IEEE Madras Section
IEEE Communications Society, Madras Chapter
IEEE Computer Society, Madras Chapter
IEEE Professional Communication Society, Madras Chapter
Computer Society of India, Chennai Chapter

Cordially invite you to the Distinguished Lecture
On

"Big Data Problems in Social Media Analytics"
by

Dr. R. Chandramouli (Mouli)

Information Networks and Security (iNFINITY) Lab
Dept. of Electrical and Computer Engineering
Stevens Institute of Technology, Hoboken, NJ, USA

on Wednesday, 19th Mar 2014 at 5.30 p.m.

Seminar Hall at ISTE Professional Centre
Gandhi Mandapam Road, Kotturupuram, Chennai 600025

(Opposite to Anna Centenary Library)

Dr. N.R. Alamelu	**Mr. H.R. Mohan**	**Mr. P. Kumar**
Chairman	Chairman	Chairman
IEEE Madras & IEEE COMSOC	IEEE CS & PCS, Madras	CSI, Chennai

Programme: 5.30 p.m.: Tea & Fellowship :: 6.00 p.m.: Presentation :: 7.30 p.m.: Dinner

About the presentation: Mobile social media applications have gained immense popularity. These include financial transactions apps (e..g, Google wallet, banking apps), social media apps (e.g., Twitter, Blogger mobile, Facebook), personal communication apps (e.g., Gmail, mobile chat rooms), etc. Also, mobile media apps and content are available in multiple languages tailored to local customs and culture. These apps generate a large amount of data ("big data") every day about millions of users, their behaviors, and interests. In this talk, we will first begin with an overview of few big data problems that that is of interest to academia and industry. We will then discuss in detail one important problem---untrustworthiness of the data or the user. Deception is emerging as a serious security threat in mobile media, transcending socio-cultural and linguistic boundaries. Various forms of deception are employed frequently by sophisticated attackers as well as regular consumers, albeit with different goals. Detecting deception in mobile media is a multi-disciplinary problems cutting across psychology, linguistics, and statistical modeling/analysis. We will present several recent cases of deception in mobile media and outline some of the key research challenges in detecting them. Following this we will introduce an information theoretic approach for deception detection along with experimental results on real-life data.

About the speaker: R. Chandramouli (Mouli) is the Thomas Hattrick Chair Professor of Information Systems in the Department of Electrical and Computer Engineering (ECE) at Stevens Institute of Technology and a Co-founder and Chief Strategist of Dynamic Spectrum, LLC --- a technology company offering dynamic spectrum management solutions and a Co-founder of Jaasuz (jaasuz.com) ---offering advanced text mining technologies. His research spans the areas of cognitive wireless networking, text mining, social media security and analytics. Projects in these areas are supported by the National Science Foundation, National Institute of Justice, U.S. Department of Defense agencies and industry. He was an invited member of the White House Communications Roundtable to give inputs on the National Wireless Initiative, IEEE COMSOC Distinguished Lecturer, Founding Chair of the IEEE COMSOC Technical Committee on Cognitive Networks (TCCN), TCCN's representative to the IEEE COMSOC Standards Board, Founding Editor of the IEEE Journal on Selected Areas in Communications (JSAC) – Cognitive Radio Series, Founding Editor of the Advances in Multimedia Journal, Associate Editor of the IEEE Transactions on Circuits and Systems for Video Technology, and is on the International Advisory Boards of several international conferences and journals. He has given several keynote talks.

To facilitate dinner logistics, pl. pre-register at http://goo.gl/GTzKg