IMT SCUOLA
ALTI STUDI
LUCCA

ANALISI DEI DATI E ANALISI DELLE TENDENZE.
I BIG DATA

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www.guidocaldarelli.com
@GuidoCaldarelli

La definizione è dinamica, visto che i computer diventano sempre più potenti e le memorie costano sempre meno.

un Petabyte=1,000,000 di Gigabyte
un Giga è circa
•un film compresso in mp3
•250 canzoni
•Il traffico dati di un mese di smartphone
•700 libri

Traffico secondo stime CISCO →

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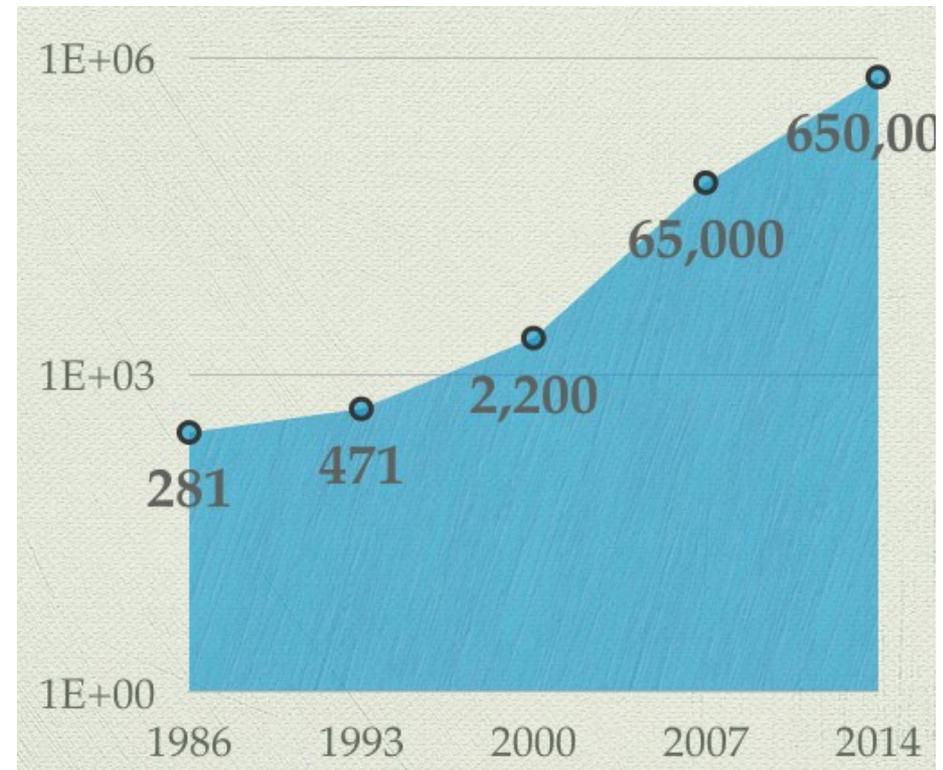
2.5 10^{18} byte per day = 2500 PB/day ~ 1 Million PB/year

IBM

Marketplace

IBM Offering Information

10 Key Marketing Trends for 2017

Every day we create 2.5 quintillion bytes of data. Find out which bytes matter most.

Learn more   Launch demo

La Connetività è la nuova impronta **"digitale"**

I motori di ricerca e (parzialmente) le reti sociali sono I nuovi "Confessori"
In più
NESSUNO MENTE A GOOGLE

Certo, certo. Non bisogna arrivare a conclusioni affrettate. Teniamo conto del litigio e cerchiamo di scoprire chi urlava e perché. Rintracciamo questo padre, se non altro dobbiamo informarlo di quello che è successo. E anche il fidanzato della ragazza, capiamo quando l'ha vista per l'ultima volta. Ottavia, sappiamo dove lavora?

– Sí, per fortuna esistono i social: lí la gente mette tutto
[Gelo per I Bastardi di Pizzofalcone, M. De Giovanni]

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LETTERS

Detecting influenza epidemics using search engine query data

Jeremy Ginsberg[1], Matthew H. Mohebbi[1], Rajan S. Patel[1], Lynnette Brammer[2], Mark S. Smolinski[1] & Larry Brilliant[1]

Google Italia

Google Search   I'm Feeling Lucky

Google.it offered in: Italiano

Table 1 | Topics found in search queries which were found to be most correlated with CDC ILI data

Search query topic	Top 45 queries		Next 55 queries	
	n	Weighted	n	Weighted
Influenza complication	11	18.15	5	3.40
Cold/flu remedy	8	5.05	6	5.03
General influenza symptoms	5	2.60	1	0.07
Term for influenza	4	3.74	6	0.30
Specific influenza symptom	4	2.54	6	3.74
Symptoms of an influenza complication	4	2.21	2	0.92
Antibiotic medication	3	6.23	3	3.17
General influenza remedies	2	0.18	1	0.32
Symptoms of a related disease	2	1.66	2	0.77
Antiviral medication	1	0.39	1	0.74
Related disease	1	6.66	3	3.77
Unrelated to influenza	0	0.00	19	28.37
Total	45	49.40	55	50.60

The top 45 queries were used in our final model; the next 55 queries are presented for comparison purposes. The number of queries in each topic is indicated, as well as query-volume-weighted counts, reflecting the relative frequency of queries in each topic.

Data available as of 4 February 2008

Data available as of 3 March 2008

ILI percentage

Data available as of 31 March 2008
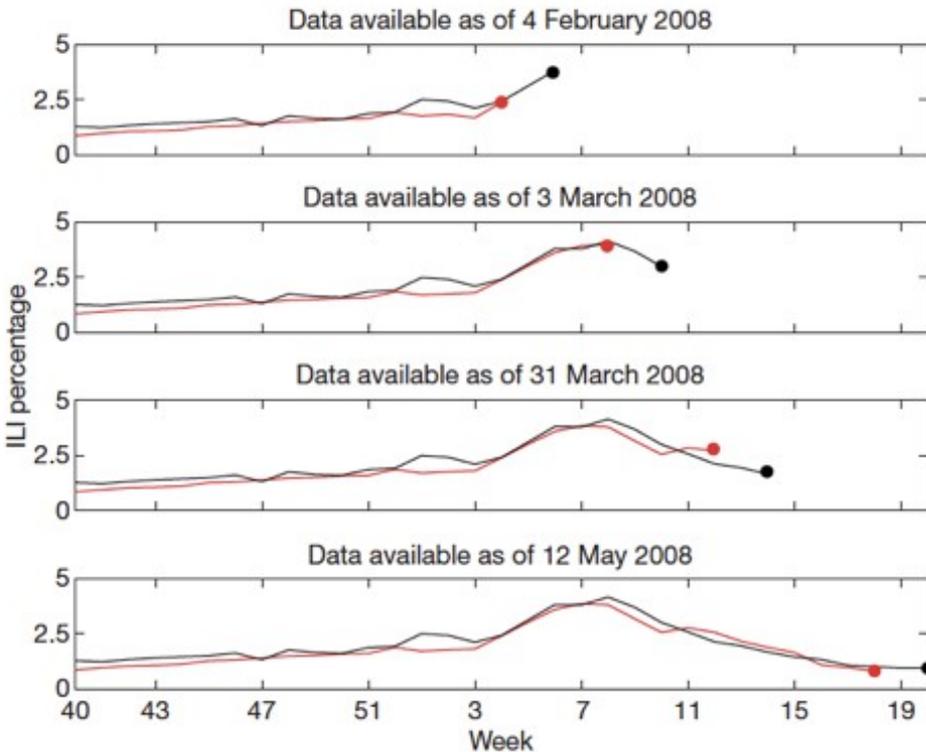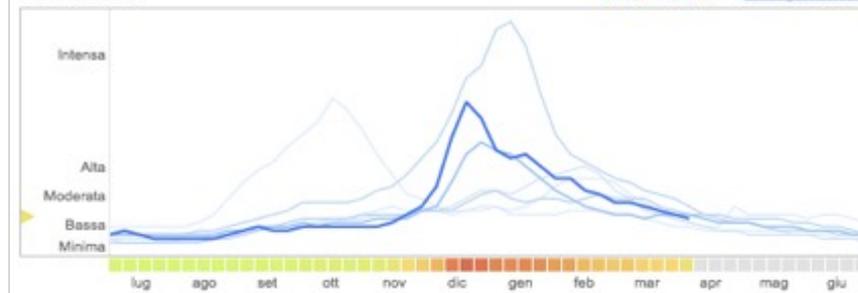
Data available as of 12 May 2008

Week

Figure 3 | ILI percentages estimated by our model (black) and provided by the CDC (red) in the mid-Atlantic region, showing data available at four points in the 2007-2008 influenza season. During week 5 we detected a sharply increasing ILI percentage in the mid-Atlantic region; similarly, on 3 March our model indicated that the peak ILI percentage had been reached during week 8, with sharp declines in weeks 9 and 10. Both results were later confirmed by CDC ILI data.

Scopri i trend influenzali - Stati Uniti

Abbiamo scoperto che determinati termini di ricerca sono validi indicatori dell'attività influenzale. Google Trend influenzali utilizza dati di ricerca aggregati di Google per stimare l'attività influenzale. Ulteriori informazioni »

Nazionale

● 2014-2015 ● Anni passati ▼

Intensa

Alta
Moderata
Bassa
Minima

lug ago set ott nov dic gen feb mar apr mag giu

Stati | Città (sperimentale)

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PLoS one
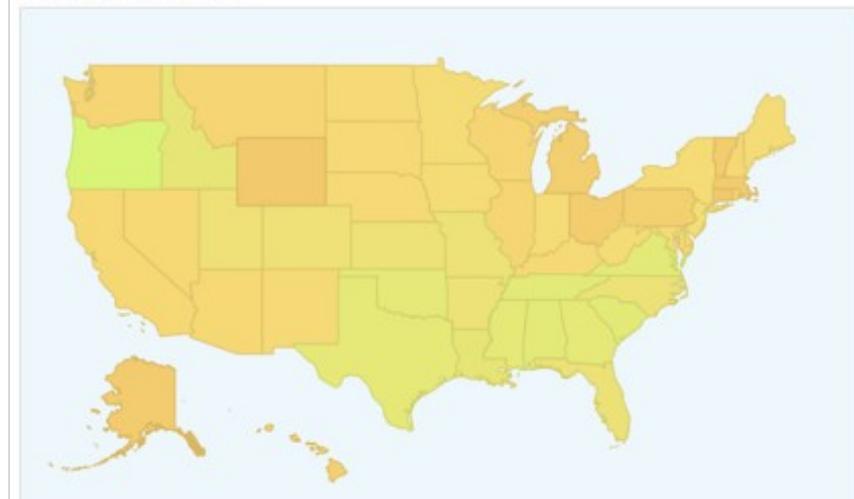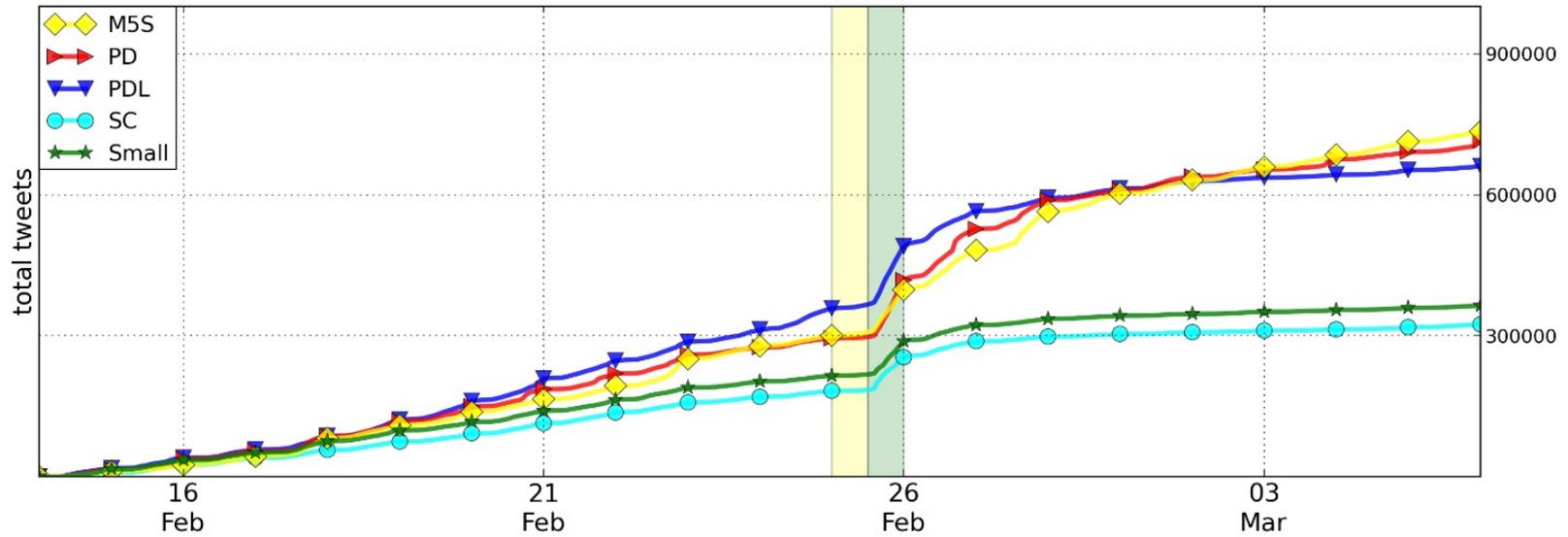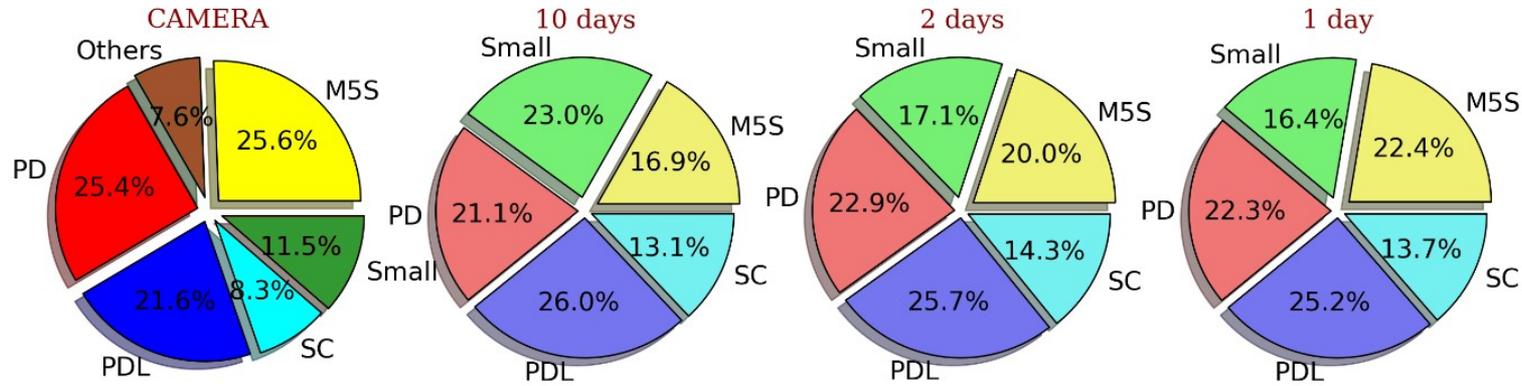
Web Search Queries Can Predict Stock Market Volumes

