

Mobility, Data Mining and Privacy

Lessons from the GeoPKDD EU project

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BiSS 09 – Bertinoro international Spring School



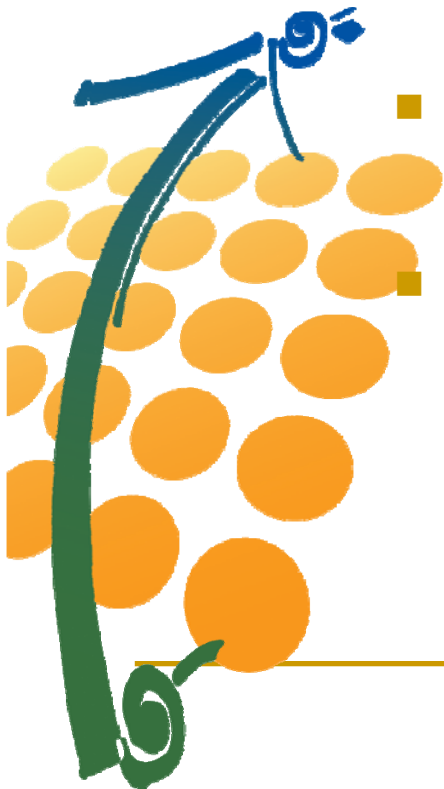
Mobile devices and services

- Large diffusion of mobile devices, mobile services and location-based services



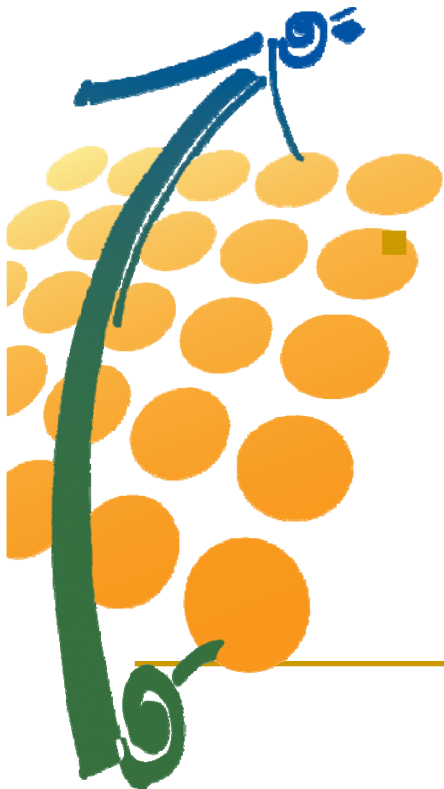
Wireless networks as mobility data collectors

- Wireless networks infrastructures are the **nerves of our territory**
- besides offering their services, they gather highly informative **traces** about the human mobile activities
- UbiComp infrastructure will further push this phenomenon
- Miniaturization, wearability, pervasiveness will produce traces of increasing
 - positioning accuracy
 - semantic richness



Which mobility data?

- Location data from mobile phones, i.e. cell positions in the GSM/UMTS network.
- Location data from GPS-equipped devices – Galileo in the (near?) future
 - Next/current generation of Nokia mobile phones have on-board GPS receiver, and can transmit GPS tracks by SMS/MMS
- Location data from
 - peer-to-peer mobile networks
 - intelligent transportation environments – VANET
 - ad hoc sensor networks, RFIDs (radio-frequency ids)



Mobility, Data Mining and Privacy

- Towards an **archaeology of the present?**
- A scenario of great opportunities and risks:
 - mining mobility data can yield useful knowledge;
 - but, individual privacy is at risk.
- A new multidisciplinary research area is emerging at this crossroads, with potential for broad social and economic impact
 - F. Giannotti and D. Pedreschi (Eds.)
Mobility, Data Mining and Privacy. Springer, 2008.





