
 - If not, the institution will simply cease to be competitive



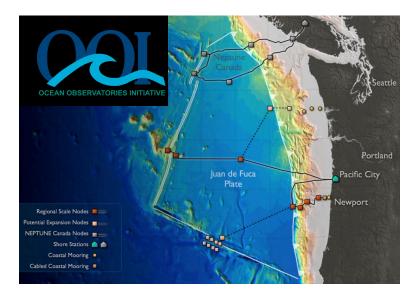
My personal story, and the story of the UW eScience Institute

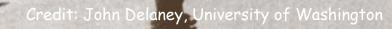


Early 1980s

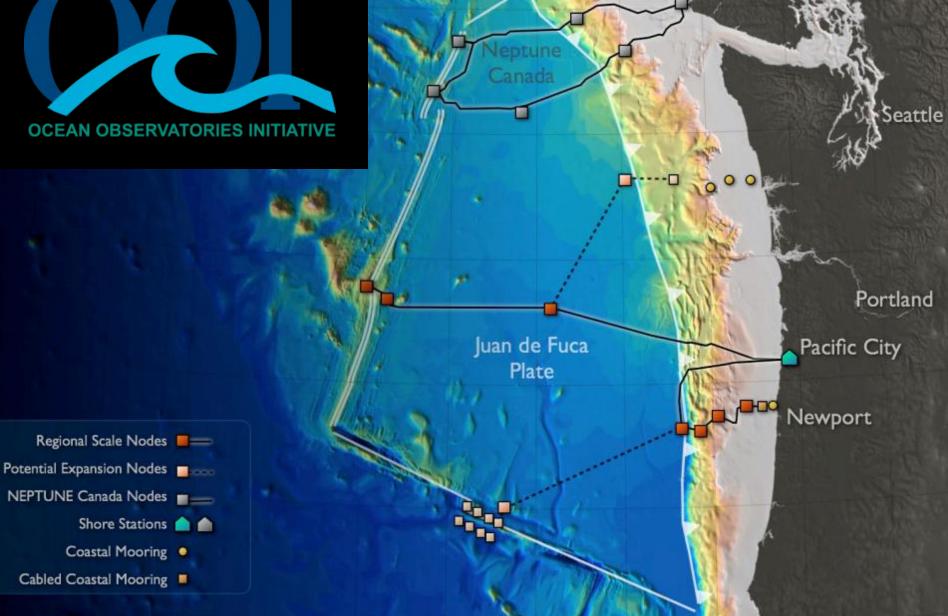


Late 1990s









Credit: John Delaney, University of Washington



Mark Emmert







Ed Lazowska Computer Science & Engineering



Tom Daniel Biology



Werner Stuetzle Statistics

UW eScience Institute

"All across our campus, the process of discovery will increasingly rely on researchers' ability to extract knowledge from vast amounts of data... In order to remain at the forefront, UW must be a leader in advancing these techniques and technologies, and in making [them] accessible to researchers in the broadest imaginable range of fields."

In other words:

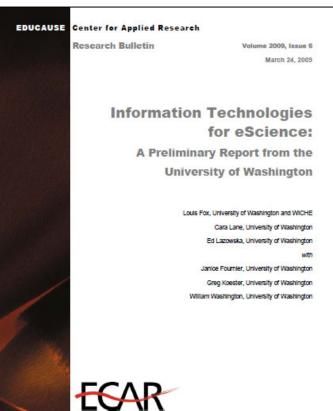
- Data-driven discovery will be ubiquitous
- We must be a leader in inventing the capabilities
- We must be a leader in translational activities in putting these capabilities to work

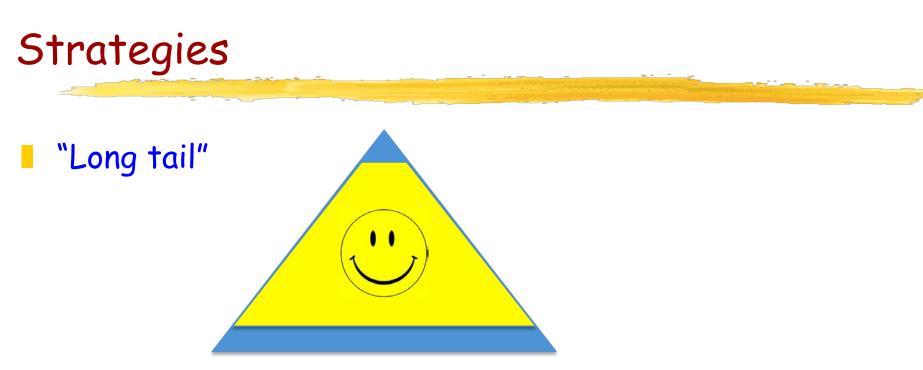


It's about intellectual infrastructure (human capital) and software infrastructure (shared tools and services - digital capital)

