

Networks (of Everything)

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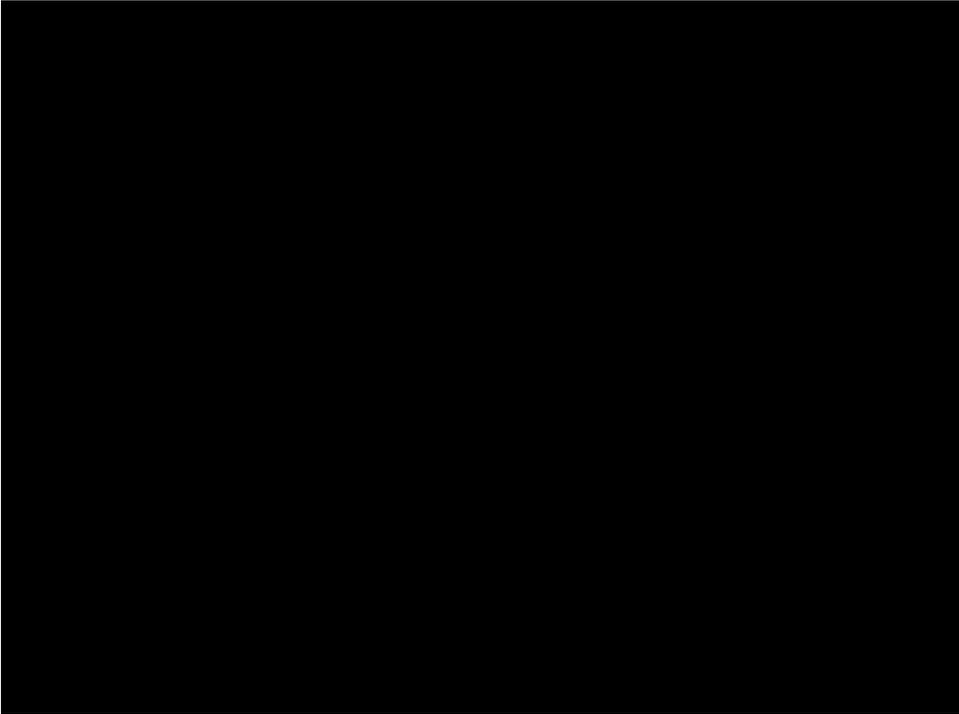
Outline

- Networks
- Data

Networks

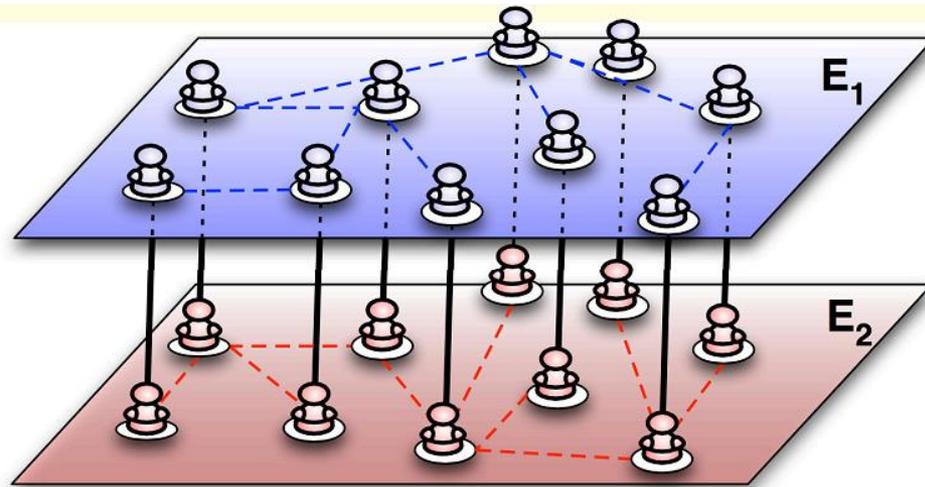
- Networks are everywhere, from the internet, to social networks, traffic, brain, financial, the genetic networks that determine our biological existence.

synchronisation

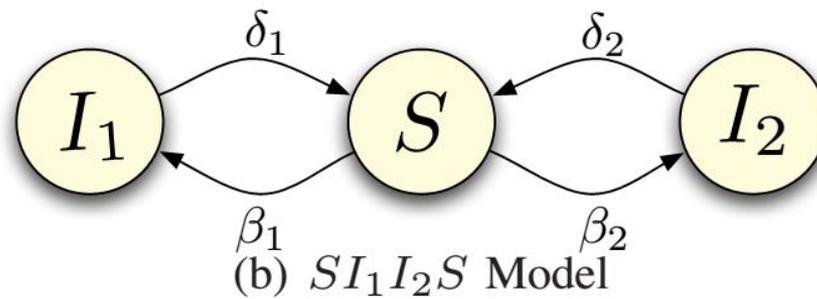


- Novel behavior
- Properties of the whole
- **Cannot be predicted** from properties of the components that make up the system