A paradigmatic project: **GeoPKDD**

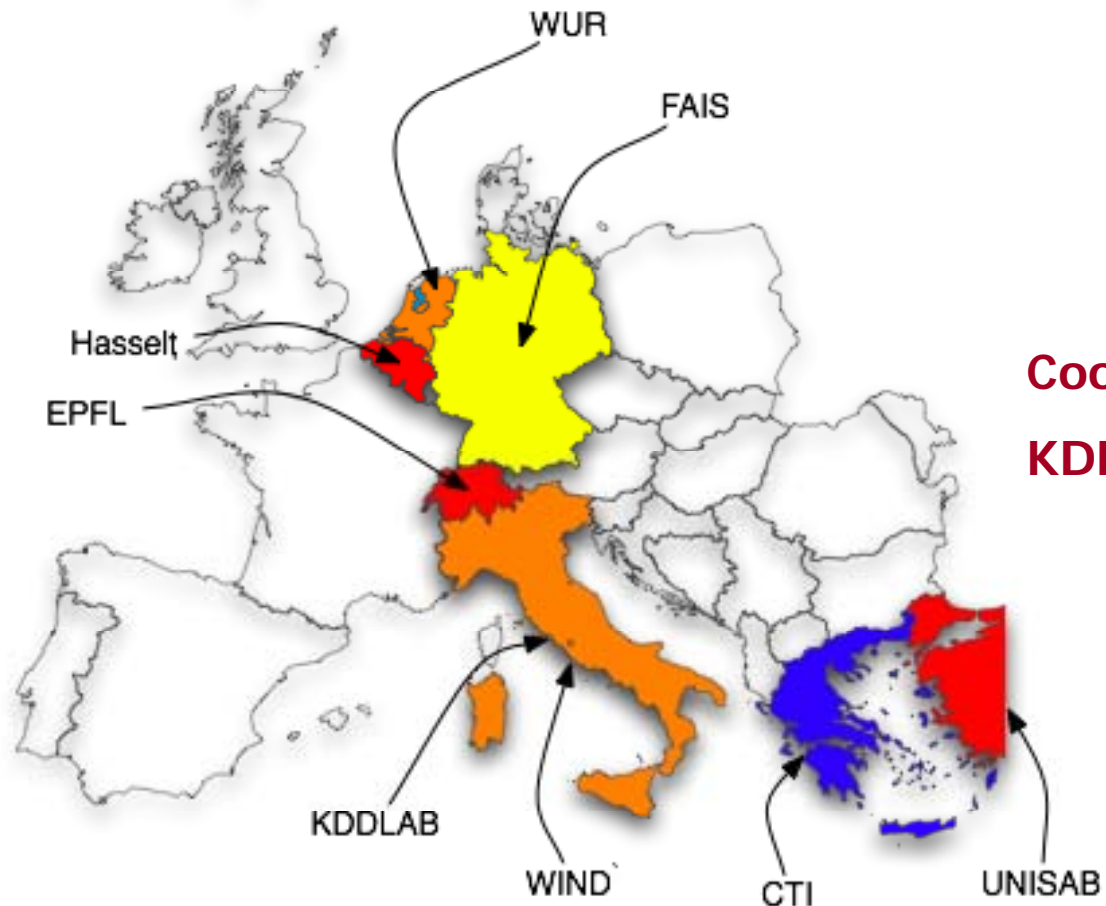
<http://www.geopkdd.eu>

A European FP6 project

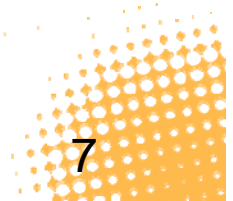
Geographic Privacy-aware

Knowledge Discovery and Delivery





Coordinator:
KDD-LAB Pisa, ISTI-CNR

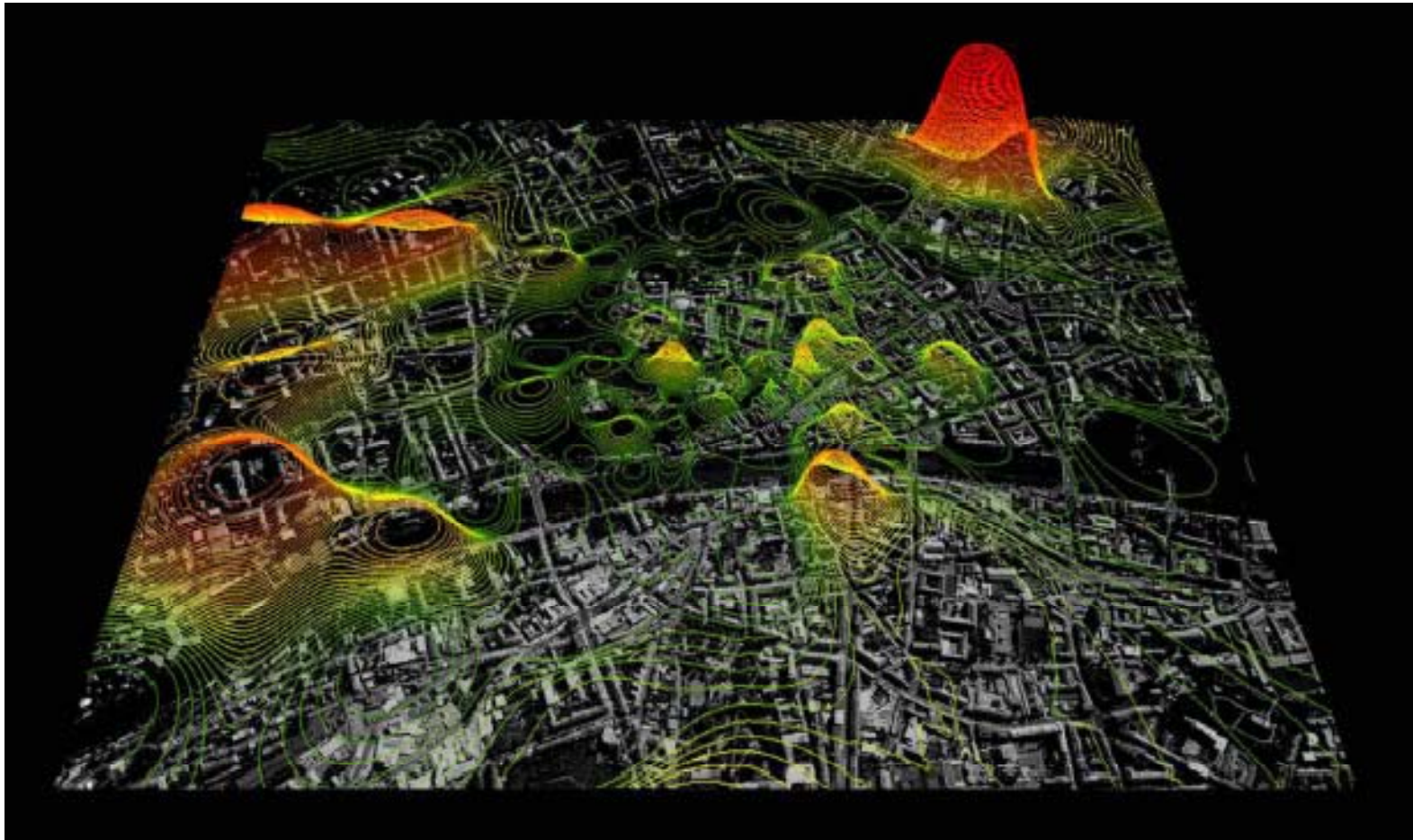


The GeoPKDD scenario

- **From the analysis of the traces of our mobile phones it is possible to reconstruct our mobile behaviour, the way we collectively move**
- **This knowledge may help us improving decision-making in many mobility-related issues:**
 - Planning traffic and public mobility systems in metropolitan areas;
 - Planning physical communication networks
 - Localizing new services in our towns
 - Forecasting traffic-related phenomena
 - Organizing logistics systems
 - Avoid repeating mistakes
 - Timely detecting changes.



