

Microsoft
Research



Microsoft Research Asia **Faculty Summit 2012**



Participatory Sensing and Computation: Concepts and Practices

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Smart X

+ Smart object

- Smart pen, smart cup, smart table, ...



+ Smart space

- Smart home, smart car, smart meeting room, ...



+ Smart planet

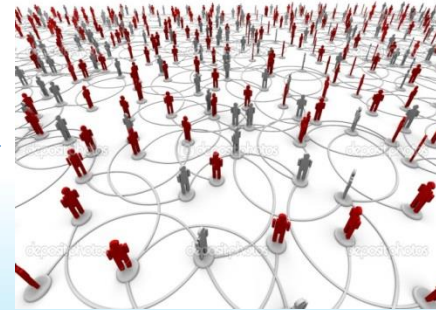
- Smart campus, smart street, smart city, ...





What changes

- From small scale to large scale
- From simple to complex
- From individual to community





Challenges of smart planet

- + How to sense the large-scale real world information
- + How to recognize the complex semantics





+ Cloud computing ?

- mostly focus on using the resource in the cloud side
- the sensing capability of the client side is not well utilized



Solution



- ✚ Participatory sensing and computation
 - *an approach to leverage mass participation and crowd power in data collection and manual interpretation, to form collective intelligence, and to solve social issues from public health to environment monitoring.*
 - *Hybrid intelligence: Human intelligence + Machine intelligence*

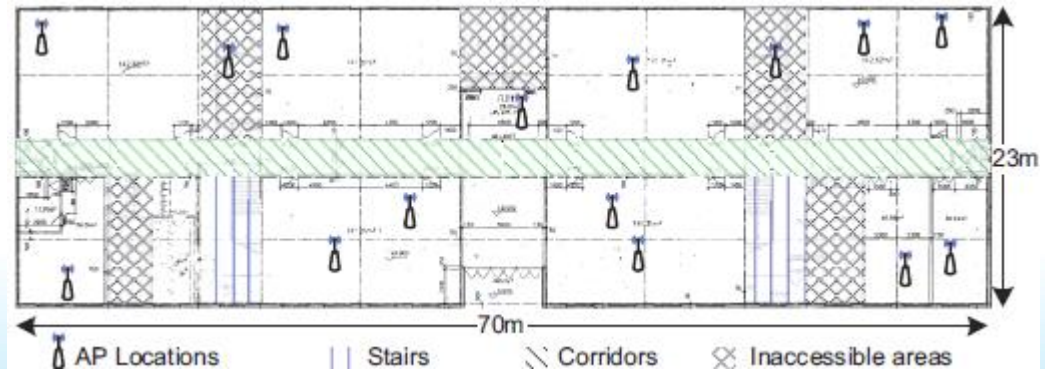


Related projects

Common Sense (UC Berkeley)



Locating in Fingerprint Space (Tsinghua)

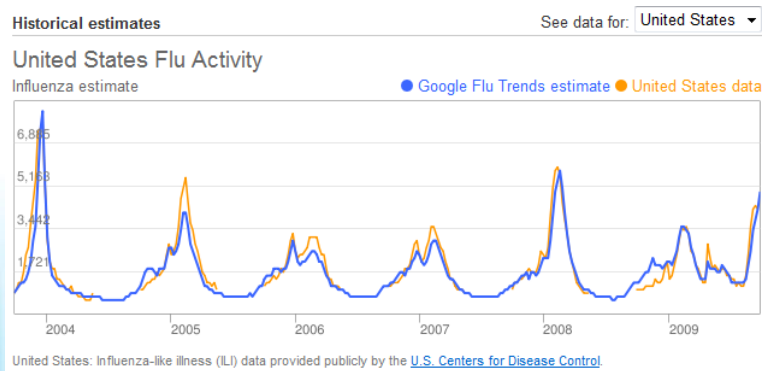




reCAPTCHA (CMU)