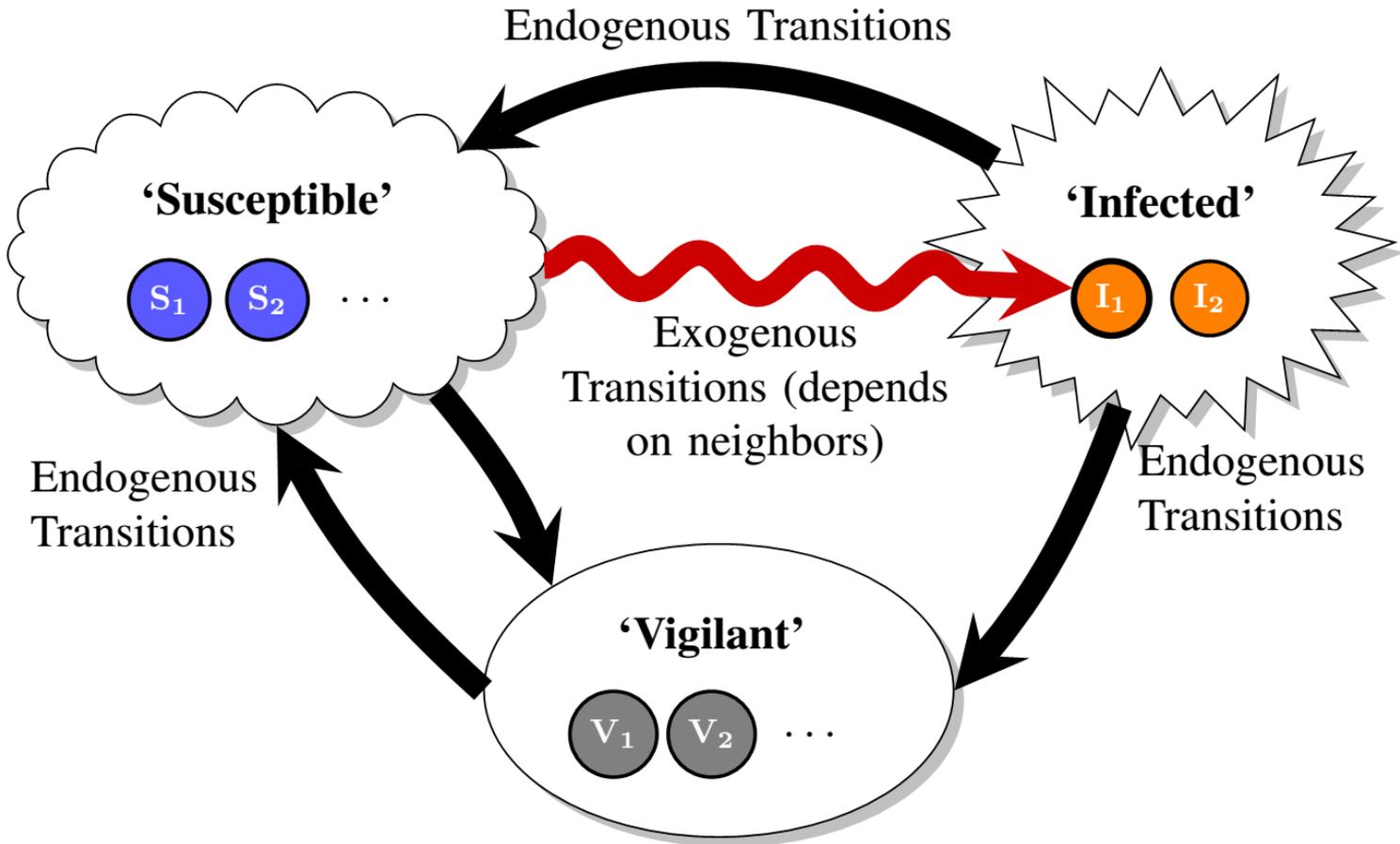
Model



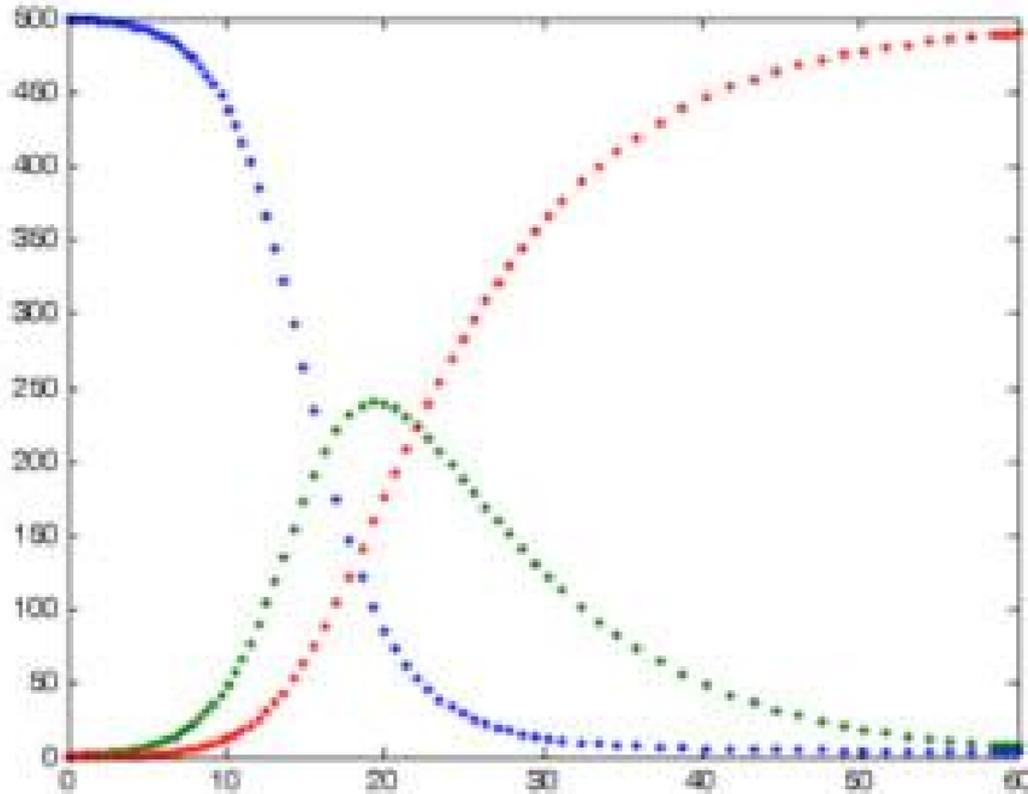
(a) Example Composite Network



Model

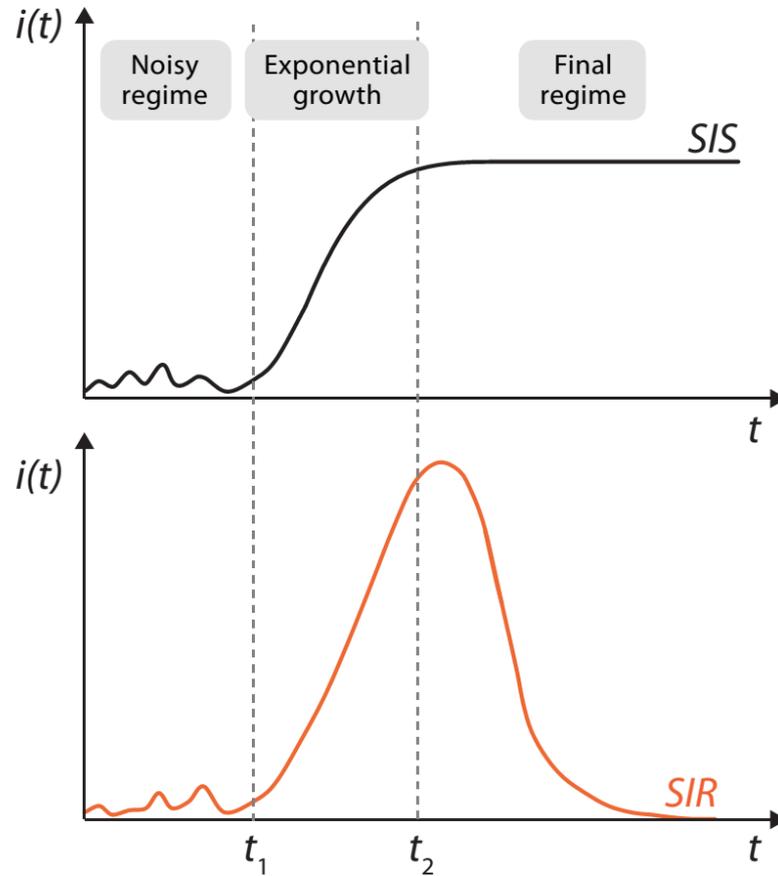