This was not as broadly obvious in 2005 as it is today

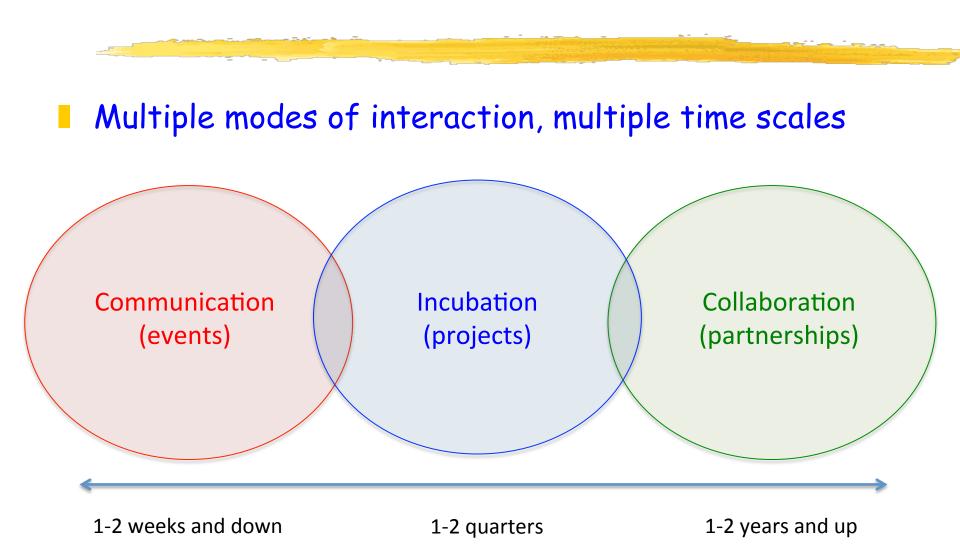
- But we asked UW's leading faculty, and they confirmed our intuition!
 - From the get-go, this has been a bottom-up, needs-based, driven-by-the-scientists effort!



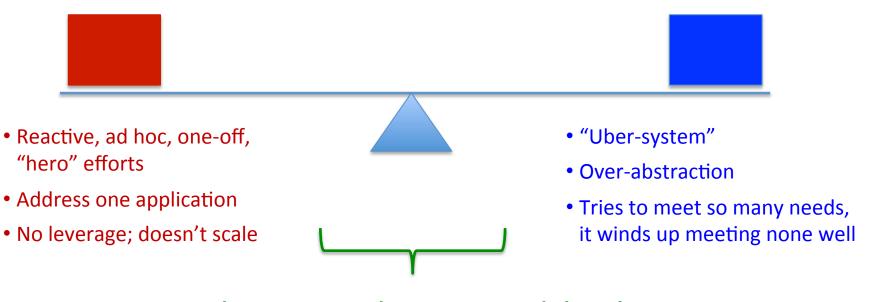


"Flip the influentials"





Focus on tools, but recognize and avoid the common failure modes of cyberinfrastructure projects



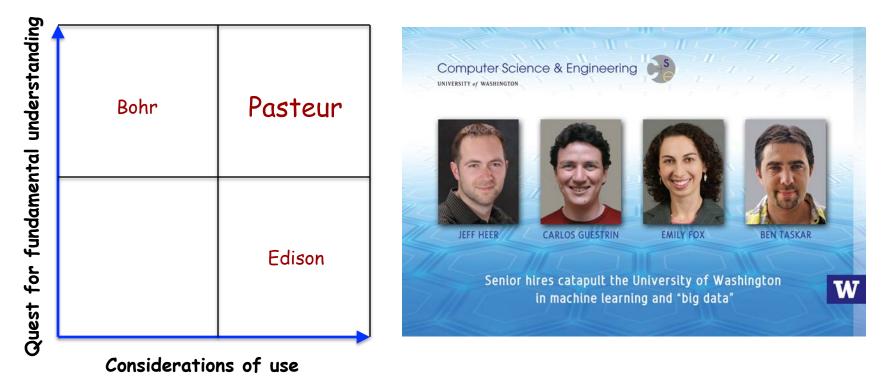
The sweet spot: bottom-up, needs-based, driven-by-the-scientists ... and "just general enough" to achieve leverage