Ilaria Bordino[1], Stefano Battiston[2], Guido Caldarelli[3,4,5], Matthieu Cristelli[3*], Antti Ukkonen[1], Ingmar Weber[1]

1 Yahoo! Research, Barcelona, Spain, 2 ETH Chair of System Design, Zurich, Switzerland, 3 Institute of Complex Systems CNR, "Sapienza" University, Rome, Italy, 4 London Institute for Mathematical Sciences, London, United Kingdom, 5 IMT - Institute for Advanced Studies, Lucca, Italy

Abstract

We live in a computerized and networked society where many of our actions leave a digital trace and affect other people's actions. This has lead to the emergence of a new data-driven research field: mathematical methods of computer science, statistical physics and sociometry provide insights on a wide range of disciplines ranging from social science to human mobility. A recent important discovery is that search engine traffic (i.e., the number of requests submitted by users to search engines on the www) can be used to track and, in some cases, to anticipate the dynamics of social phenomena. Successful examples include unemployment levels, car and home sales, and epidemics spreading. Few recent works applied this approach to stock prices and market sentiment. However, it remains unclear if trends in financial markets can be anticipated by the collective wisdom of on-line users on the web. Here we show that daily trading volumes of stocks traded in NASDAQ-100 are correlated with daily volumes of queries related to the same stocks. In particular, query volumes anticipate in many cases peaks of trading by one day or more. Our analysis is carried out on a unique dataset of queries, submitted to an important web search engine, which enable us to investigate also the user behavior. We show that the query volume dynamics emerges from the collective but seemingly uncoordinated activity of many users. These findings contribute to the debate on the identification of early warnings of financial systemic risk, based on the activity of users of the www.

RIMM volumes

- Trading Volumes
- Query Volumes

Normalized Volume vs Date

PLOS | ONE
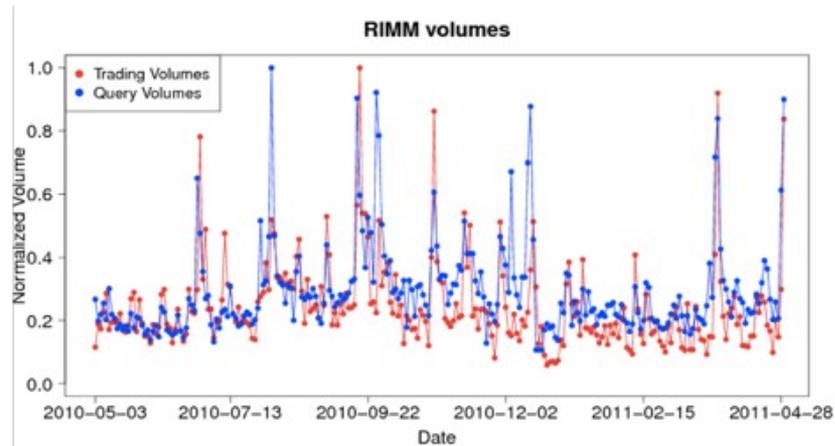
A Multi-Level Geographical Study of Italian Political Elections from Twitter Data

Guido Caldarelli[1,2,3,4], Alessandro Chessa[1,4], Fabio Pammolli[1,5], Gabriele Pompa[1], Michelangelo Puliga[1,4*], Massimo Riccaboni[1,6], Gianni Riotta[1,7]

1 IMT Institute for Advanced Studies, Lucca, Italy, 2 Istituto dei Sistemi Complessi (ISC), Department of Physics, Università "Sapienza", Roma, Italy, 3 London Institute for Mathematical Sciences, London, United Kingdom, 4 Linkalab, Complex Systems Computational Laboratory, Cagliari, Italy, 5 Center for Polymer Studies and Department of Physics, Boston University, Boston, Massachusetts, United States of America, 6 Department of Managerial Economics, Strategy and Innovation, Katholieke Universiteit Leuven, Leuven, Belgium, 7 Department of French and Italian, Princenton Univerity, Princeton, New Jersey, United States of America

Abstract

In this paper we present an analysis of the behavior of Italian Twitter users during national political elections. We monitor the volumes of the tweets related to the leaders of the various political parties and we compare them to the elections results. Furthermore, we study the topics that are associated with the co-occurrence of two politicians in the same tweet. We cannot conclude, from a simple statistical analysis of tweet volume and their time evolution, that it is possible to precisely predict the election outcome (or at least not in our case of study that was characterized by a "too-close-to-call" scenario). On the other hand, we found that the volume of tweets and their change in time provide a very good proxy of the final results. We present this analysis both at a national level and at smaller levels, ranging from the regions composing the country to macro-areas (North, Center, South).
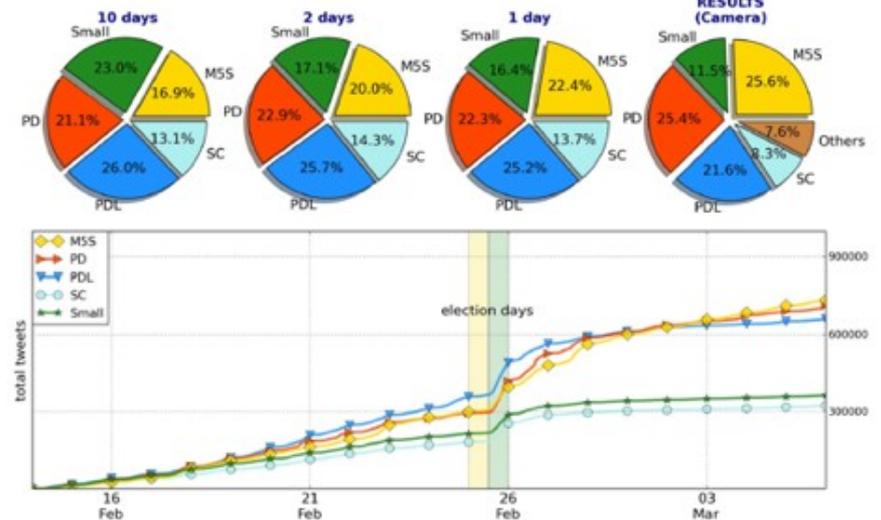
Figure 1. Results of the elections and Twitter volumes. On top: the pie-chart of the results obtained in the election by the parties. Then the forecast from the Twitter time series frozen at three different final times. Below: the cumulative number of tweets for the various parties and their daily evolution. The yellow and green vertical lines represent the election day and the day after respectively (when exit-polls are released).
doi:10.1371/journal.pone.0095809.g001

Non solo I dati sono importanti ma anche I METADATI
Ovvero le informazioni che parlano dei dati.
Non ho bisogno di intercettare una conversazione
Mi può bastare sapere che due persone si parlano in
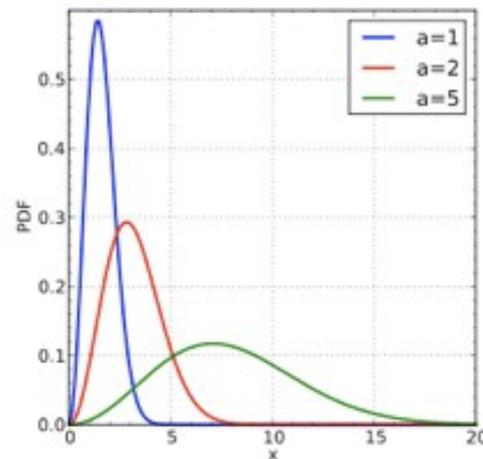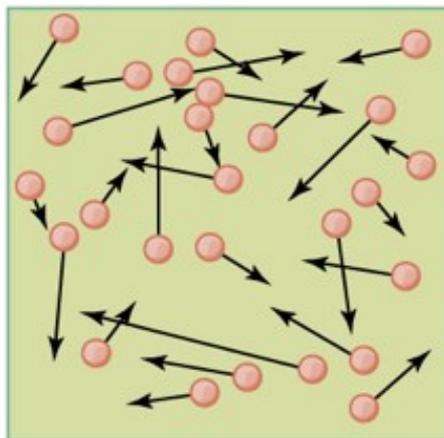continuazione
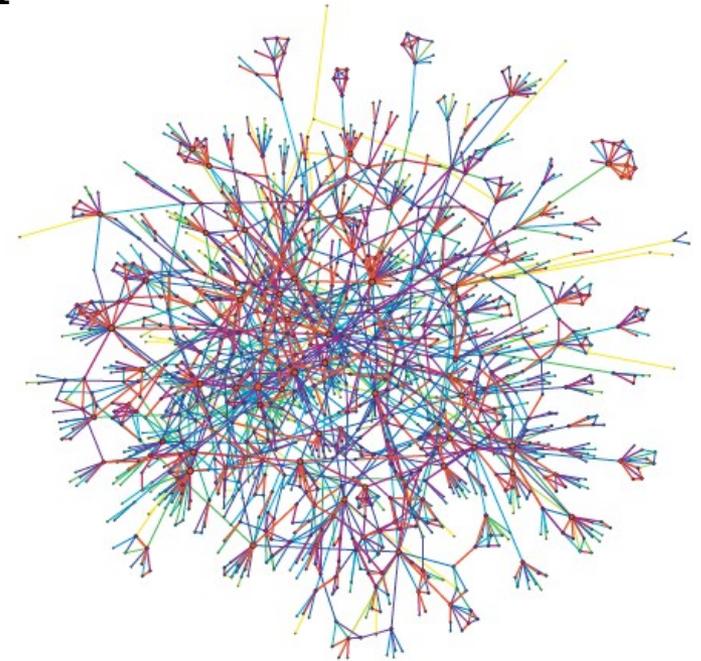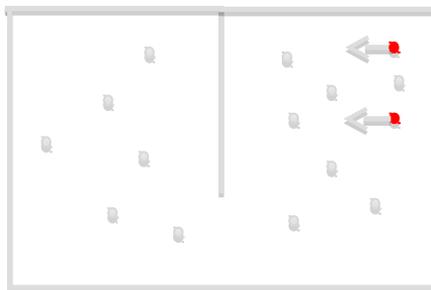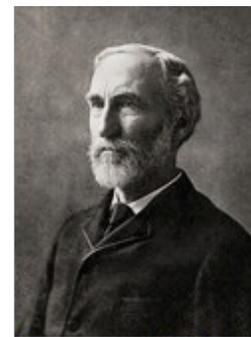
Ludwig Boltzmann
Joshua Willard Gibbs
James Clerk Maxwell

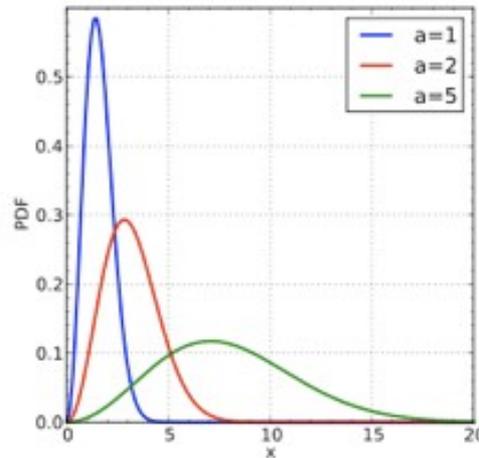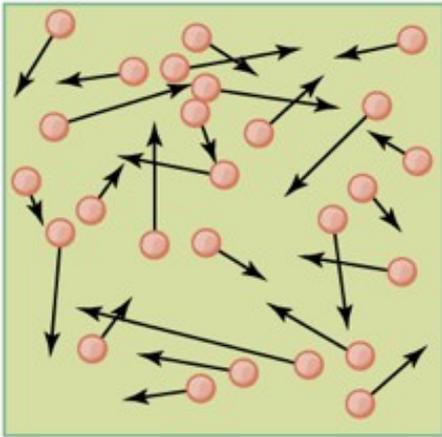Se scambio le particelle ottengo la stessa configurazione macroscopica

$$PV = \frac{1}{3} N m \overline{v^2}$$
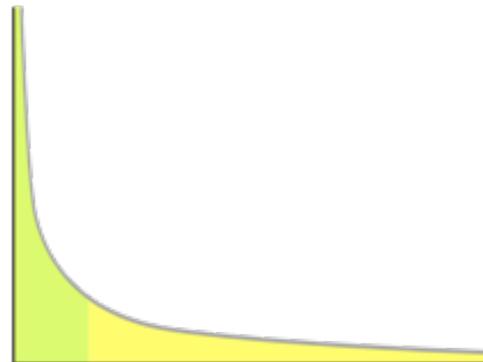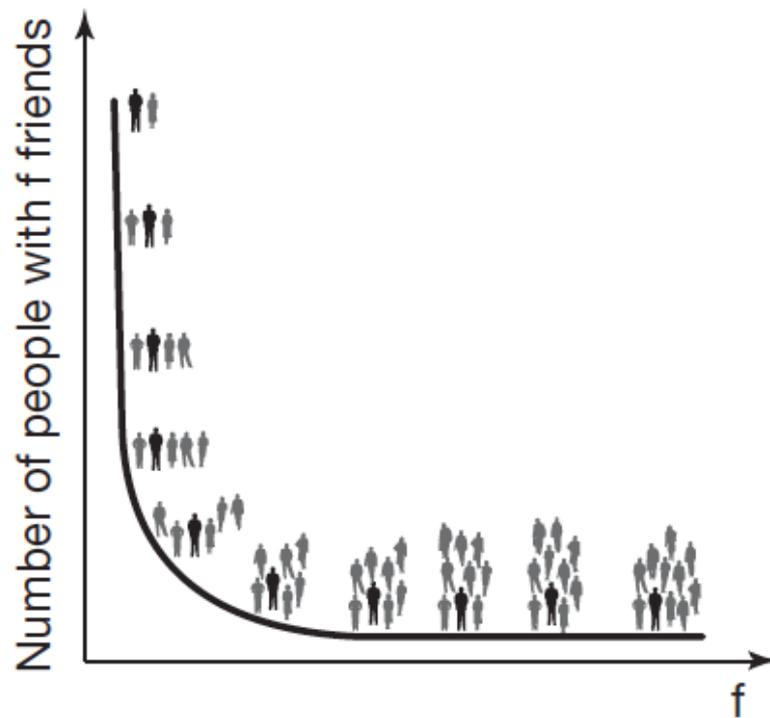
$$E = \frac{3}{2} k_B T$$

$$S = k_B \ln W$$

Sarà possibile fare la stessa cosa per la società?