Rumor Model

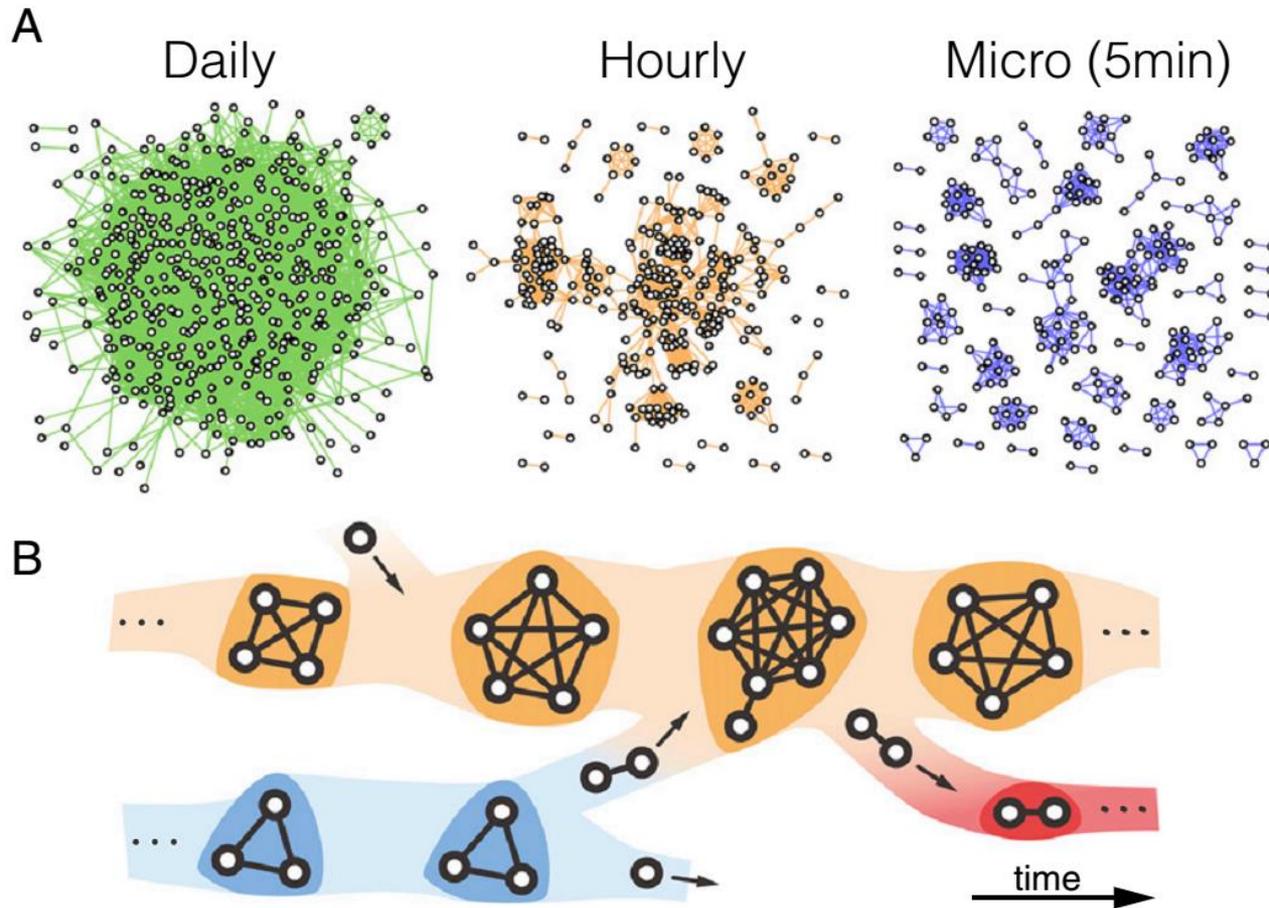


A SIR model at work. The vertical axis shows the number of people in each category as time goes by.