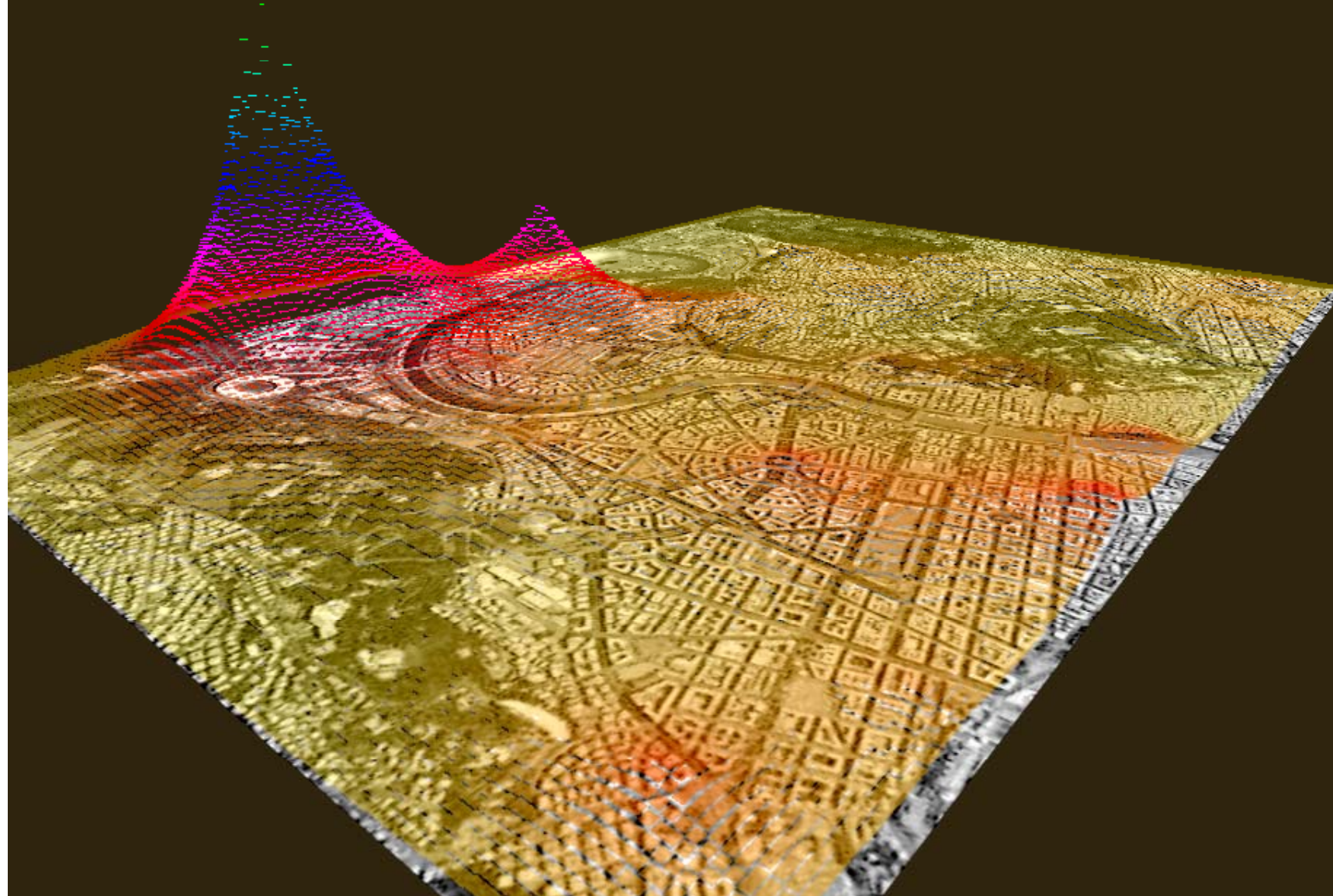
Real-time density estimation in urban areas