A full spectrum of individuals ... a full spectrum of careers and career paths

Faculty

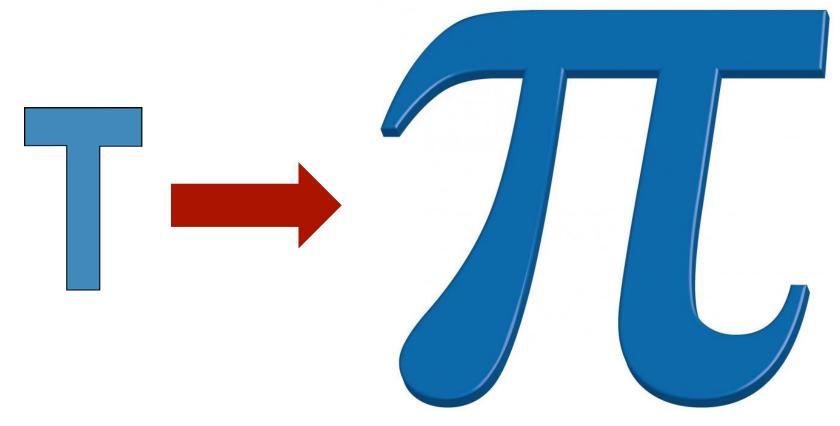
L	Research Scientists ┥	-translation
	Software Professionals ┥	-robustness
I.	Postdocs 🚽	, the next generation - the real agents of
ł	Graduate and Undergraduate Students *	the real agents of cultural change

On the methodology side, seek faculty in "Pasteur's Quadrant"





Across-the-board, strive to create "Pi-shaped" scholars





Resurrect the water cooler! (Data is the unifier!)

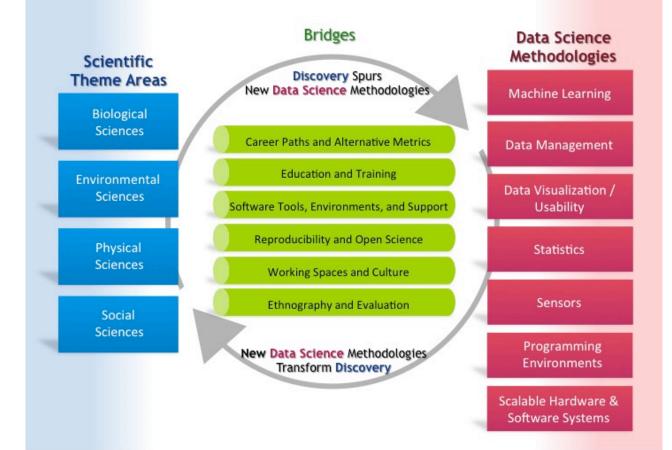








Create a "virtuous cycle"



Other examples of "big data in action" (beyond all of the preceding "smarts")

NETFLIX

Collaborative filtering

amazon.com.

facebook





Fraud detection



Secret government surveillance of American citizens

Ehe New York Eimes

Drug Agents Use Vast Phone Trove, Eclipsing N.S.A.'s

By SCOTT SHANE and COLIN MOYNIHAN Published: September 1, 2013 V 285 Comments

For at least six years, law enforcement officials working on a counternarcotics program have had routine access, using subpoenas, to an enormous AT&T database that contains the records of decades of Americans' phone calls — parallel to but covering a far longer time than the <u>National Security Agency</u>'s hotly disputed collection of phone call logs.

The Hemisphere Project, a partnership between federal and local drug officials and AT&T that has not previously been reported, involves an extremely close association between the government and the telecommunications giant.