Rumor Model

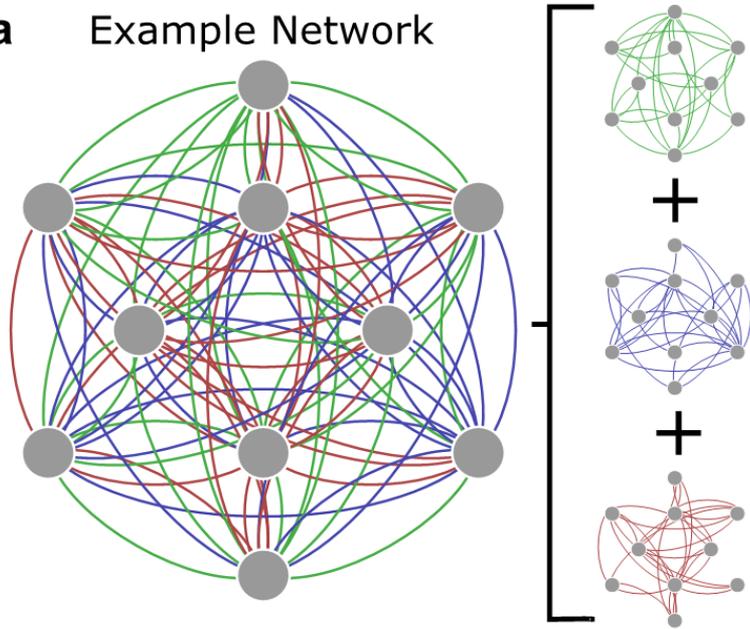


Temporal

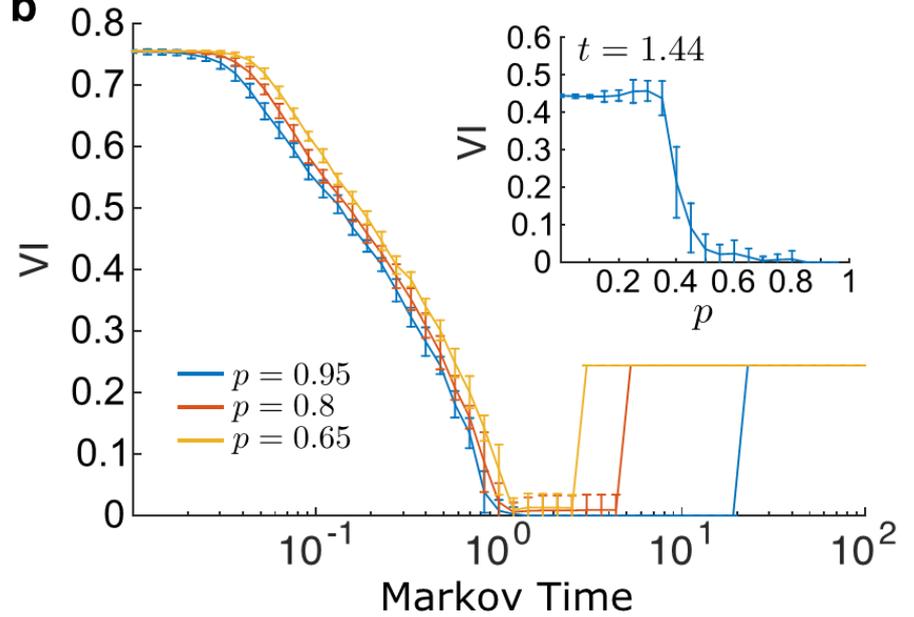


Model

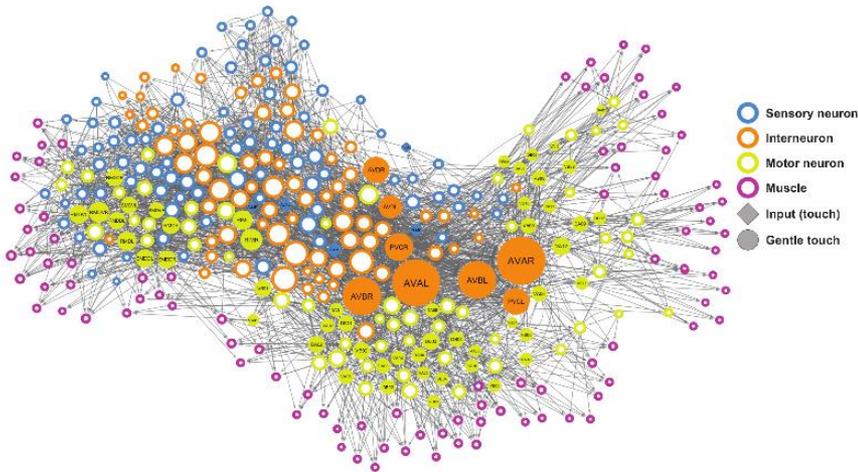
a Example Network



b



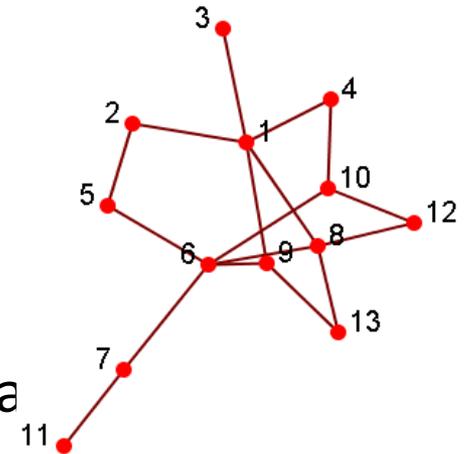
Brain Networks



The brain project utilizes concepts and tools from network science to understand the structural principles of and functional implications for connectomes across species, from the nervous system of the model organism *Caenorhabditis elegans*, to the mouse, to the human. The brain is inherently multiscale in nature and may be conceptualized as a network at each level; from that of individual neurons and synapses to the integration of macroscopic brain regions.