The senseable project: <http://senseable.mit.edu/grazrealtime/>

Madonna Concert
Cellphone activity in Stadio Olimpico Rome
2006-08-06

At Rome's Olympic Stadium
Located about three kilometres from the Vatican
During the song Live to Tell...
Madonna appeared against a mirrored cross



More ambitiously: mobility patterns



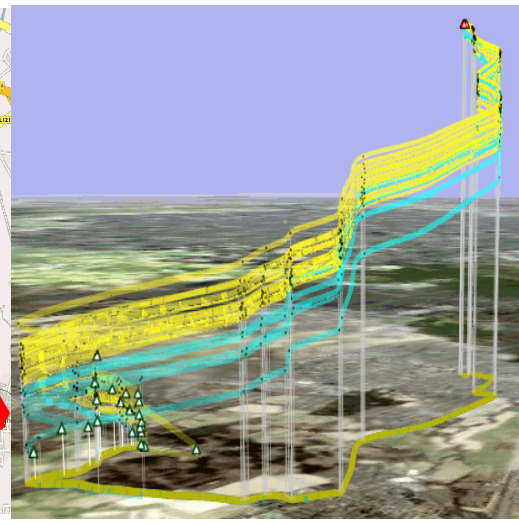
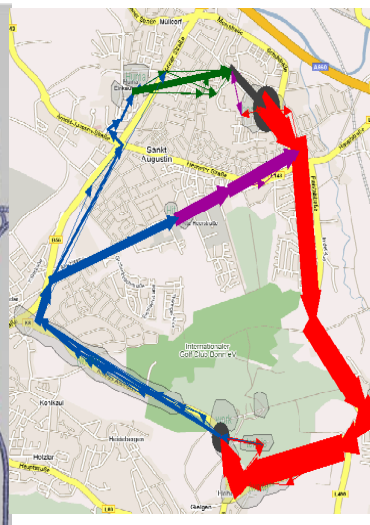
From mobility data to mobility patterns



From mobility data to mobility patterns

name	date	y	x
Prinzessin	08.20.1998	52.118	12.087
Prinzessin	08.23.1998	51.019	15.309
Prinzessin	08.26.1998	47.723	22.786
Prinzessin	08.29.1998	43.040	27.119
Prinzessin	08.31.1998	38.715	32.165
Prinzessin	09.01.1998	37.195	35.255
Prinzessin	09.03.1998	32.979	36.021
Prinzessin	09.05.1998	28.513	33.437
Prinzessin	09.06.1998	23.961	32.937
Prinzessin	09.07.1998	19.418	33.446
Prinzessin	09.12.1998	15.823	34.094
Prinzessin	10.11.1998	14.685	32.848
Prinzessin	11.03.1998	11.510	32.591
Prinzessin	11.24.1998	13.888	35.667
Prinzessin	12.08.1998	12.562	34.777
Prinzessin	12.10.1998	9.124	35.644

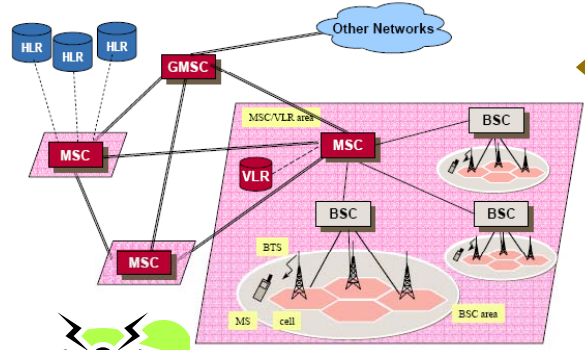
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*Mobility data mining and the
Geographic Knowledge
Discovery process*