$$PV = \frac{1}{3}Nm\overline{v^2}$$

$$E = \frac{3}{2}k_BT$$

$$S = k_B \ln W$$

??? ???
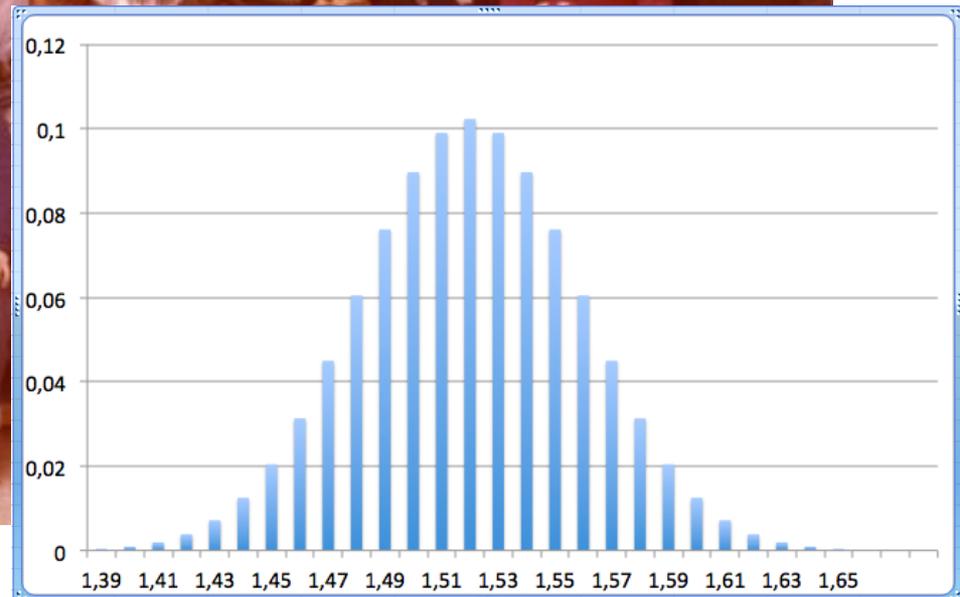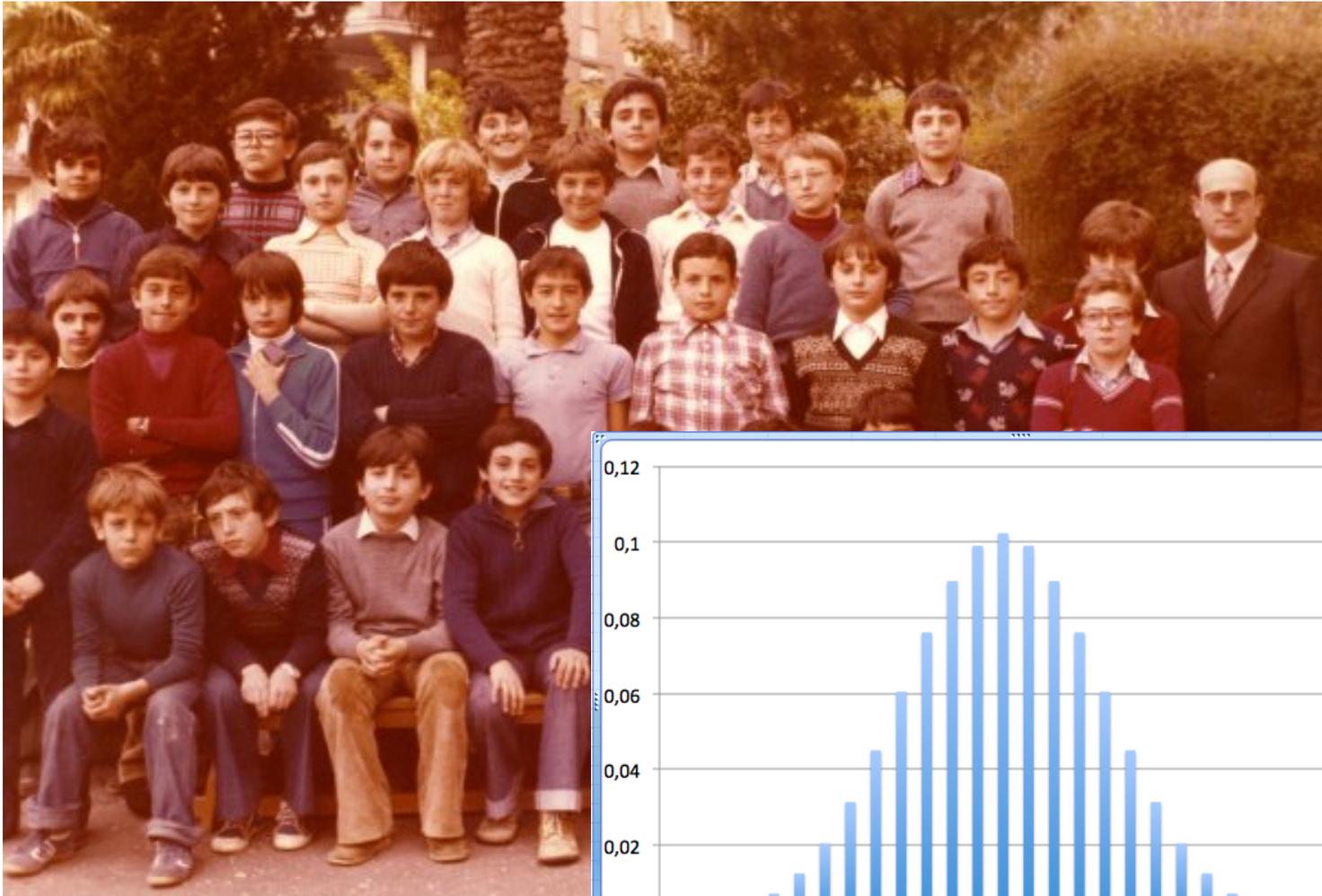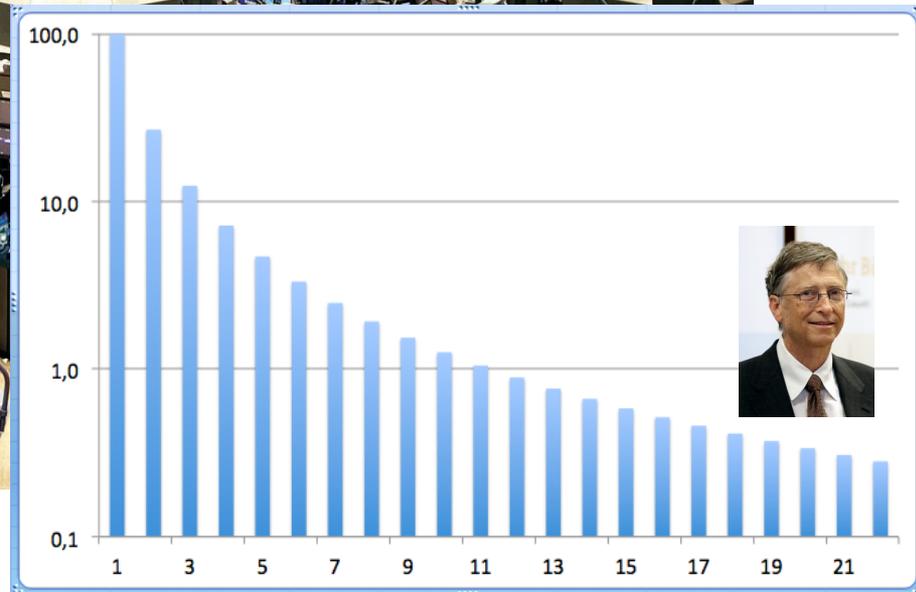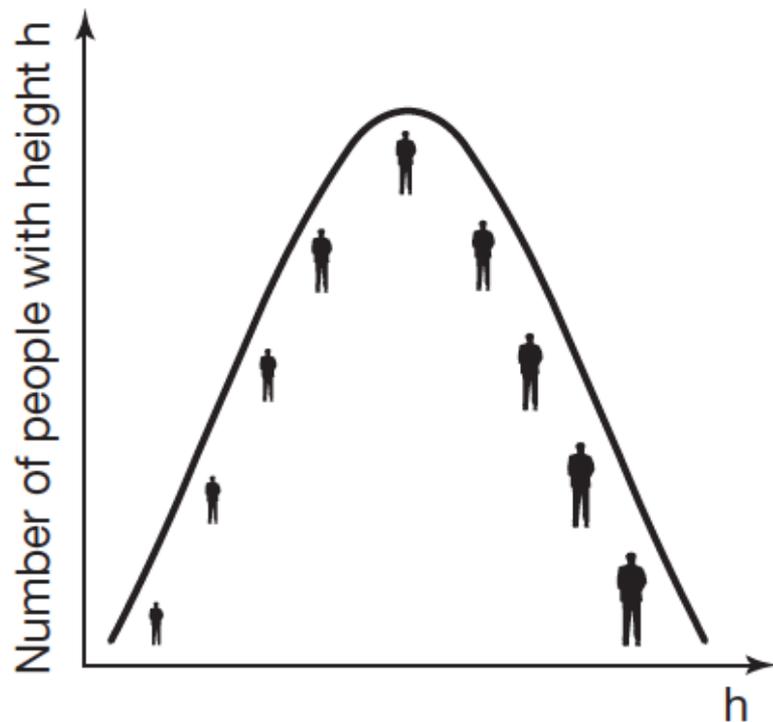
Nessuno è alto 2 mm o 20 Km

Può capitare invece che una persona abbia 1000
volte più contatti/amici/soldi di un altro

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- Ogni pallina è un numero di telefono in una rete di telefonia mobile.

- Le linee di connessione sono chiamate da un numero all'altro

J-P Onnela et al. *New Journal of Physics* **9** 1-27 (2007)