Social Networks

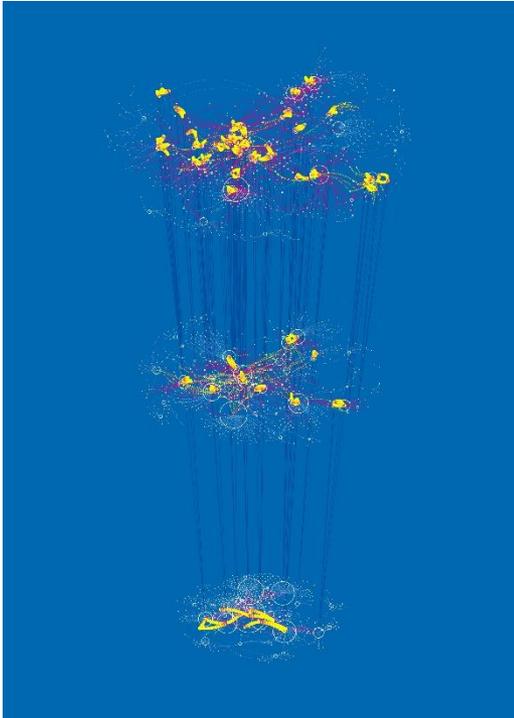
- A social structure made of nodes (individuals or organizations) that are related to each other by various interdependencies like friendship, kinship, etc.
- Graphical representation
 - Nodes = members
 - Edges = relationships
- Various realizations
 - Friendship networks (facebook, WA,myspa
 - Blogosphere
 - Media Sharing (Flickr, Youtube)
 - Folksonomies



Social Network



Network Dynamics and Control



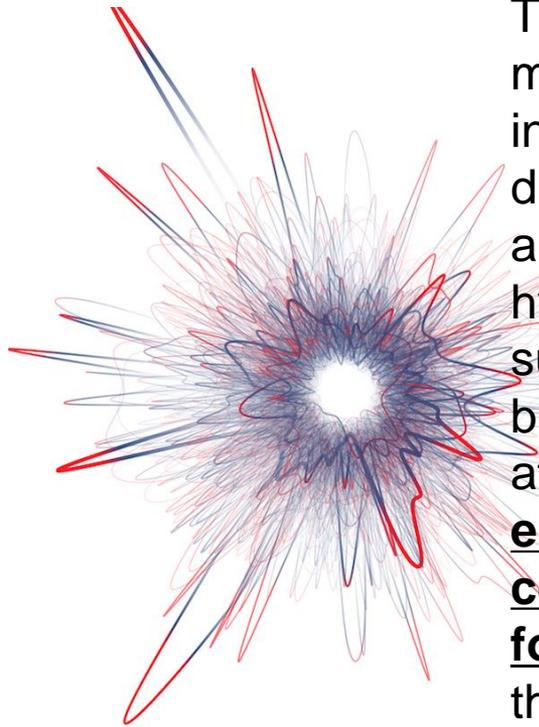
We are working on a number of studies that develop mathematical and theoretical models for understanding internal control mechanisms for complex self-organized systems. One can control the behavior of a large network by taking control actions on a comparatively small number of nodes because the network structure broadcasts the influence of these "driver nodes" to distant parts of the network. These findings have tremendous implications for designing, disrupting, or facilitating system capabilities, including physical systems (e.g., climate change and resilience of habitats), technological systems, and biological systems.

Urban Traffic

BackPressure

SCAT

Science of Success



The goal of the Science of Success project is to develop measures, models and predictions that offer actionable information towards a quantitative evaluation of success in a diverse range of competitive settings, from science to sports and software development. The work is driven by the hypothesis that success can become predictable to a substantial extent if we see it not as an individual phenomenon, but rather as a collective one. For a scientific finding, an athlete, or a software product to be successful, it is not enough to be novel, fundamental or high performing - the community must agree that it is worthy of praise and follow-up. The aim is to understand the fundamental patterns that govern community impact by analyzing the evolution of career paths, of individual and team performances, and the dynamics of impact, using large-scale data sets that provide quantitative information on performance and success.

