

The **Demography Today** lecture series aims to **promote and communicate** scientific work on demography through the dissemination of research and the **training of specialists** in issues related to demography, Big Data, longitudinal records and health, while informing society, in an accessible way, about issues currently in the foreground of scientific and political debate, such as the limits to longevity, pension systems, aging, emerging diseases, migration and low fertility.

This lecture series enjoys the exclusive support of the BBVA Foundation and has been co-organized with the Spanish National Research Council and the LONGPOP project (Methodologies and Data-Mining Techniques for the Analysis of Big Data based on Longitudinal Population and Epidemiological Registers). The LONGPOP project has received funding from the European Union's Horizon 2020 research and innovation program under a Marie Skłodowska-Curie grant.

All lectures are available for viewing on the interactive platform:

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The lecture series also forms part of the Postgraduate Courses run by the Spanish National Research Council (CSIC).

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Director of series: Diego Ramiro Fariñas

The BBVA Foundation and the Spanish National Research Council (CSIC) are pleased to invite you to the lecture:

Big Data for Social Good: Modeling Epidemics and Migrations from a Telco Perspective

Enrique Frias Martinez

Telefónica I+D (Spain)

Monday, April 3 at 19:00

Fundación BBVA

Paseo de Recoletos, 10

28001-Madrid

Please confirm attendance. Limited seating

e-mail: confirmaciones@fbvva.es

The lecture will be delivered in English without translation



Summary:

Big Data is emerging as one of the major technological trends of our time. A large portion of this data is being generated by humans, and particularly through their mobile phones, which have become sensors of human activity. The amount of information generated can be used to study and understand how societies work and to help create new tools and knowledge for social good. This talk will present the trends within Big Data for Social Good and will focus on how it can be used to better model pandemics and characterize human behavior during natural disasters. The presentation will highlight opportunities but also challenges that we need to address in order to truly leverage this opportunity.

Biography:

Enrique Frias-Martinez is a lead researcher in the area of Big Data for Social Good in Telefónica I+D. He has over 10 years of research experience on Big Data related areas, mainly urban computing, smart cities, human mobility and Big Data for Social Good. Before joining Telefónica, Enrique held research positions in the Department of Biomedical Engineering of the University of California, Los Angeles (UCLA), in the Department of Information Systems & Computing of Brunel University, London, and in the Courant Institute of Mathematical Sciences, New York University. Enrique received a PhD in Computer Science from the Universidad Politécnica de Madrid, Spain, and a PhD in Information Systems from Brunel University, London, U.K. He was the recipient of the Best PhD Thesis Award of the School of Computer Science 2001, Universidad Politécnica de Madrid. His current research interests focus on developing new services and models from telco data for commercial and social good applications. Enrique is author or co-author of over 100 scientific papers in top ranked journals and conferences and is the sole or joint holder of more than 10 patents.