ISOLATED

DANGLING

CONNECTED

CLIQUE

HUB
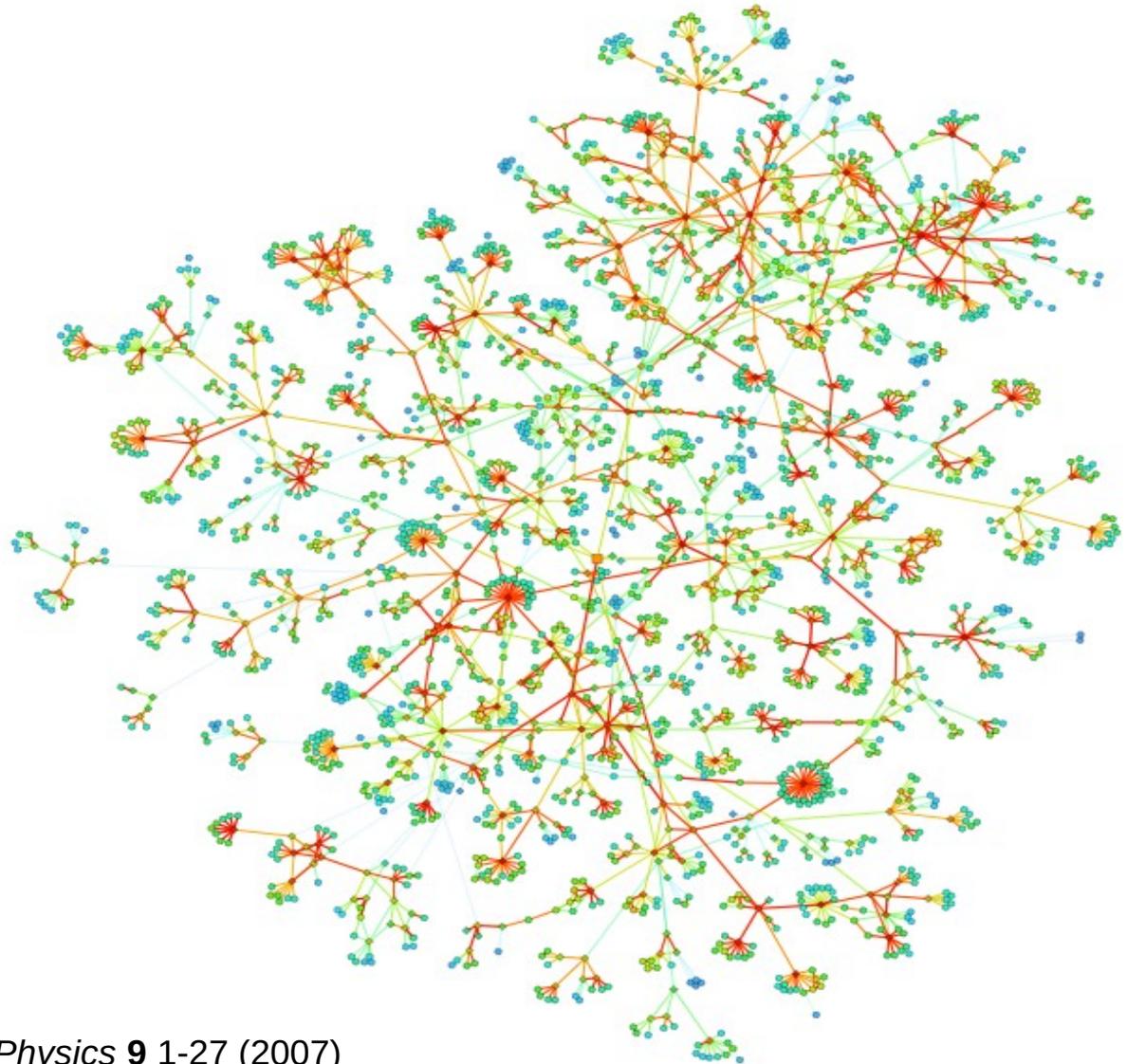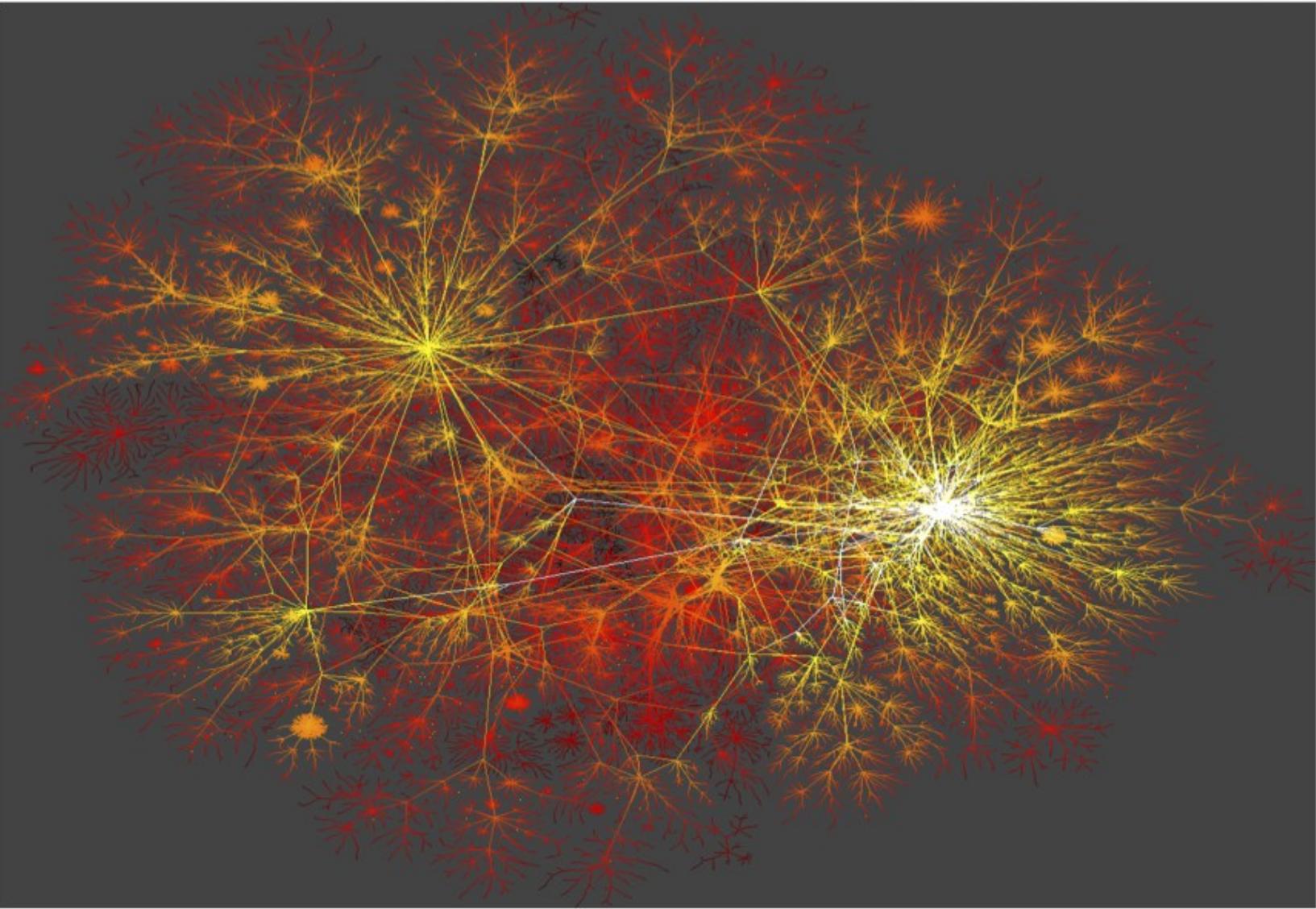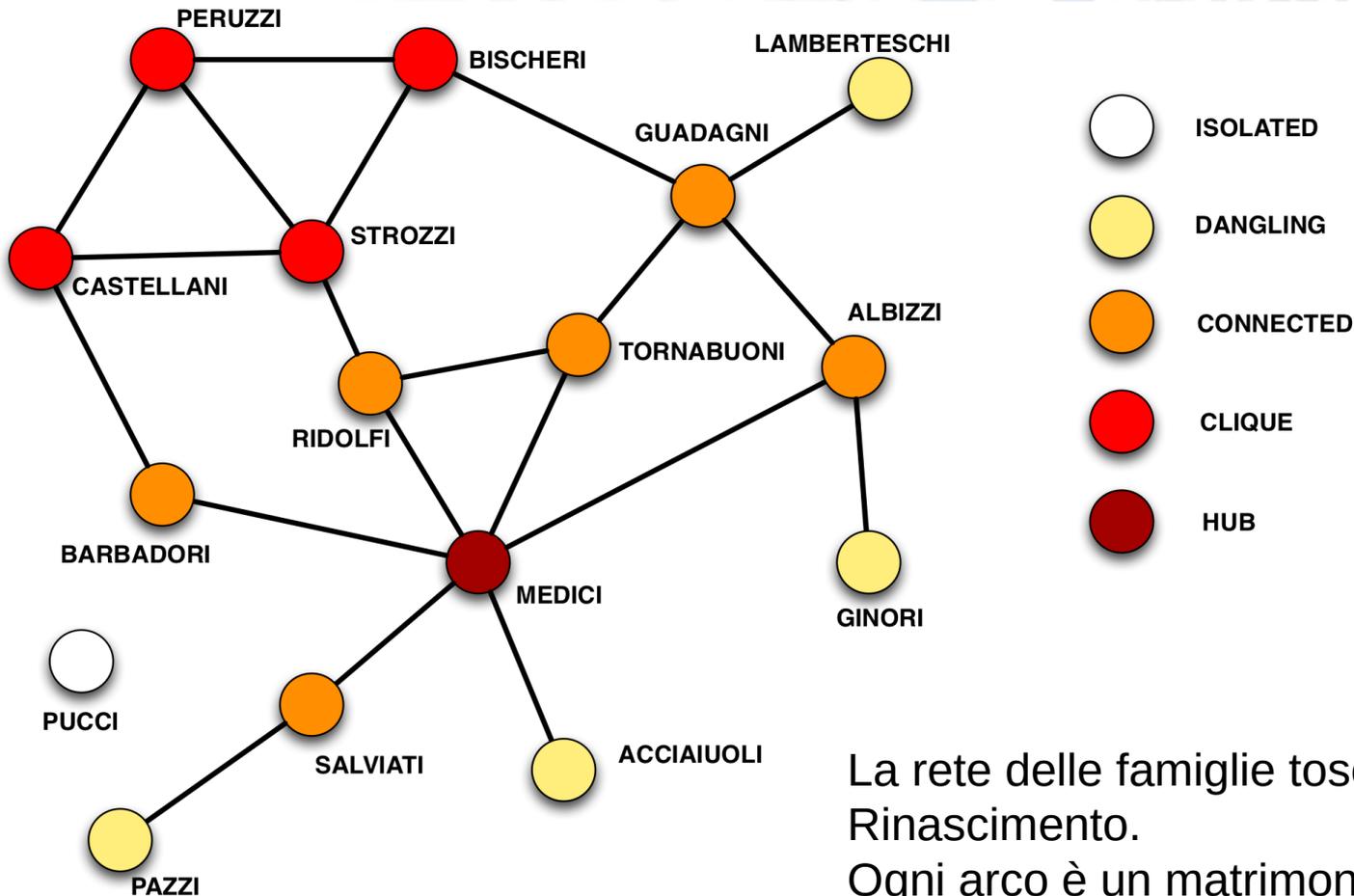
La rete delle famiglie toscane nel Rinascimento.
Ogni arco è un matrimonio

Stress test basati sulle reti

Studio del commercio fra le nazioni
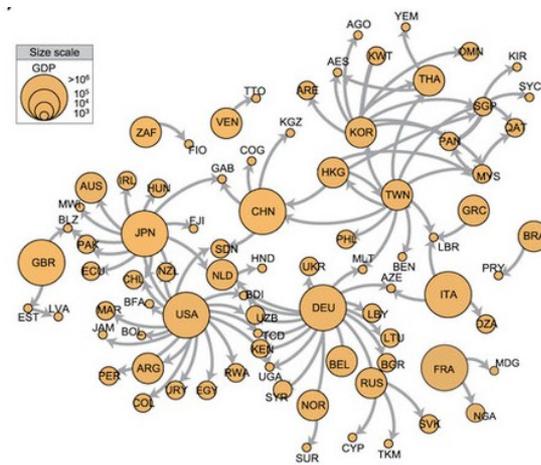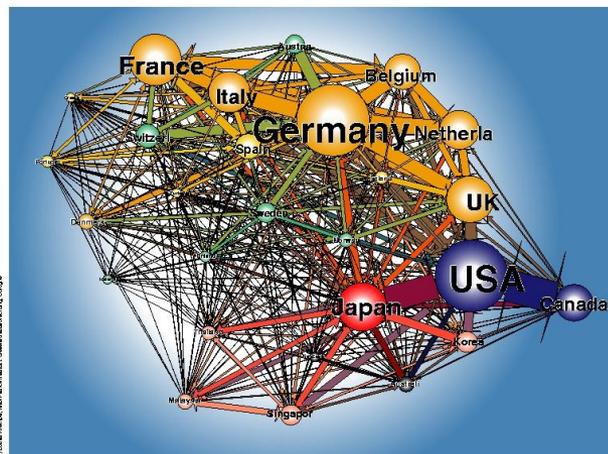
Nell'Atlantico questa è la relazione che lega le varie specie
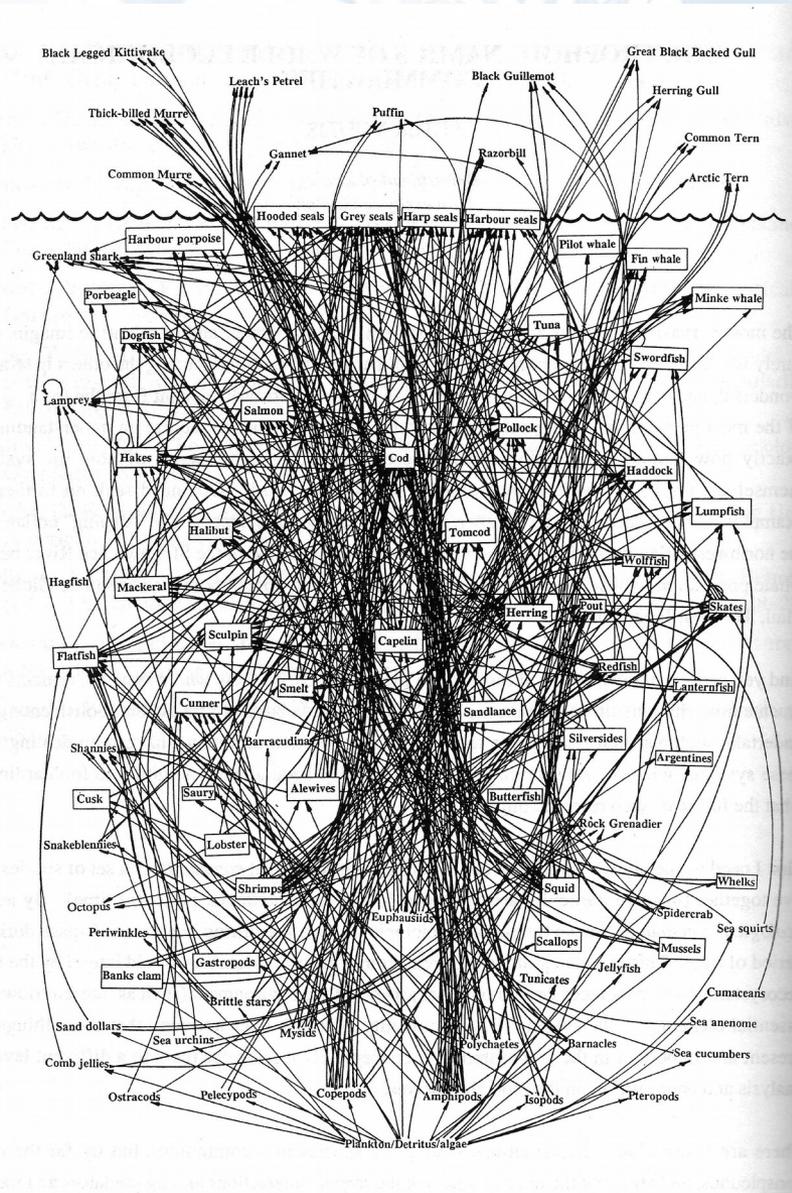
Se i merluzzi scarseggiano che posso fare?