Discovery

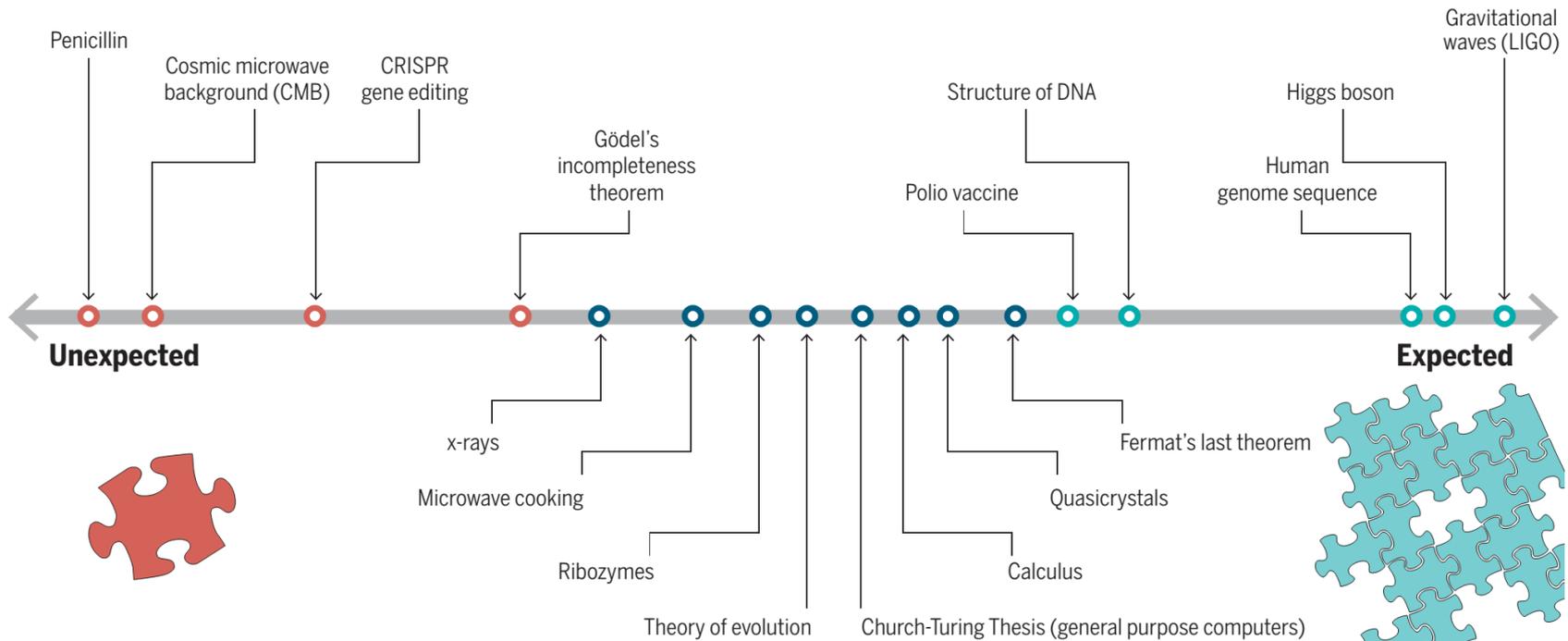


Fig. 1. How unexpected is a discovery? Scientific discoveries vary in how unexpected they were relative to existing knowledge. To illustrate this perspective, 17 examples of major scientific discoveries are arranged from the unanticipated (like antibiotics, programmable gene editing, and cosmic microwave background radiation) to expected discoveries (like the observation of gravitational waves, the structure of DNA, or the decoding of the human genome).

Who will publish the next breakthrough?



Who will publish the next breakthrough? Who will get grants? Who will get tenure?