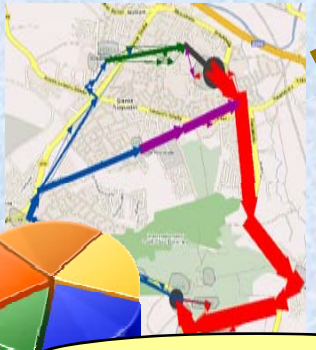
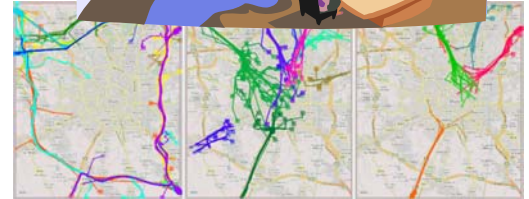
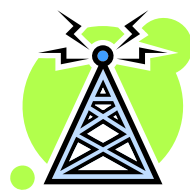
GSM network, WSN, GPS



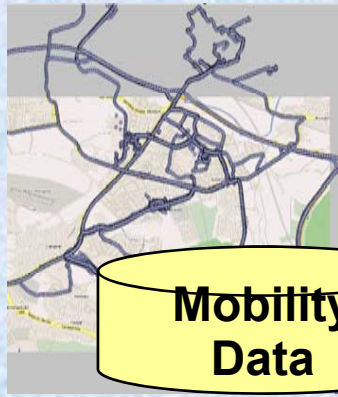
End user



Mobility manager



Mobility Patterns



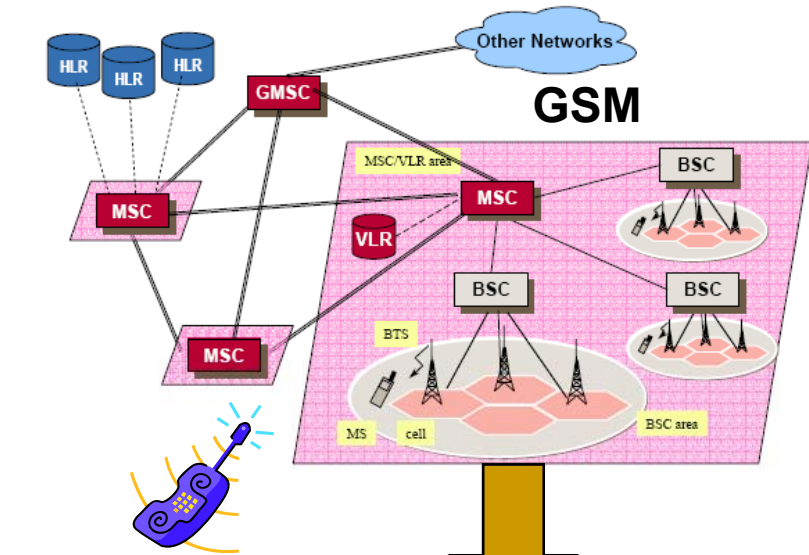
Mobility Data

Raw data

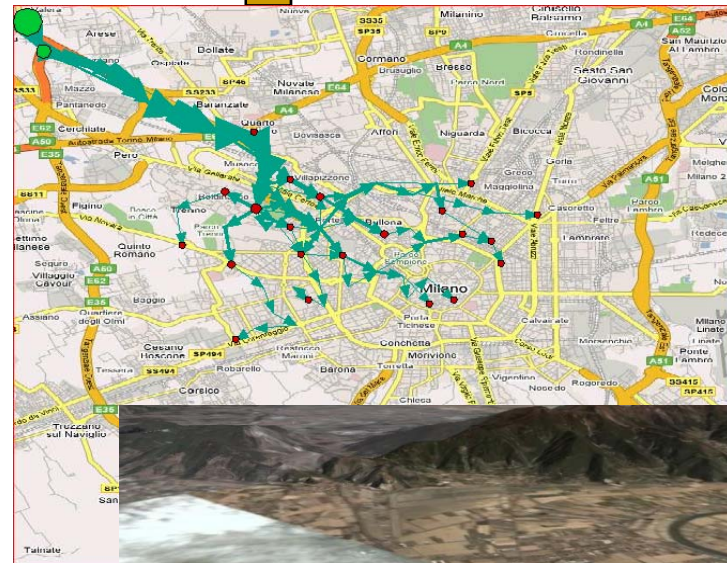
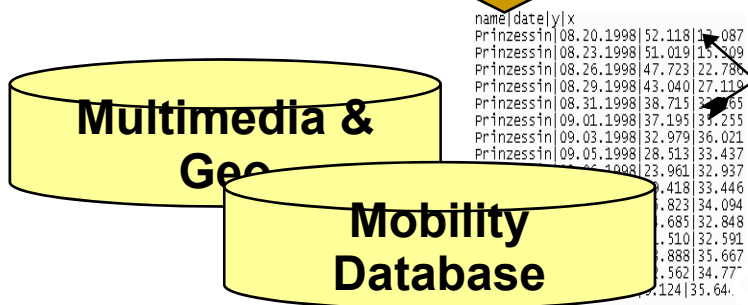