"Hemisphere Project"

- 26 years of records of every call that passed through an AT&T switch
- New records added at a rate of 4B/ day



Price prediction

o <mark>i∩g</mark> °	TRAVEL FLIGHTS HOTELS		
Flight Search Round trip - One way - Multi-city			
	From To		
	Include nearby airports Include nearby airports Leave Return Adults Class		
	11/23/2012 11/30/2012 1 Economy Search		
	Price Predictor Buy now or wait? See if fares are rising or dropping. Then		
	Image: Second state sta		





Hospital re-admission prediction



a Microsoft | GE Healthcare company

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Products Partners About

AMALGA - REDUCE READMISSIONS

Avoid preventable readmissions, reduce costs and deliver higher quality care



Background

With payers implementing penalties for readmissions, it's critical to start addressing readmissions risks today. Solutions that help healthcare enterprises count last month's readmissions are no longer sufficient. Enterprises need to know which patients in their hospitals today are at risk for being readmitted within 30 days of discharge, so they can take action and address those risks before the patient walks out the door.

Amalga helps healthcare organizations proactively identify inpatient and Emergency Department (ED) patients at risk for readmissions and helps them take action to avoid preventable readmissions, reduce costs and deliver higher quality care – today and tomorrow.

Overview

By using predictive modeling technologies, Amalga can help reduce preventable readmissions by enabling healthcare delivery organizations to:

- Effectively define and monitor patient groups across the enterprise
- Use data collected in Amalga to predict readmission probability based on a given hospital's historical data
- Proactively manage at-risk patients throughout their stay and at discharge
- Access patterns in key indicators to identify and address root causes of readmissions

Features and Benefits

With Amalga, organizations can:

- Actively identify and track patient groups
- Integrate disparate systems and identify patient cohorts based on key characteristics
- * Use predictive modeling technologies to help identify patients at risk for readmission
- Analyze readmission patterns and monitor 30-day inpatient and 72-hour ED readmissions
- View simplified reports that support identification and addressing of root causes sooner

Service Offerings

Improve Quality of Care Reduce Readmissions Ease Care Transitions Manage Chronic Disease

Travel time prediction under specific circumstances

Research Search Microsoft Research

Worldwide Labs	Research Areas	Research Groups	

> Projects > Predictive Analytics for Traffic

Microsoft*

Predictive Analytics for Traffic

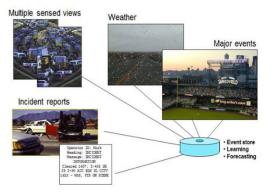
Machine learning and intelligence for sensing, inferring, and forecasting traffic flows

Machine learning and intelligence are being applied in multiple ways to addressing difficult challenges in multiple fields, including transportation, energy, and healthcare. Research scientists at Microsoft Research have been engaged in efforts in all of these areas. We focus on multipear efforts at Microsoft Research to infer and forecast the flows of traffic. The work leverages machine learning to build services that make use of both live streams of sensed information and large amounts of heterogeneous historical data. This has led to multiple prototypes and real-world services such as traffic-sensitive directions in Bing Maps. Focused work in this realm also stimulated new efforts in related areas, such as privacy and routing. Be

Th

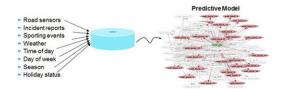
Predicting Traffic Jams and Flows: JamBayes

Machine learning methods have been applied to create methods that provide estimates of flows inferences about current and future traffic flows. Research on the JamBayes project, started in 2002, was framed by the frustrations encountered with navigating through Seattle traffic, a region that has seen great growth amidst slower changes to the highway infrastructure.



JamBayes focused on learning to forecast flows from multiple streams of information.

The challenge was to predict the future of traffic flow: How long would it be until a current traffic jam on the highway system of Seattle would melt? How long until open flows on different segments of the highway system of Seattle would become clogged? The idea was to combine heterogeneous streams and histories of information to make these predictions. These streams included multiple years of different types of data, including sensed highway data, reports of accidents throughout the highway system, weather, and major regional events such as Mariners and Supersonics games.



Coaching / play calling in all sports



Speech recognition



Siri. Your wish is its command.

Siri lets you use your voice to send messages, schedule meetings, place phone calls, and more.* Ask Siri to do things just by talking the way you talk. Siri is so easy to use and does so much, you'll keep finding more and more ways to use it.