Data Science

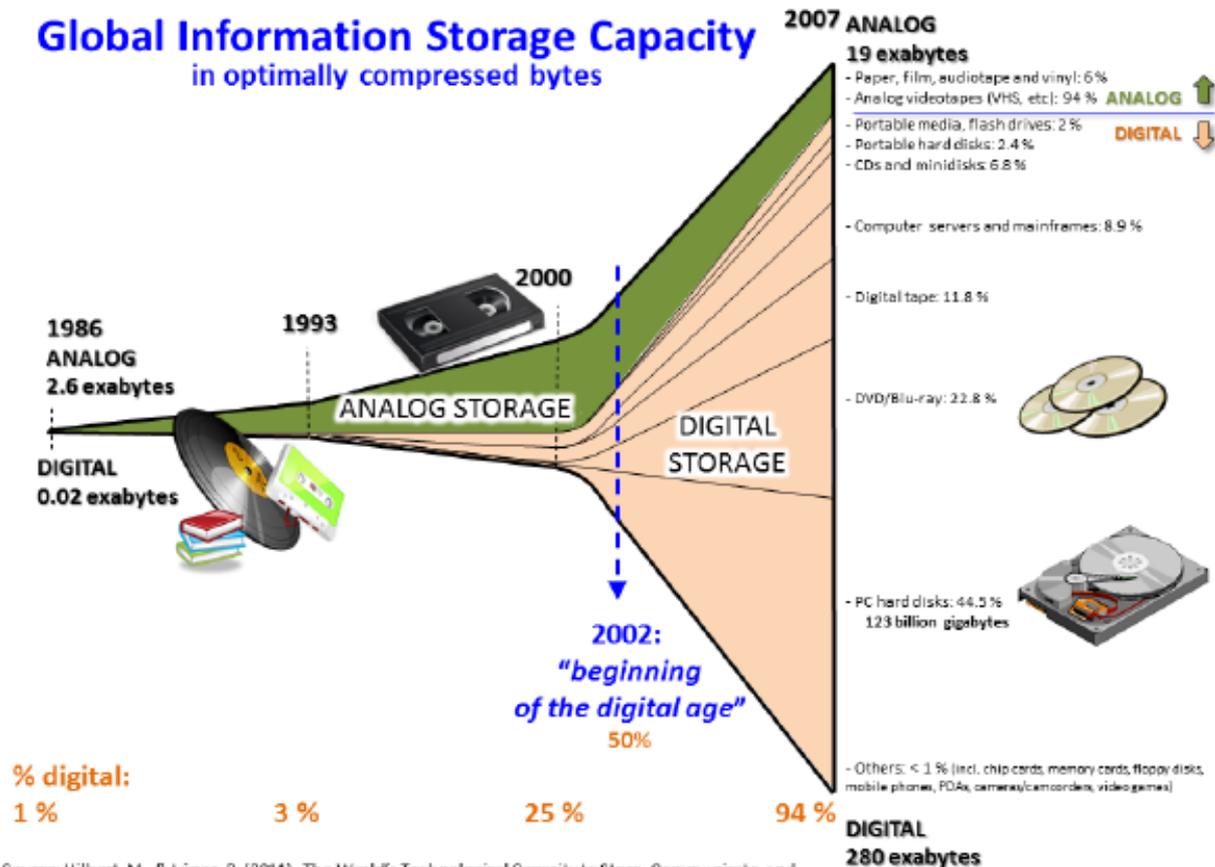
The (Long) History of Data Processing

- (...) Manual Data Processing
 - (1832) Punch cards
 - (1936) Turing Machine
 - (1944) First IBM Computers (SSEC)
 - (1945) Von Neumann Architecture
 - (1950s) Sort & Search Algorithms
 - (1950s) Heuristics Methods
 - (1936) Pattern Recognition
 - (1951) The First Neural Network Machine
 - (1955) Concerns on data explosion by Fremont Rider, Wesleyan University Librarian
 - (1960s) DBMS
 - (1960s) Data Analysis Methods (Bayesian, Time Series, Stochastic, ...)
 - (1968) Knuth – The Art of Computer Programming
 - (1970s) Relational DBMS
 - (1974) SQL
 - (1975) First PC (MITS Altair 8800)
 - (1990s) Data Mining / KDD
 - (1990s) Complex-Event Processing
 - (1990s) Data Stream Processing
 - (1990s) Social Network Analysis
 - (1998) The Term “Big Data” was first coined by John Mashey
 - (1999) Internet of Things
 - (2001) Volume, Velocity, Variety by Doug Laney
 - (2001) “Data Science” by William Cleveland
 - (2004) MapReduce
 - (2009) No-SQL
 - (2011) Global Information Storage Capacity grows at 25% annually by Martin Hilbert, Priscila López



How Big is Big?

Global Information Storage Capacity in optimally compressed bytes



Source: Hilbert, M., & López, P. (2011). The World's Technological Capacity to Store, Communicate, and Compute Information. *Science*, 332(6025), 60–65. <http://www.martinhilbert.net/WorldInfoCapacity.html>

As of 2012, every day 2.5 exabytes (2.5×10^{18}) of data are generated
[IBM, "What is Big Data"]

VOLUME

SCALE OF DATA

40 ZETTABYTES
(43 TRILLION GIGABYTES)



OF DATA WILL BE CREATED BY 2020 AN INCREASE OF 300 TIMES FROM 2005

2.5 QUINTILLION BYTES
(2.3 TRILLION GIGABYTES)
OF DATA ARE CREATED EACH DAY

6 BILLION PEOPLE
HAVE CELLPHONES



WORLD POPULATION
7 BILLION

MOST COMPANIES
IN THE U.S. HAVE AT LEAST

100 TERABYTES
(100,000 GIGABYTES)
OF DATA STORAGE

VELOCITY

ANALYSIS OF
STREAMING DATA

THE NEW YORK STOCK
EXCHANGE CAPTURES



**1 TB OF TRADE
INFORMATION**
DURING EACH SESSION

BY 2016, IT IS PROJECTED THERE
WILL BE



ALMOST 2.5 CONNECTIONS
PER PERSON ON EARTH

MODERN
CARS HAVE
CLOSE TO



THAT MONITOR
ITEMS SUCH AS FUEL LEVEL AND TIRE
PRESSURE

VARIETY

DIFFERENT FORMS
OF DATA

AS OF 2011, THE GLOBAL SIZE OF
DATA IN HEALTHCARE WAS
ESTIMATED TO BE



150 EXABYTES
(161 BILLION GIGABYTES)



**30 BILLION PIECES OF
CONTENT**
ARE SHARED ON FACEBOOK
EVERY DAY



>4 BILLION HOURS OF VIDEO
ARE WATCHED ON YOUTUBE
EACH MONTH



400 MILLION TWEETS
ARE SENT PER DAY BY ABOUT
200 MILLION MONTHLY ACTIVE
USERS

BY 2014, IT'S ANTICIPATED
THERE WILL BE



**420 MILLION
WEARABLE, WIRELESS
HEALTH MONITORS**

VERACITY

UNCERTAINTY OF
DATA

1 IN 3
BUSINESS LEADERS



DON'T TRUST THE
INFORMATION THEY USE TO
MAKE DECISIONS



**OF
RESPONDENTS**



IN ONE SURVEY WERE UNSURE OF
HOW MUCH OF THEIR DATA WAS
INACCURATE

POOR DATA QUALITY
COSTS THE US ECONOMY
AROUND

-\$3.1 TRILLION A YEAR



Data Structures

Unstructured Data



Around 80-90% of all potentially usable business information may originate in unstructured form [Merill Lynch, 1998]

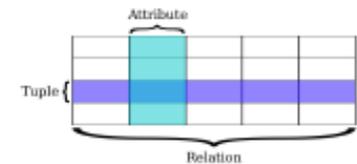


Semi-structured

Structured Data



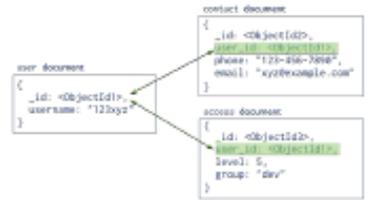
Relational



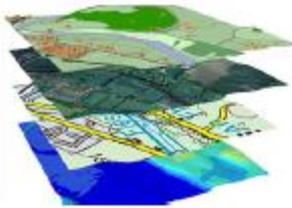
Graph DB → Network Model DB e.g., CODASYL (1969)



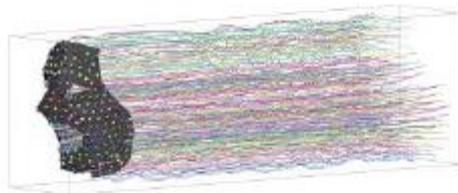
Document DB → Hierarchical Model DB e.g., IBM IMS (1969)



Other Data Structures



Spatial / Geospatial Data



Spatio-temporal Data



e.g., Moving Objects



Biological Data

1000 Genomes Project → >200 Terabytes
<https://aws.amazon.com/1000genomes/>

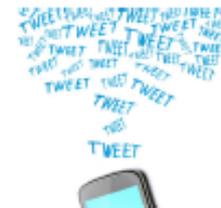
Million Human Genomes project → ???