- Cerco i loro predatori (foche)
- Uccido i loro predatori
- Ottengo più merluzzi?

NON NECESSARIAMENTE

Le foche predano anche i competitori dei merluzzi

Ancora meno merluzzi di prima

- Una rete aristocratica è più fragile se cade il superconnettore cade tutto

- Su una rete aristocratica basta un malato per infettare tutti

- Chi è al centro è più importante

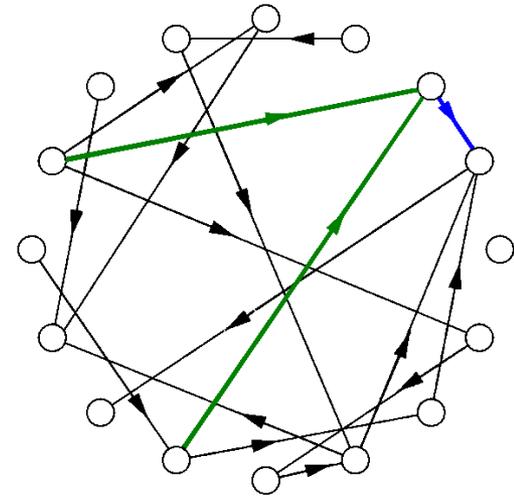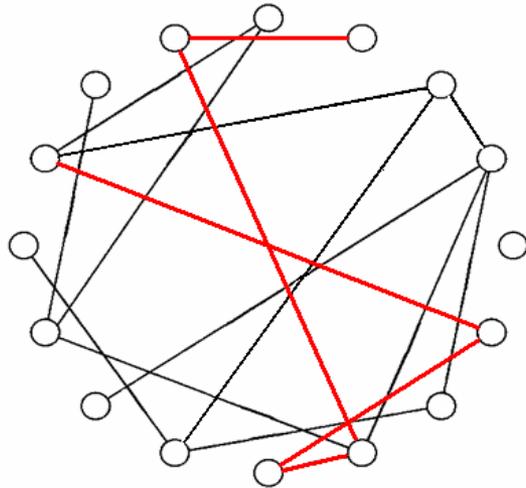- Spesso le reti sono interconnesse fra di loro moltiplicando la fragilità
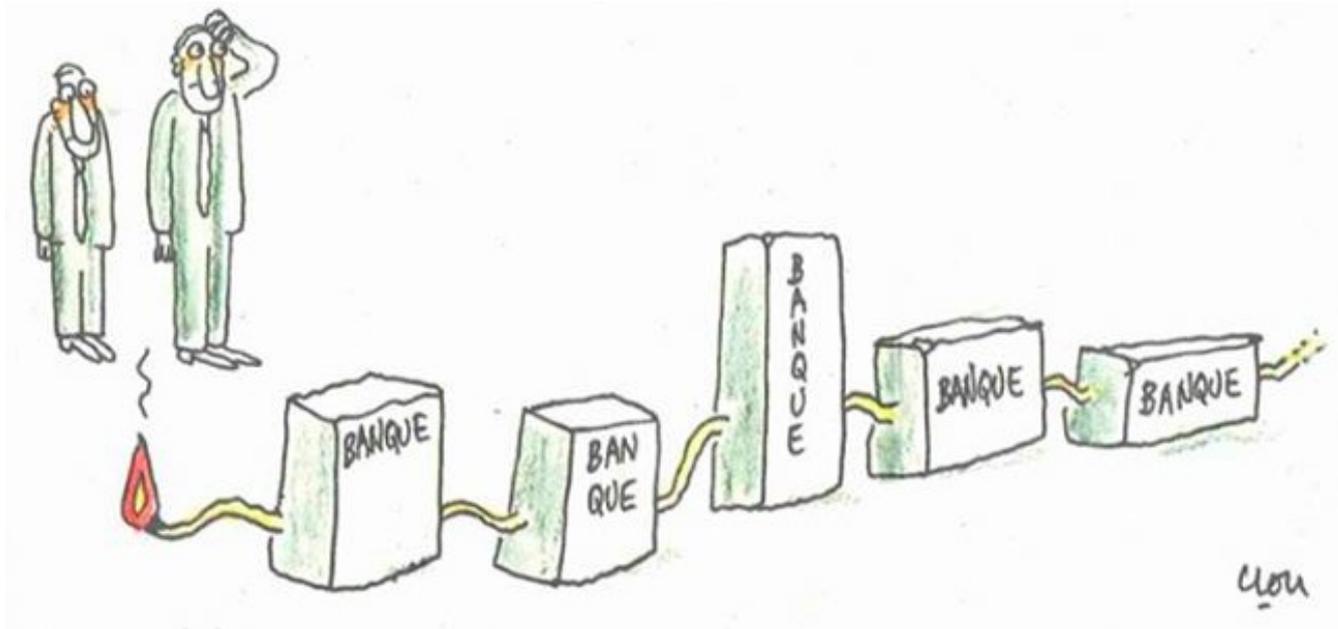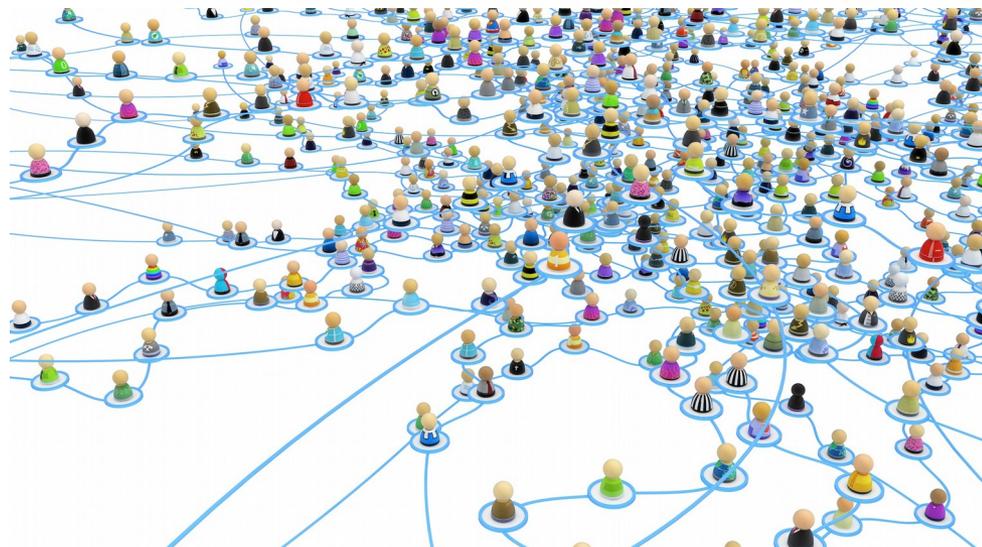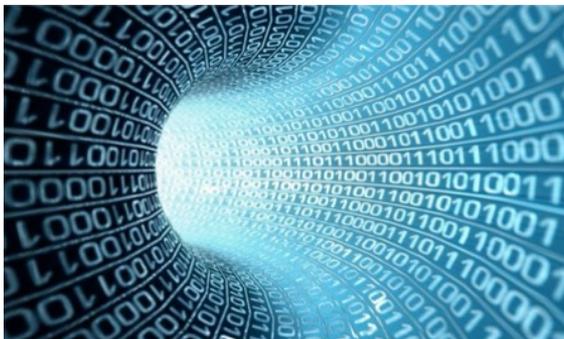
La teoria delle reti complesse, descrive in maniera **QUANTITATIVA** e con modelli **FALSIFICABILI,** sistemi altrimenti descritti in maniera qualitativa.

Marzo 1989 nasce al CERN il WWW

· Grado k (grado entrante k_{in} and grado uscente k_{out}) = numero di archi (orientati) per vertice

· Distanza d = numero di archi per andare da un vertice a un altro (nella regione connessa !)

· Diametro D = Massimo delle distanze (nella regione connessa !)

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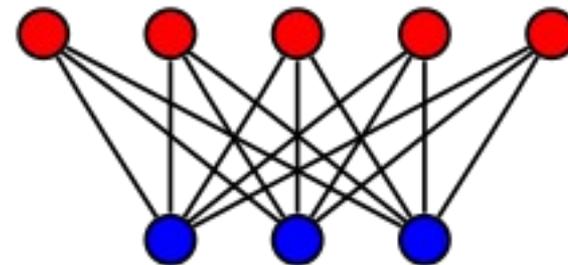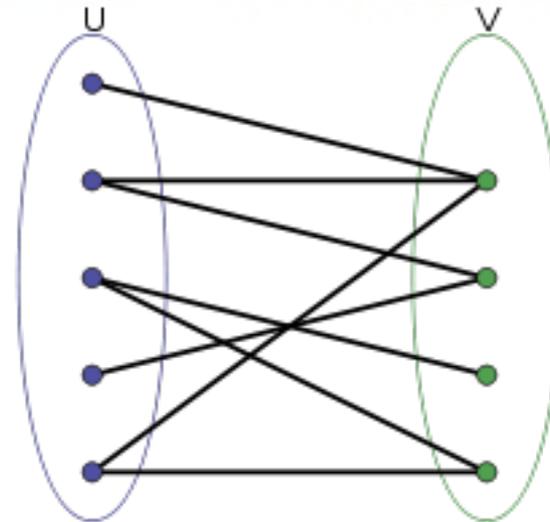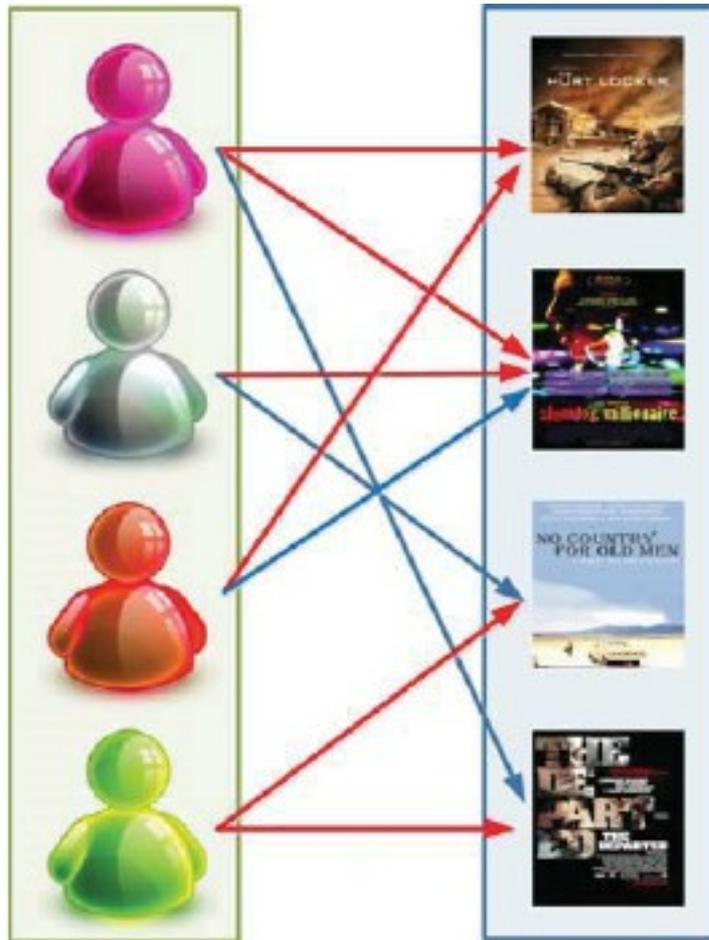
Chi ha visto questo oggetto ha visto anche

COVER CUSTODIA FRONTE
RETRO Per APPLE IPHONE…

EUR 2,49
Spedizione gratuita
Più cercati

Ultra Sottile Silicone TPU
morbido custodia Cover per…

EUR 1,00
Spedizione gratuita
Più cercati

caramella CUSTODIA COVER
ULTRA SLIM TPU CASE MA…

EUR 1,00
Spedizione gratuita
Più cercati

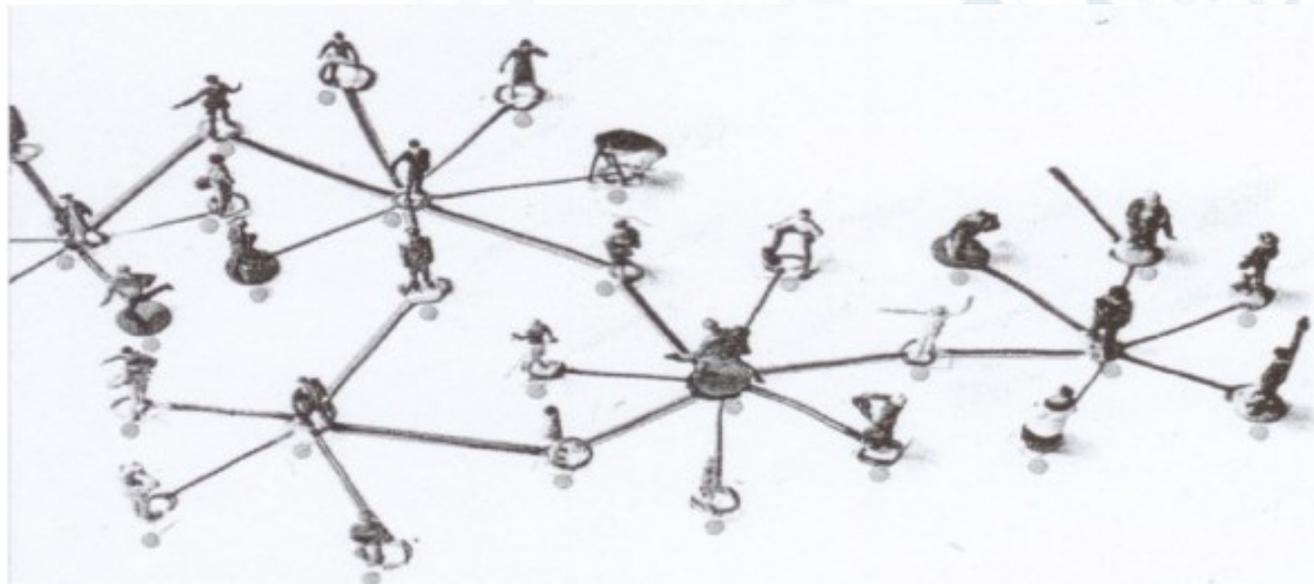COVER CUSTODIA PER
APPLE IPHONE 7 / 7 PLUS…

EUR 1,00
Spedizione gratuita
Più cercati

Nessuno, neanche la persona che cerchiamo è molto lontano da noi

La teoria delle reti può aiutare a trovare l'ago nel pagliaio

most important rule is: "*If you do not know the target person on a personal basis, do not try to contact him directly. Instead, mail this folder . . . to a personal acquaintance who is more likely than you to know the target person . . . it must be someone you know on a first-name basis.*" This rule sets the document into motion, moving it from one participant to the next, until it is sent to someone who knows the target person.