Machine translation

- Speech -> text
- Text -> text translation
- Text -> speech in speaker's voice



http://www.youtube.com/watch?v=Nu-nlQqFCKg&t=7m30s 7:30 - 8:40



Presidential campaigning



Electoral forecasting

DATA MINING

Nate Silver's Sweep Is a Huge Win for 'Big Data'

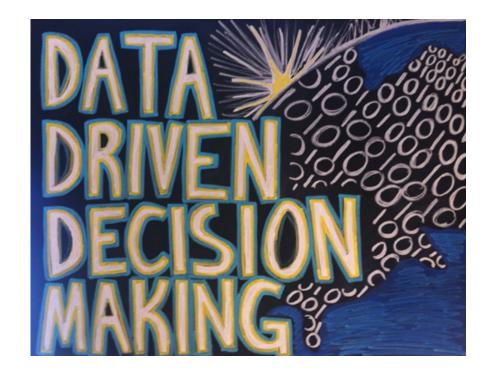
The data utopia awaits.

By Nitasha Tiku 11/07 11:10am



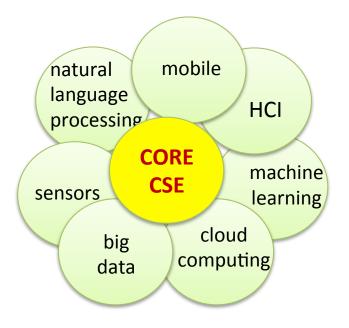


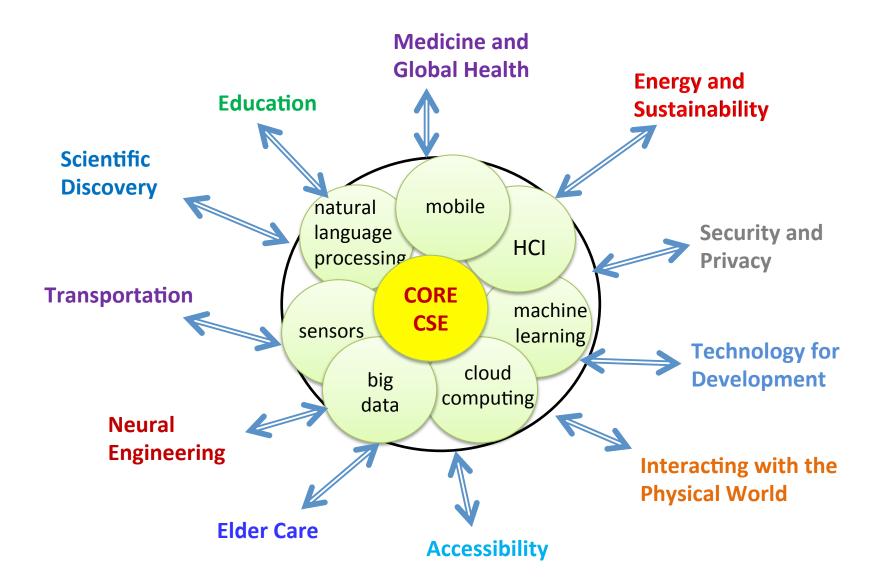
MBA hoo-hah) for every sector!



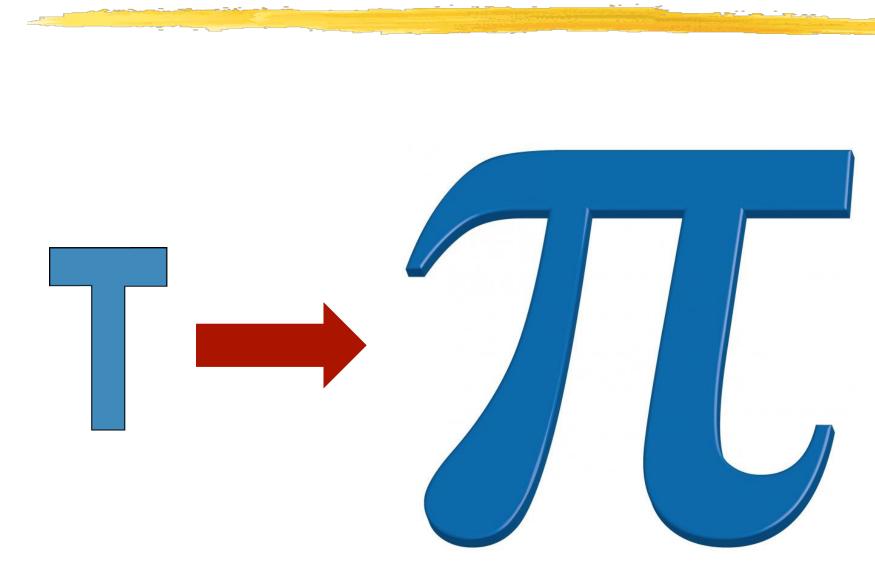
All of this leads to a different, expansive view of computer science







And to the need for a cultural shift in universities



And to some changes in K-12 education Computer Science in K-12: 1983



Our Nation is at risk. Our once unchallenged preeminence in commerce, industry, science, and technological innovation is being overtaken by competitors throughout the world. This report is concerned with only one of the many causes and dimensions of the problem, but it is the one that undergirds American prosperity, security, and civility.