Data Stream Characteristics

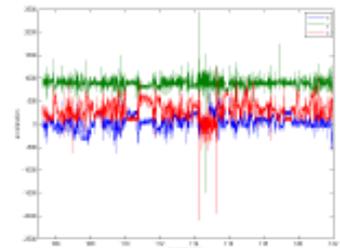
- Continuous flow of data
- Infinite length
 - not just **BIG** but **“UNLIMITED”**
 - impractical to store all data
- Examples:



Call Detail Records (CDR)



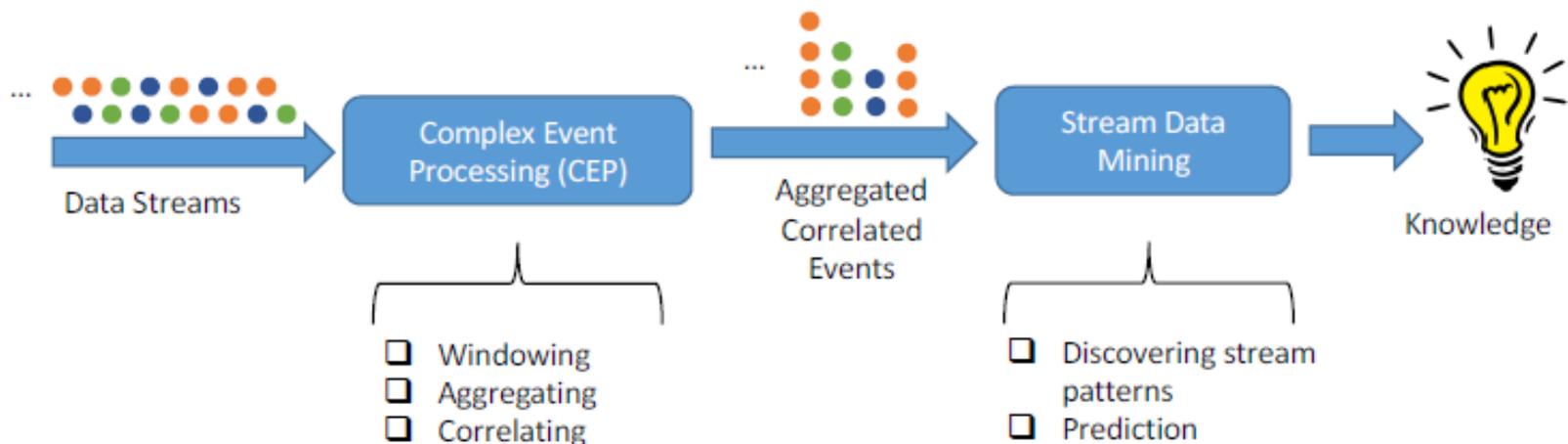
Tweets



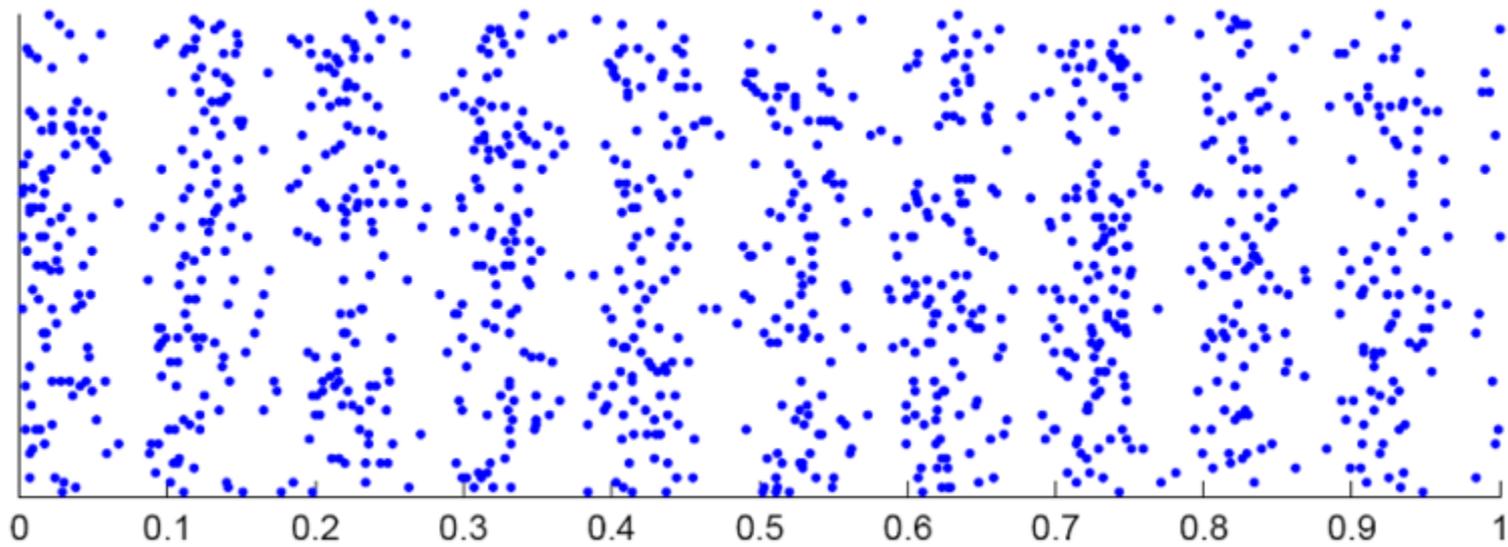
Sensor Data

Data Stream Processing

An example of a typical data stream processing flow



neuronal spiking



local field potential