3. A roster on which each person in the chain writes his name. This tells the person who receives the folder exactly who sent it to him. The roster also has another practical effect; it prevents endless looping of the folder through participants who have already served as links in the chain, because each participant can see exactly what sequence of persons has led up to his own participation.

In addition to the document, the folder contains a stack of 15 business reply, or "tracer" cards. Each person receiving the folder takes out a card, fills it in, returns it to us, and sends the remaining cards along with the document to the next link.
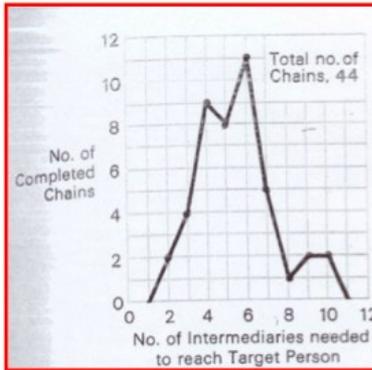
- Seleziona un obiettivo (bancario) in Boston

- Seleziona persone a caso in Omaha (Nebraska)

- Assegna a queste persone nome e indirizzo dell'obiettivo

- Se le persone di partenza conoscono l'obiettivo il gioco finisce

- Altrimenti passate l'incarico a chi credete lo possa conoscere

- MANDATEMI UNA CARTOLINA

Secondo uno studio, l'86% delle persone che ha trovato lavoro, lo ha trovato non grazie agli amici, ma grazie ai contatti secondari o ancora meno significativi.

Il motivo che: alcune persone sono più interconnesse di altre e abbassano le distanze tra la domanda e l'offerta; mentre gli amici, spesso, si conoscono tra loro, dunque, non favoriscono un passaparola che vada molto in avanti

Ciao so' Enzo, no Renzo, Enzo……

In media siamo a 6 passaggi uno dall'altro

Ma in realtà molto meno

Mean = 3.57

(Facebook users (millions) vs Average degrees of separation)
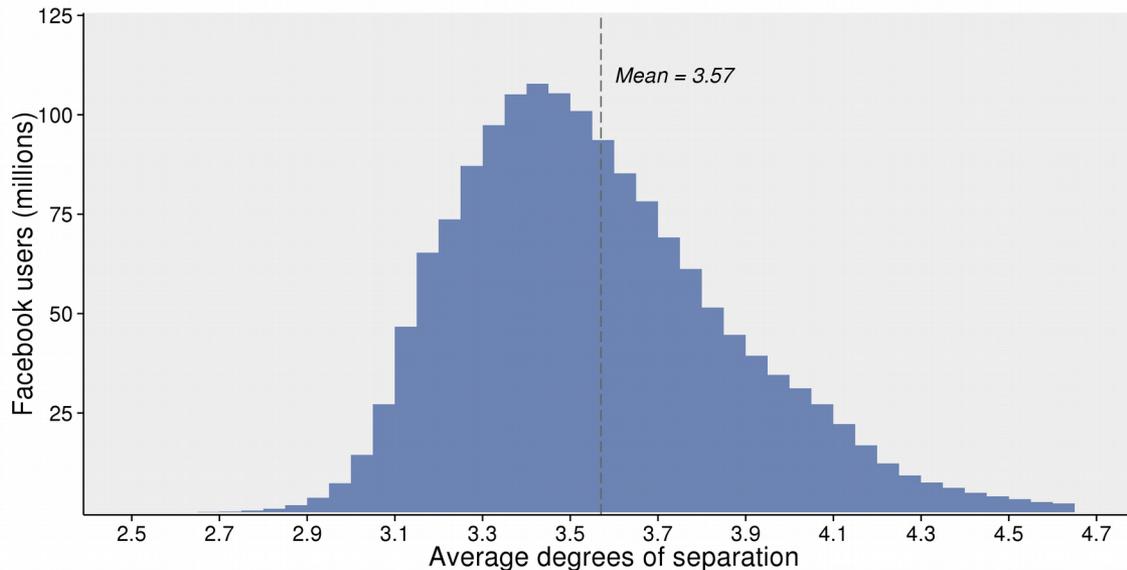
I calcoli di **Facebook** ovviamente non sono riferiti all'intera popolazione del pianeta, ma hanno comunque una certa rilevanza visto che ormai ha raggiunto **1,59** miliardi di **utenti attivi**. Utilizzando una serie di tecniche statistiche, i ricercatori di Facebook hanno creato un algoritmo che calcola la distanza media tra noi e ogni altro utente, numero che ovviamente tende a diventare minore al crescere del vostro numero di amici.

Questo significa che il numero di amici cresce esponenzialmente e che molti sono in comune

Black Death, 14th century
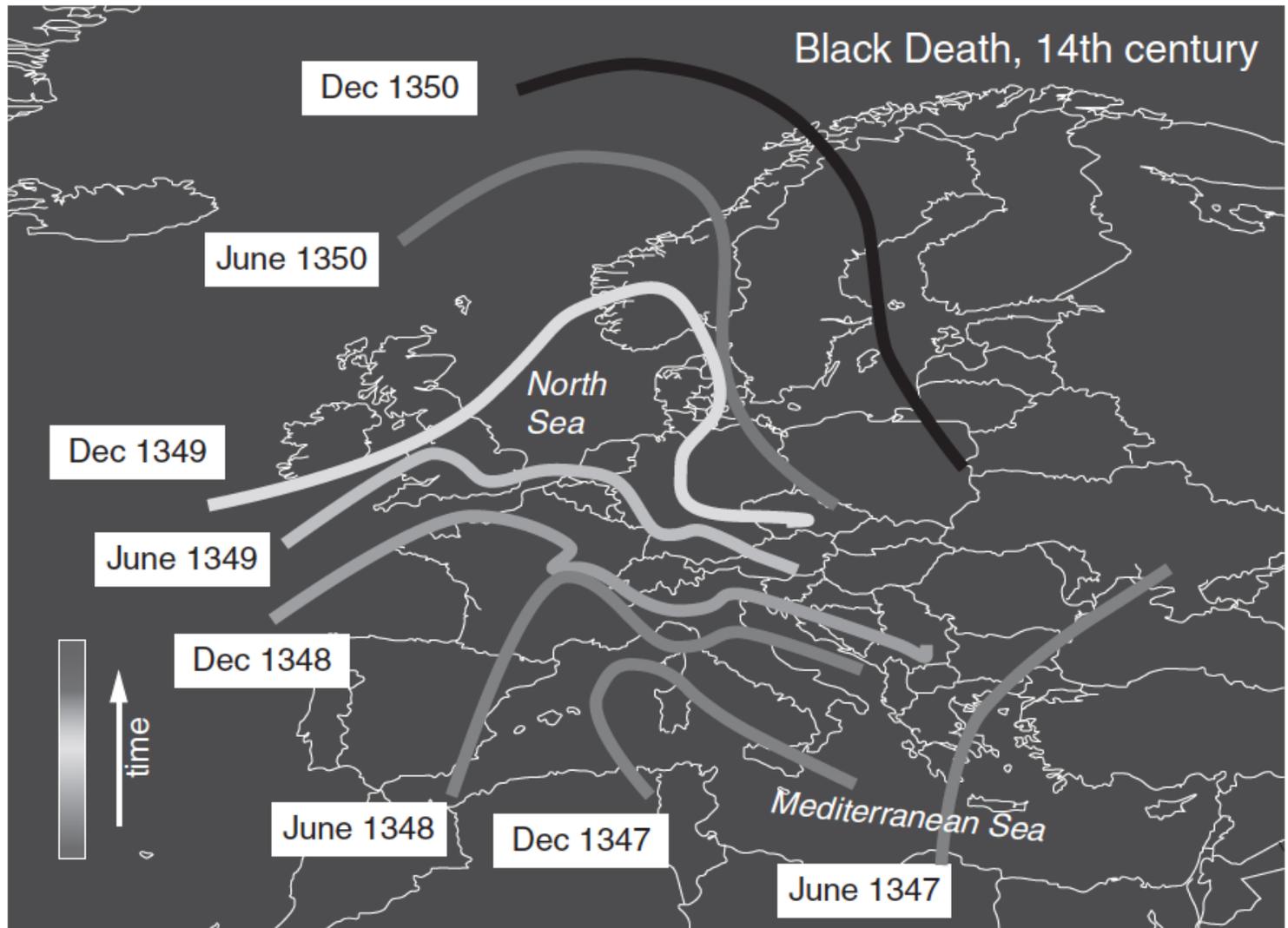
H1N1 influenza pandemic, 2009

before March 31
April 1 – April 15
April 16 – April 30
May 1 – May 15
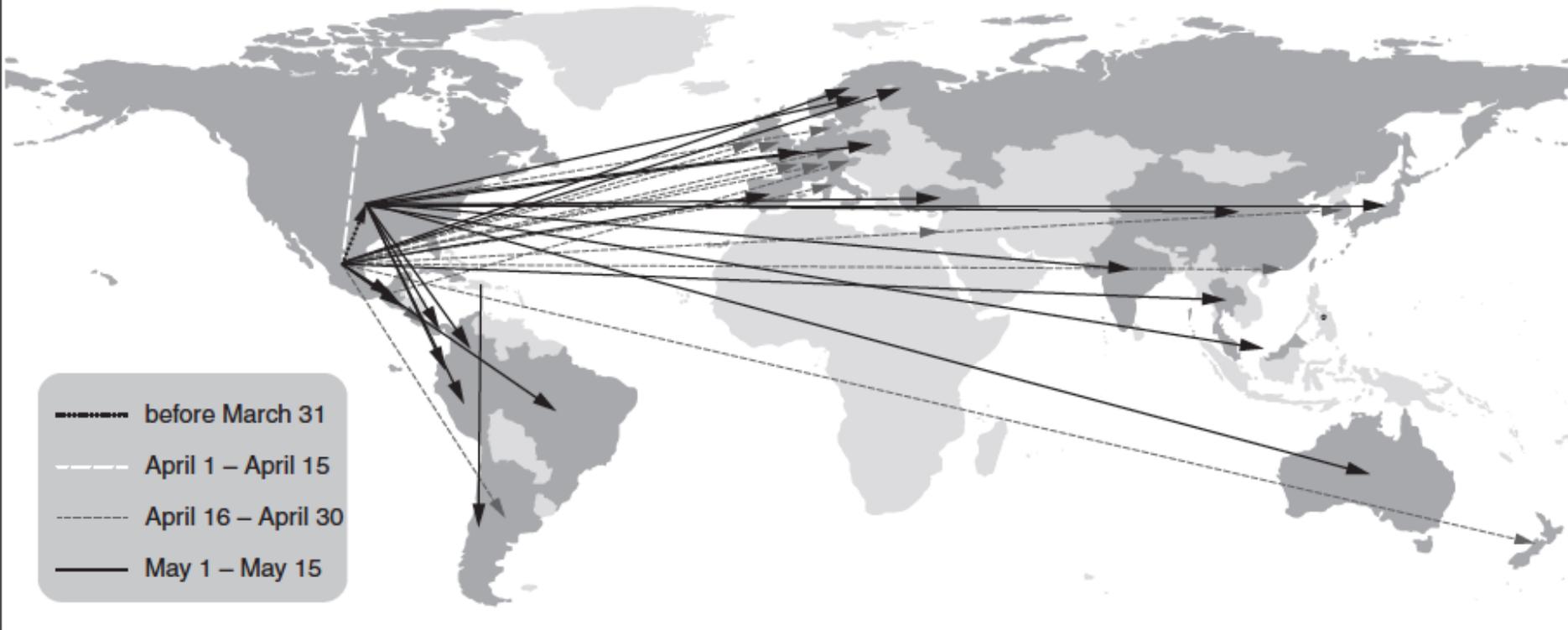
Sono aristocratiche, c`è chi ha pochi contatti e c'è chi ne ha davvero MOLTI di più

Le distanze fra le persone sono minime, in pochi passaggi si arriva a destinazione