Google Flu Trends estimate





Research topics

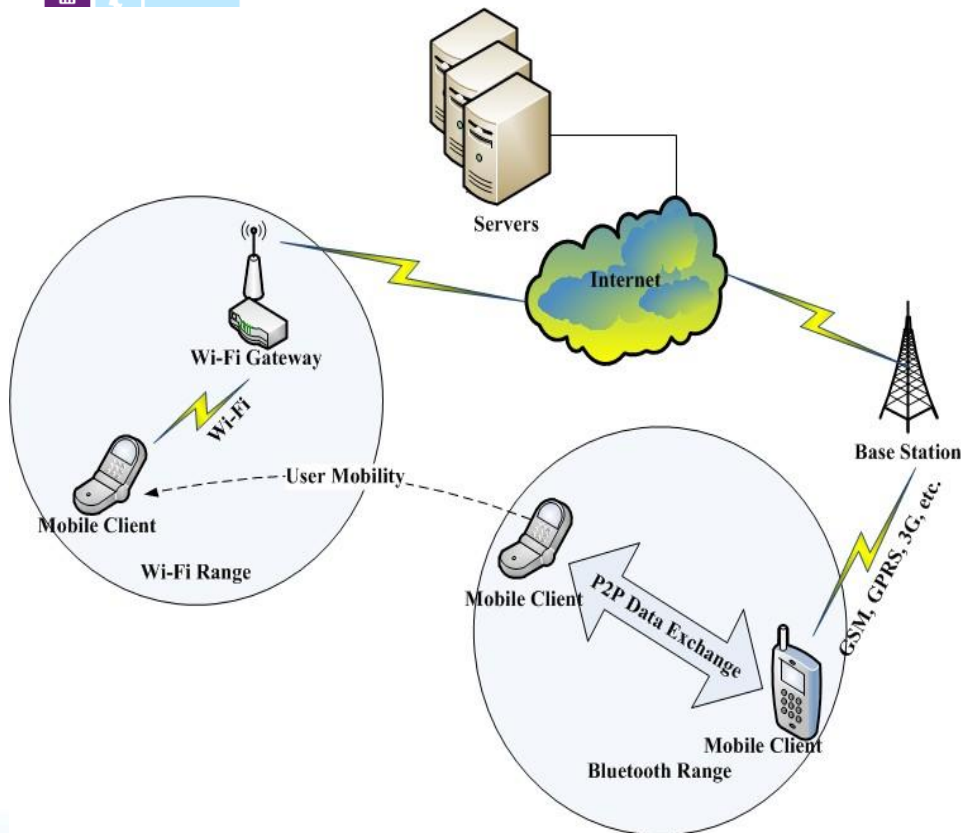
- ✚ Inspiring mechanism
- ✚ Data quality
- ✚ Heterogeneous data management
- ✚ Collaboration mechanism
- ✚ Offline-online interaction



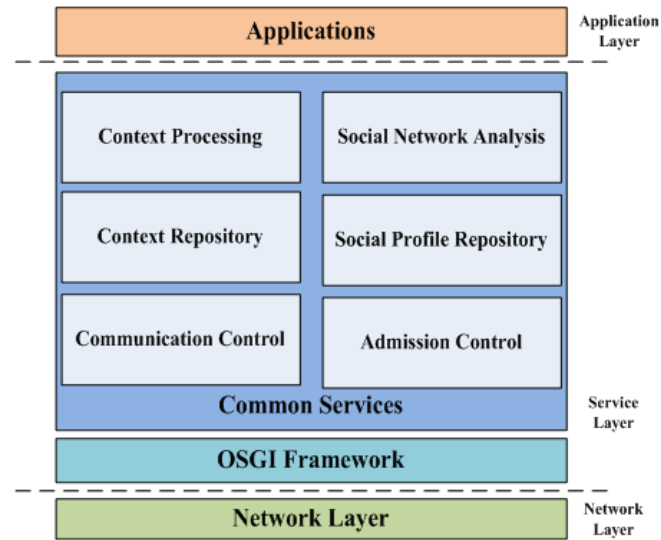
Practice: smart campus

- Building a smart campus for supporting human social interactions based on participatory sensing and computation