If an unfriendly foreign power had attempted to impose on America the mediocre educational performance that exists today, we might well have viewed it as an act of war. As it stands, we have allowed this to happen to ourselves.

Recommendation A: Content

We recommend that State and local high school graduation requirements be strengthened and that, at a minimum, all students seeking a diploma be required to lay the foundations in the Five New Basics by taking the following curriculum during their 4 years of high school: (a) 4 years of English; (b) 3 years of mathematics; (c) 3 years of science; (d) 3 years of social studies; and (e) one-half year of computer science.

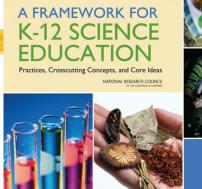


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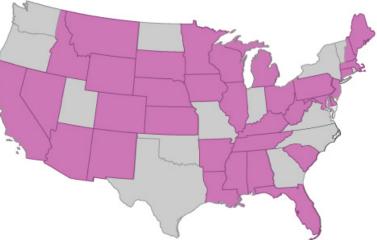


Elementary (K-5)			
Storylines: K-2 3-5 PDFs: K 1 2 3 4	5		
 K. Forces and Interactions: Pushes and Pulls K. Interdependent Relationships in Ecosystems: Animals, Plants, and Their Environment K. Weather and Climate 1. Waves: Light and Sound 1. Structure, Function and Information Processing 1. Space Systems: Patterns and Cycles 2. Structure and Properties of Matter 	K-2. Engineering Design3. Forces and Interactions3. Interdependent Relationships in Ecosystems		 Waves Structure, Function, and Information Processing Earth's Systems: Processes that Shape the Earth Structure and Properties of Matter Matter and Energy in Organisms and Ecosystems Earth's Systems Space Systems: Stars and the Solar System Space Information Stars
PS: Physical Sciences			
Middle School (6–8) Storyline PDF		High School (9-12)) Storyline PDF
MS. Structure and Properties of Matter MS. Chemical Reactions MS. Forces and Interactions MS. Energy MS. Waves and Electromagnetic Radiation		HS. Structure and Properties of Matter HS. Chemical Reactions HS. Forces and Interactions HS. Energy HS. Waves and Electromagnetic Radiation	
LS: Life Sciences			-
Middle School (6–8) Storyline PDF		High School (9–12) Storyline PDF	
MS. Structure, Function, and Information Processing MS. Matter and Energy in Organisms and Ecosystems MS. Interdependent Relationships in Ecosystems MS. Growth, Development, and Reproduction of Organisms MS. Natural Selection and Adaptations		 HS. Structure and Function HS. Matter and Energy in Organisms and Ecosystems HS. Interdependent Relationships in Ecosystems HS. Inheritance and Variation of Traits HS. Natural Selection and Evolution 	
ESS: Earth and Space Sciences			
Middle School (6–8) Storyline PDF		High School (9–12) Storyline PDF	
MS. Space Systems MS. History of Earth MS. Earth's Systems MS. Weather and Climate MS. Human Impacts		HS. Space Systems HS. History of Earth HS. Earth's Systems HS. Weather and Climate HS. Human Sustainability	
ETS: Engineering, Technology, and Application	s of Science		
Middle School (6–8) Storyline PDF		High School (9–12) Storyline PDF	
MS. Engineering Design		HS. Engineering Design	

Computer Science in K-12: 2013

- In 9 out of 10 high schools nationwide, computer science is not offered
- In 36 of the 50 states, computer science does not count towards the math or science graduation requirement





Yet computer science - "computational thinking" - is a key capability for just about every 21st century endeavor

Nonetheless ... Is this a great time, or what?!?!

http://lazowska.cs.washington.edu/buffalo.pdf

HAVING A GREAT TIME ??? 2 zazzle