Sono Assortative ! ☺
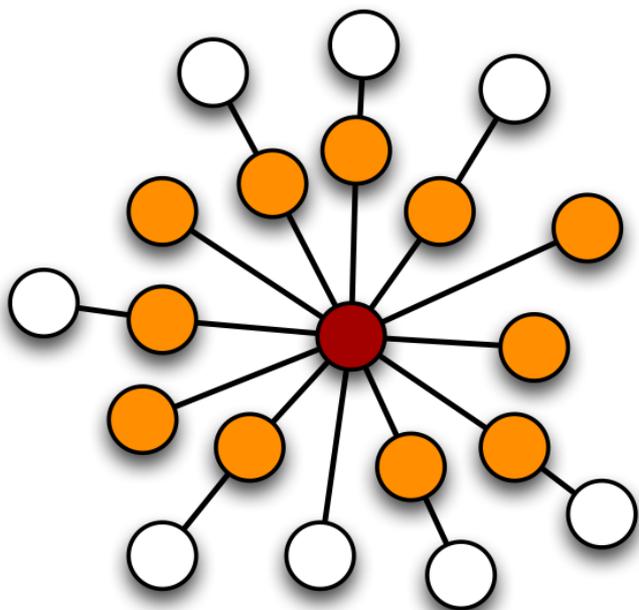
DISSASSORTATIVE
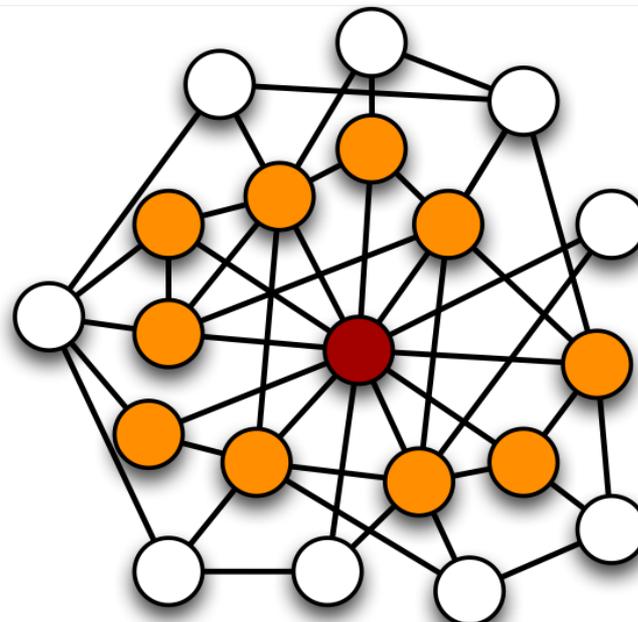
ASSORTATIVE

A I vertici con il grado più alto
(Centralità di grado)

B I vertici più vicini a tutti gli
altri
(Centralità di prossimità)

C I vertici con il carico
maggiore
(Betweenness Centrality)

D I vertici che "più influenti"
(Centralità degli autovettori)
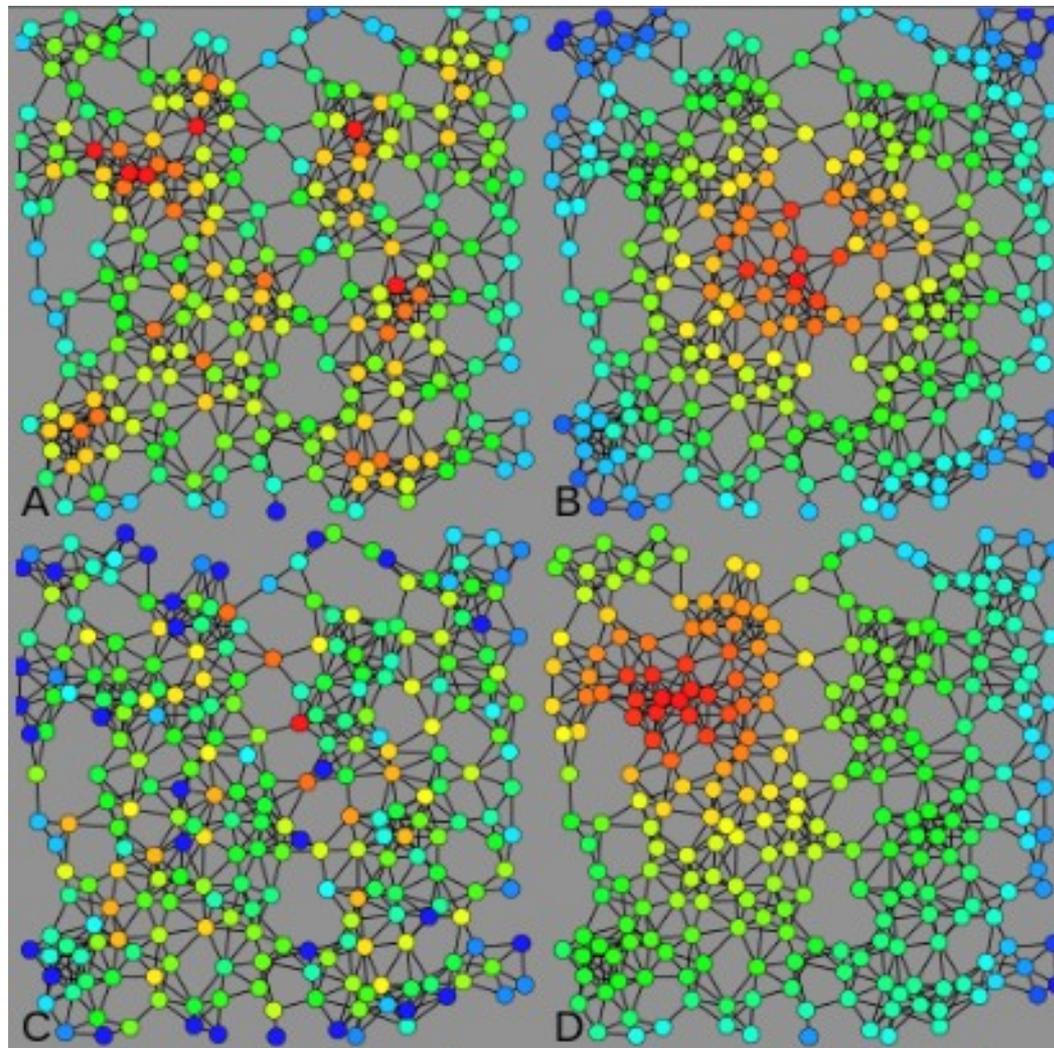
Closeness was defined by Bavelas (1950) as the reciprocal of the **farness**,[1][2] that is:

$$C(x) = \frac{1}{\sum_y d(y, x)}.$$

PILOTS hi-lited in yellow

■ Flight AA #11 - Crashed into WTC North
■ Flight AA #77 - Crashed into Pentagon
■ Flight UA #93 - Crashed in Pennsylvania
■ Flight UA #175 - Crashed into WTC South
■ Others

Copyright © 2002, Valdis Krebs
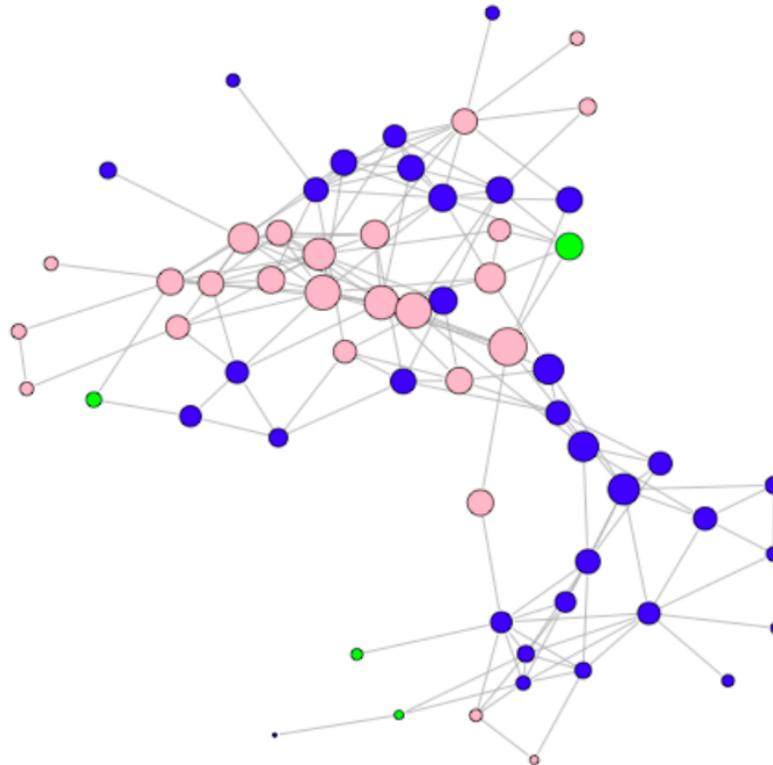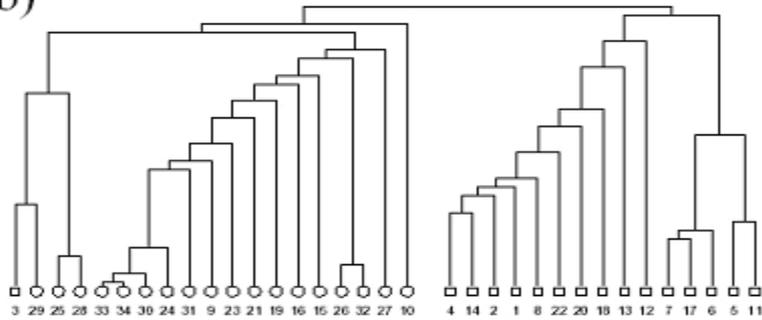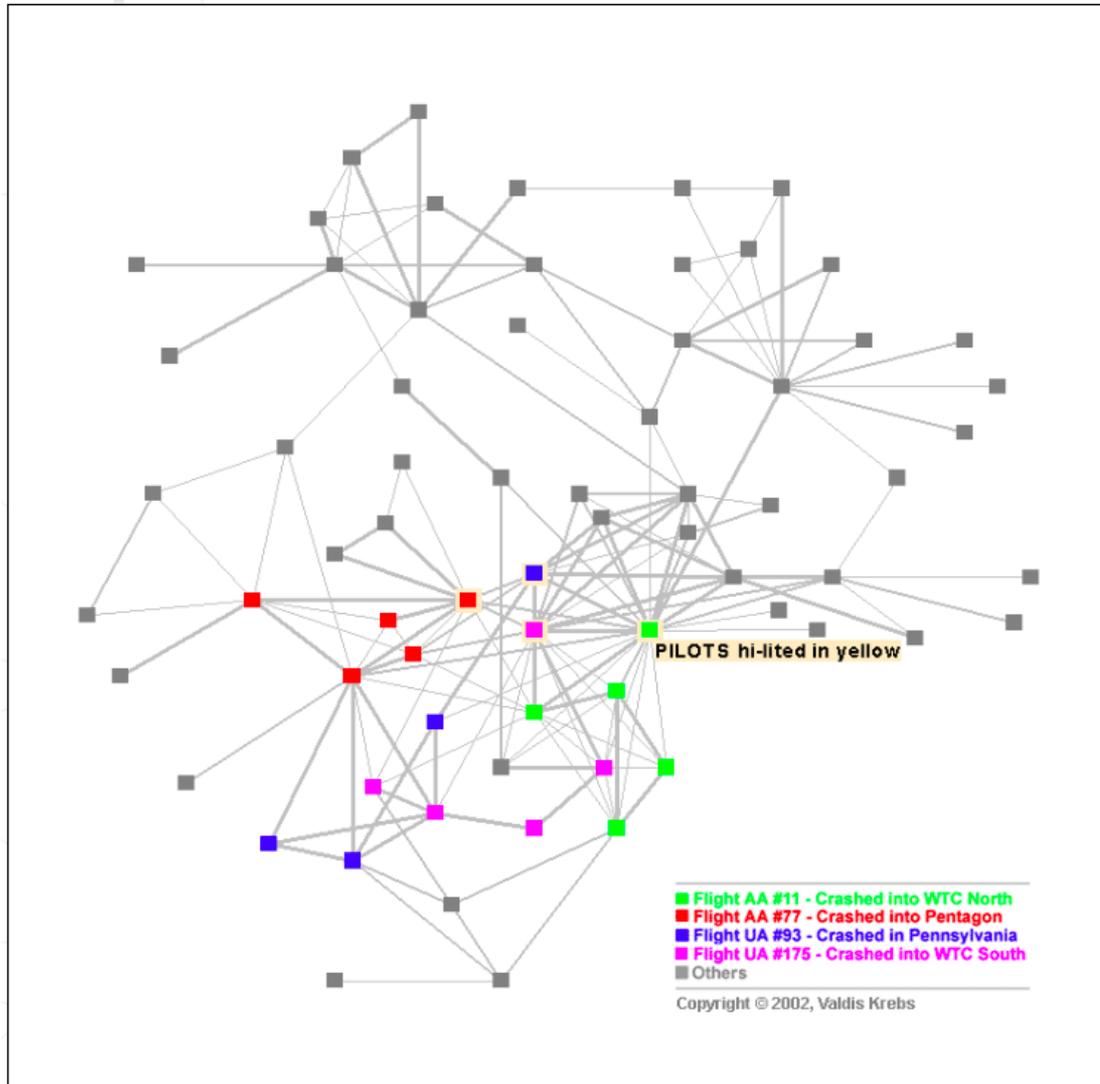
THE HIJACKERS ...