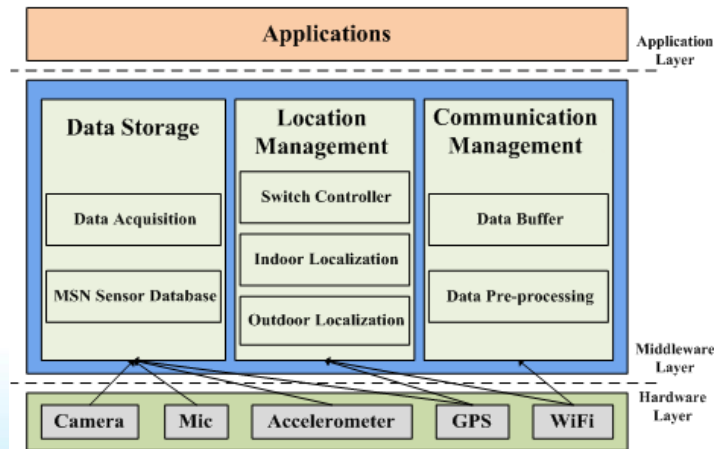




System architecture



Server architecture

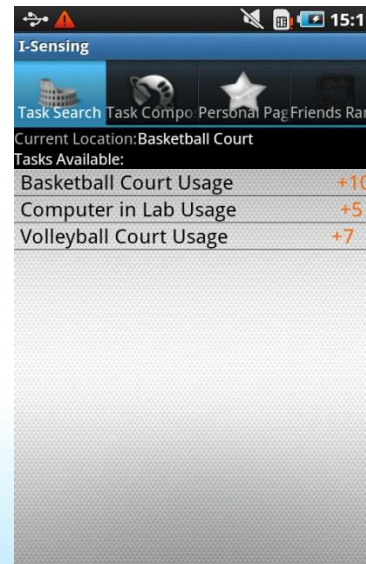
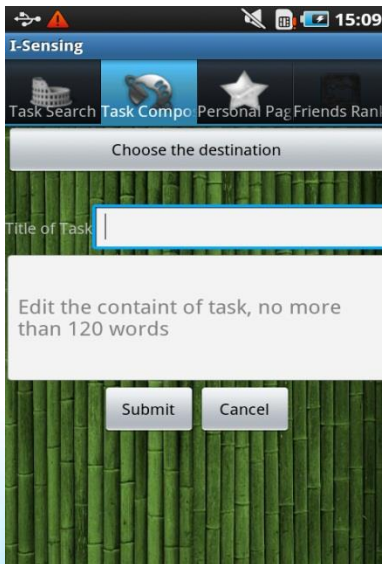


The client architecture on smartphone



Application 1: *I-Sensing*

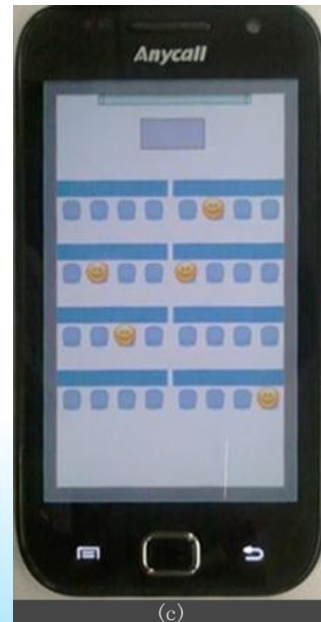
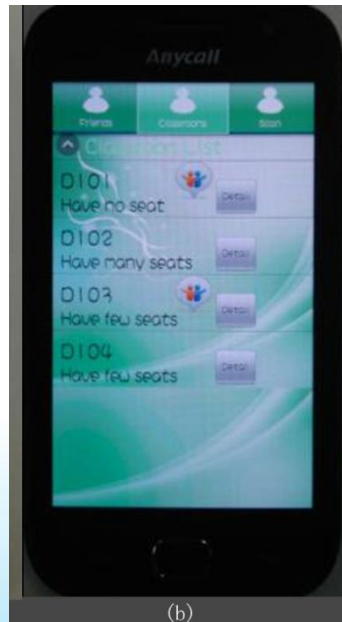
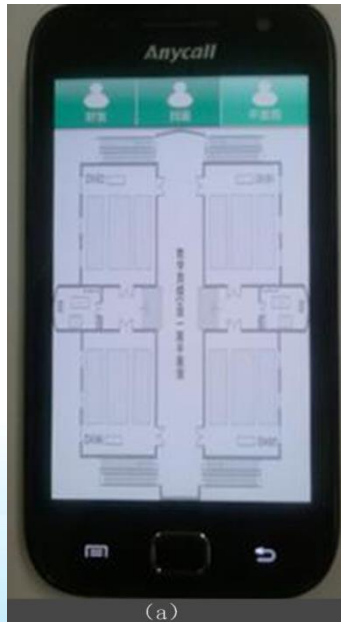
- every user can publish his sensing requests and accomplish others' sensing tasks by using the sensors in their smart phones





Application 2: *Where2Study*

- aims to help users find a suitable place to study and locate his/her friends based on Wi-Fi positioning technology





Application 3: *Areaware*

- search and visualize tempo-spatial context in a campus based on GPS trajectories

Query examples:

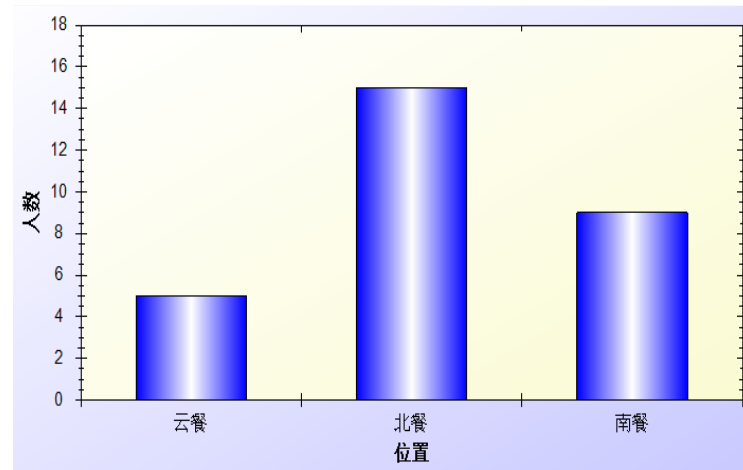
- *CS students usually go to which cafeteria for lunch*
- *EE fresh students usually go to which classroom for study*
- *where is the most possible to meet a business school student around 19:00*



大家中午在哪儿吃饭

自由搜索 精确查找

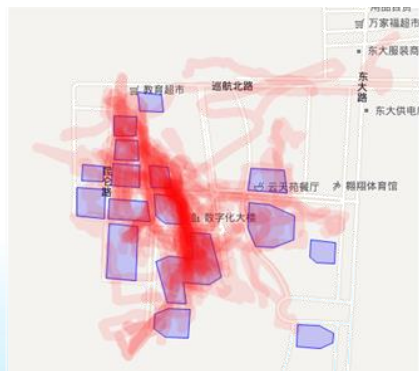
Query input



Lunch place distribution



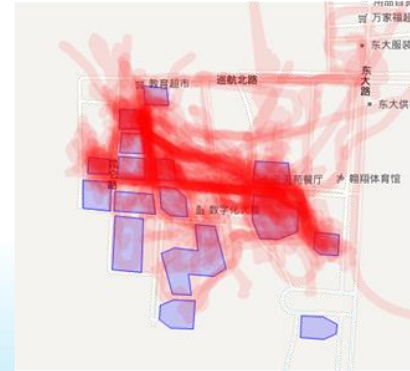
Grade 1



Grade 2



Grade 3



Grade 4

Trajectory visualization of different grades



Application 4: *Opportunistic Trading*

- Build a **virtual flea market** service that works in opportunistic networks to facilitate communications between **buyers and sellers** of goods in the campus, e.g., second-hand books, coupons, unused movie tickets...
- Everyone can participate in the game of “**carry-meet-exchange**”
- Link online and opportunistic communities for broker selection

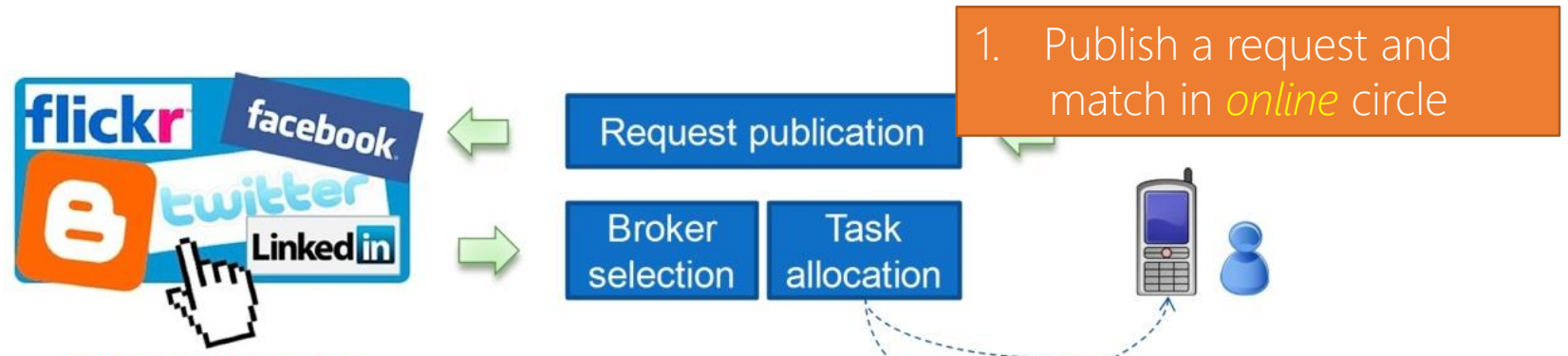


- People are involved in online communities and opportunistic communities, and they often switch their roles among them in their daily life.





• Two kinds of components: *online components* (in blue) and *opportunistic components* (in green).



Advantages of heterogeneous social communities:

1. **Willingness**: Online social ties are often willing to contribute.
2. **Selection of popular brokers from online community** and allocate the task online, in comparison with encounter-based selection.
3. **Notify** the publisher online/offline and **terminate** the task online.

User



Mobility

notification

Opportunistic community

6. Notify the publisher once matched

4. Brokers obtain the task once in an online environment



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