

Kolloquium Angewandte Informatik

Data-driven Business as a Cognitive Computing Challenge

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Today, big data is primarily viewed as a quantitative phenomenon along the dimensions of volume, velocity and variety. Current research and development in the area focus on advances in data management infrastructure and computational performance. Current data-driven business models mostly capitalize on previously untapped data sources. This focus on enabling technologies and early-adopting exploitation is about to change: The veracity dimension of big data emphasizes understanding and trust of human decision makers, who require actionable knowledge for data-driven business. Recent studies suggest big data analytics would hugely benefit from tagging and (semantic) enriching, involving humans in the loop. Promising application domains for big data analytics include entertainment, social media, consumer images and medical data, as well as Open Science. Sustainable success in the future data-driven business will be based on balancing the interplay between data, analytics, (human) domain knowledge, human cognition and social interaction, combining data-driven with human-centered approaches. Within the Know-Center, we therefore approach data-driven business as a cognitive computing challenge. Cognitive computing aims at creating systems that “interact naturally with humans, learn from their experiences and generate and evaluate evidence-based hypotheses”. We expect that integrating this approach with (big) data analytics will enable humans to use all their cognitive capability to solve significant more complex problems by leveraging enormous amounts of data.

Termin: Dienstag, 03. Februar 2015, 11.30 Uhr

Ort: Englerstraße 11, 76131 Karlsruhe
Kollegiengebäude am Ehrenhof (Geb. 11.40), 2. OG, Raum 231
(Hinweise für Besucher: www.aifb.kit.edu/web/Kontakt)

Veranstalter: Institut AIFB, Forschungsgruppe Wissensmanagement

Zu diesem Vortrag lädt das Institut für Angewandte Informatik und Formale Beschreibungsverfahren alle Interessierten herzlich ein.

Andreas Oberweis, Hartmut Schmeck, Detlef Seese, Wolffried Stucky, Rudi Studer (Org.)