American Airlines 11
Crashed into WTC (north)

Mohamed Atta (Egyptian) Received pilot training

Waleed M. Alshehri (Saudi) Commercial pilot

Wail Alshahri (Saudi) Possible pilot training

Satam al-Suqami (Nationality unknown)

Abdulaziz Alomari* (Saudi) Possible pilot training
(No picture available)

American Airlines 77
Crashed into Pentagon

Khalid al-Midhar (Nationality unknown) Received pilot training

Majed Moqed (Nationality unknown)

Salem Alhamzi* (Saudi) Possible pilot training

Nawaf Alhamzi* (Saudi)

Hani Hanjour (Saudi)

UnitedAirlines 175
Crashed into WTC (south)

Marwan al-Shehhi (United Arab Emirates) Received pilot training

Fayez Ahmed (Believed to be Saudi)
(No picture available)

Ahmed Alghamdi (Possibly Saudi)

Hamza Alghamdi (Believed to be Saudi) Possible pilot training

Mohald Alshehri (Nationality unknown) Possible pilot training

United Airlines 93
Crashed in Pennsylvania

Ziad Jarrah (Lebanese) Received pilot training

Ahmed Alhaznawi (Saudi)

Ahmed Alnami (Nationality unknown)

Saeed Alghamdi* (Seems to be Saudi)

*Disputed identity

AND HOW THEY WERE CONNECTED

Attended same technical college

Hamburg, Germany
Mohamed Atta
Marwan al-Shehhi
Ziad Jarrah

Took flight classes together

Pilot schools in Florida
Mohamed Atta
Marwan al-Shehhi

Pilot schools in San Diago
Khalid al-Midhar
Nawaf Alhamzi

Bought flight tickets using same address

- Mohamed Atta*
  Marwan al-Shehhi
  Abdulaziz Alomari*
    * Also used same credit card

- Waleed M. Alshehri
  Wail Alshahri

- Fayez Ahmed
  Mohald Alshehri

- Ahmed Alghamdi
  Hamza Alghamdi

Known to be together in week before attacks

Stayed together in a Florida motel
Mohamed Atta
Marwan al-Shehhi

Attended a gym in Maryland (Sept 2-6), also seen dining together
Khalid al-Midhar
Majed Moqed
Salem Alhamzi
Nawaf Alhamzi
Hani Hanjour

Bought flight tickets together

Mohamed Atta
Ziad Jarrah
Ahmed Alhaznawi

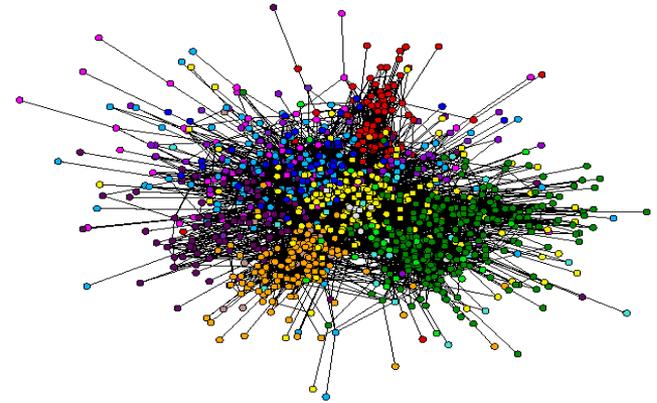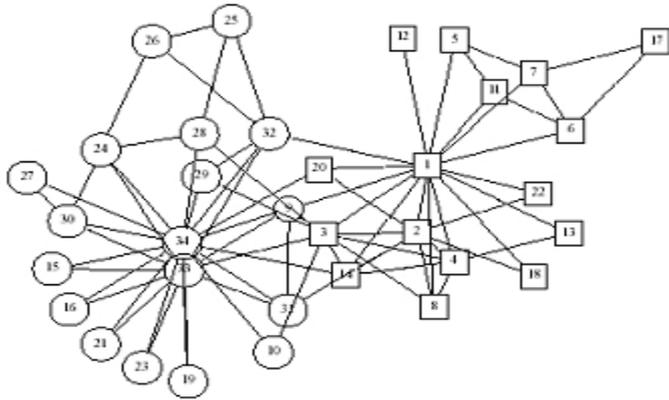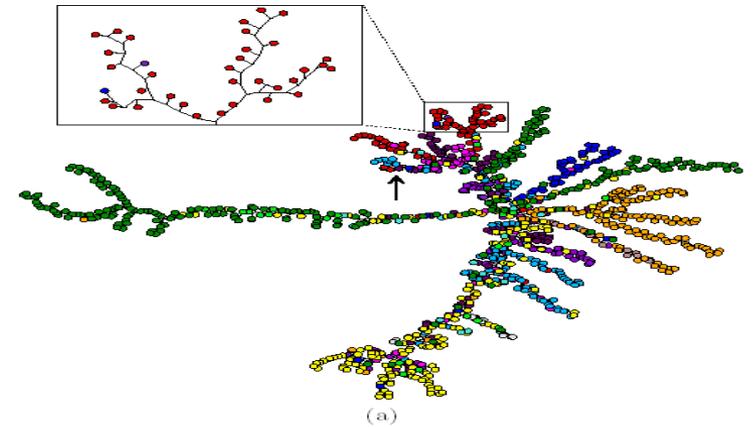Picked up tickets bought earlier in Baltimore
Khalid al-Midhar
Majed Moqed

Bought from the same travel agent in Florida
Ahmed Alnami
Saeed Alghamdi

Last known address

Hollywood, Florida
Marwan al-Shehhi
Waleed M. Alshehri
Wail Alshahri
Ziad Jarrah
Hani Hanjour

Other cities in Florida
Mohamed Atta
Fayez Ahmed
Ahmed Alghamdi
Mohald Alshehri
Khalid al-Midhar
Ahmed Alhaznawi
Ahmed Alnami
Saeed Alghamdi

Outside Florida
Satam al-Suqami
Hamza Alghamdi
Abdulaziz Alomari
Majed Moqed
Salem Alhamzi
Nawaf Alhamzi

SOURCE: NYT

| Degrees		Betweenness		Closeness	
0.417	Mohamed Atta	0.334	Nawaf Alhazmi	0.571	Mohamed Atta
0.389	Marwan Al-Shehhi	0.318	Mohamed Atta	0.537	Nawaf Alhazmi
0.278	Hani Hanjour	0.227	Hani Hanjour	0.507	Hani Hanjour
0.278	Nawaf Alhazmi	0.158	Marwan Al-Shehhi	0.500	Marwan Al-Shehhi
0.278	Ziad Jarrah	0.116	Saeed Alghamdi*	0.480	Ziad Jarrah
0.222	Ramzi Bin al-Shibh	0.081	Hamza Alghamdi	0.429	Mustafa al-Hisawi
0.194	Said Bahaji	0.080	Waleed Alshehri	0.429	Salem Alhazmi*
0.167	Hamza Alghamdi	0.076	Ziad Jarrah	0.424	Lotfi Raissi
0.167	Saeed Alghamdi*	0.064	Mustafa al-Hisawi	0.424	Saeed Alghamdi*
0.139	Lotfi Raissi	0.049	Abdul Aziz Al-Omari*	0.419	Abdul Aziz Al-Omari*
0.139	Zakariya Essabar	0.033	Satam Suqami	0.414	Hamza Alghamdi
0.111	Agus Budiman	0.031	Fayez Ahmed	0.414	Ramzi Bin al-Shibh
0.111	Khalid Al-Mihdhar	0.030	Ahmed Al Haznawi	0.409	Said Bahaji
0.111	Mounir El Motassadeq	0.026	Nabil al-Marabh	0.404	Ahmed Al Haznawi
0.111	Mustafa al-Hisawi	0.016	Raed Hijazi	0.400	Zakariya Essabar
0.111	Nabil al-Marabh	0.015	Lotfi Raissi	0.396	Agus Budiman
0.111	Rayed Abdullah	0.012	Mohand Alshehri*	0.396	Khalid Al-Mihdhar
0.111	Satam Suqami	0.011	Khalid Al-Mihdhar	0.391	Ahmed Alnami
0.111	Waleed Alshehri	0.010	Ramzi Bin al-Shibh	0.391	Mounir El Motassadeq
0.083	Abdul Aziz Al-Omari*	0.007	Salem Alhazmi*	0.387	Fayez Ahmed
0.083	Abdussattar Shaikh	0.004	Ahmed Alghamdi	0.387	Mamoun Darkazanli
0.083	Ahmed Al Haznawi	0.004	Said Bahaji	0.371	Zacarias Moussaoui
0.083	Ahmed Alnami	0.002	Rayed Abdullah	0.367	Ahmed Khalil Al-Ani
0.083	Fayez Ahmed	0.000	Abdussattar Shaikh	0.360	Abdussattar Shaikh

Table 4. Networks to Map

Relationship / Network	Data Sources
1. Trust	Prior contacts in family, neighborhood, school, military, club or organization. Public and court records. Data may only be available in suspect's native country.
2. Task	Logs and records of phone calls, electronic mail, chat rooms, instant messages, web site visits. Travel records. Human intelligence – observation of meetings and attendance at common events.
3. Money & Resources	Bank account and money transfer records. Pattern and location of credit card use. Prior court records. Human intelligence – observation of visits to alternate banking resources such as Hawala.
4. Strategy & Goals	Web sites. Videos and encrypted disks delivered by courier. Travel records. Human intelligence – observation of meetings and attendance at common events
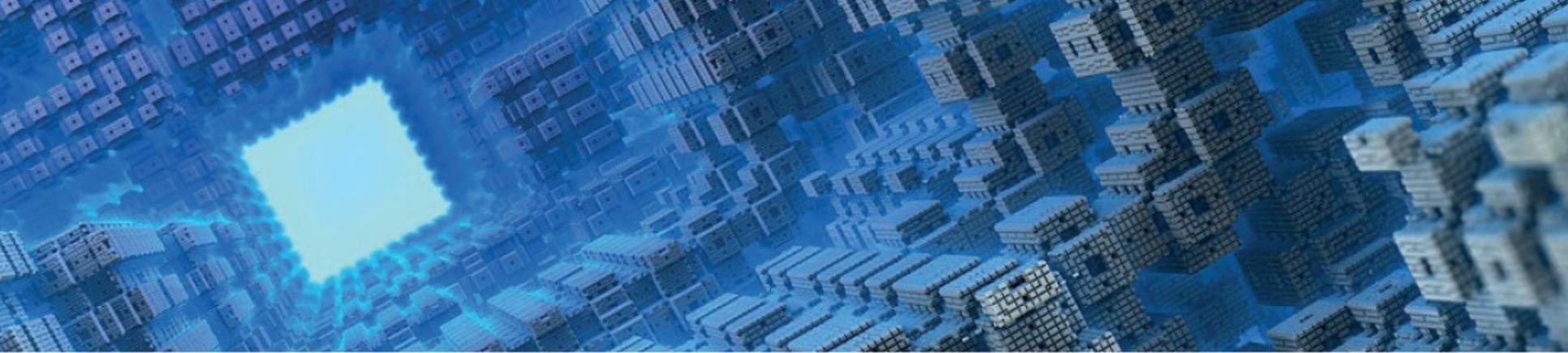
15 settembre 2017

La ricerca incontra le imprese

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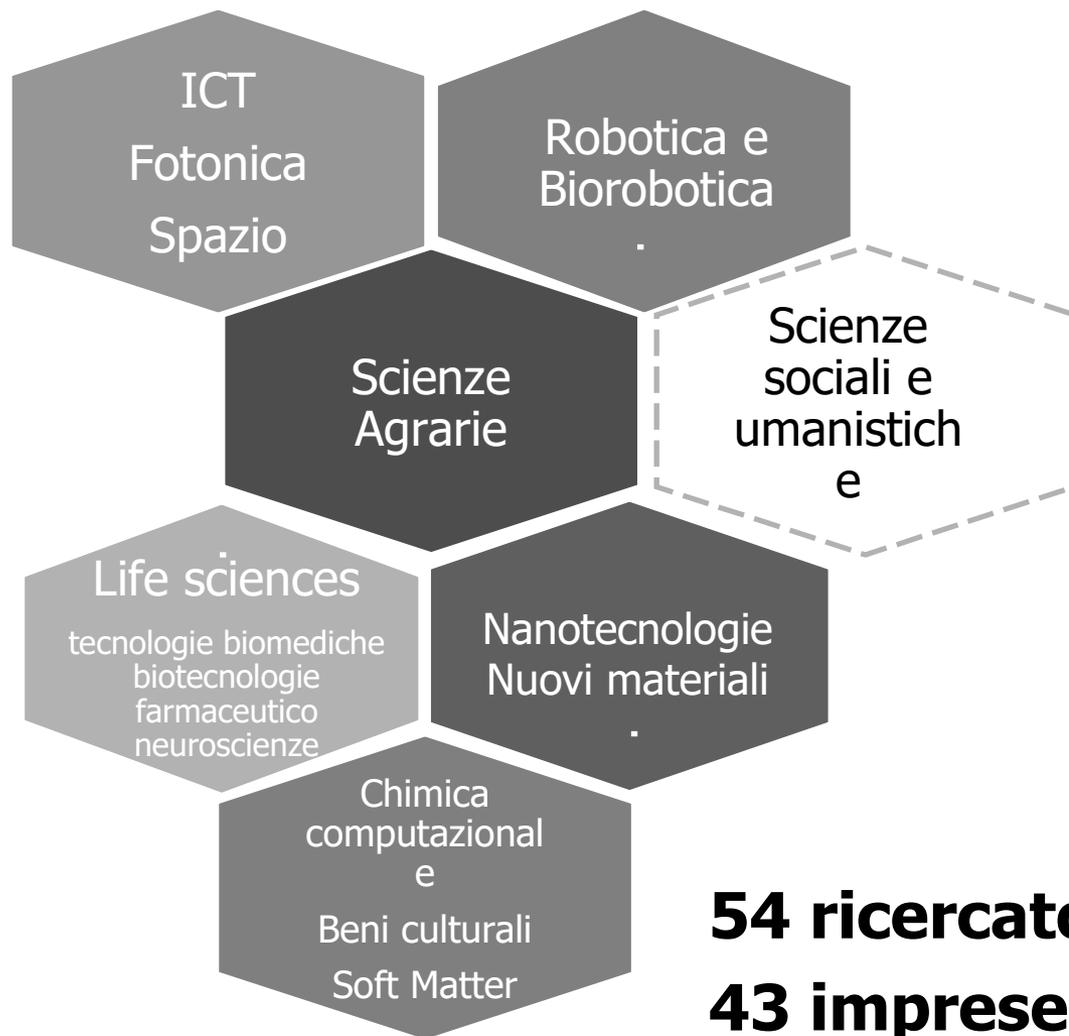
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- **JoTTO FAIR 2019** (10 maggio 2019 @ IMT Lucca)

- Rappresentare una **best practice** di sinergia, promotrice di future iniziative complementari su più larga scala (vedasi TTO congiunto proposto dalla Regione Toscana, in fase di costituzione)

- Svolgere un ruolo importante per il TT dei nuovi **centri di competenza** regionali (Cybersecurity) e nazionali (ARTES4.0) su Impresa 4.0

- Agevolare l'implementazione delle future procedure di **valutazione della terza missione** delle Scuole e contribuire, indirettamente, al placement

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