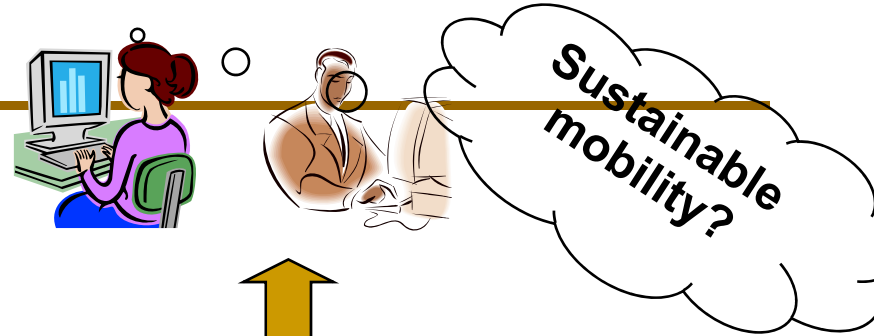
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Prinzessin	12.08.1998	12.562	34.777
Prinzessin	12.10.1998	9.124	35.644
...			

Raw data

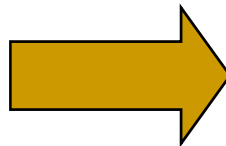
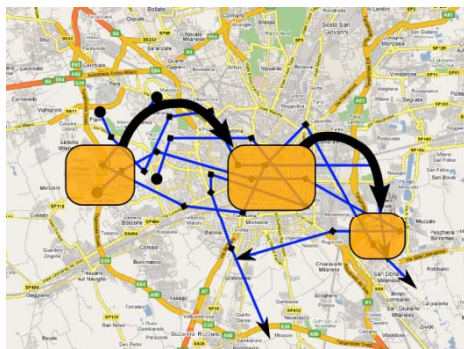
Privacy and anonymity protection



Mobility management



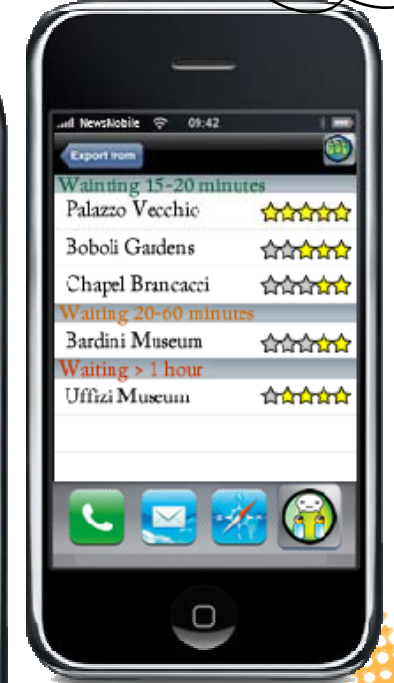
Mobility models



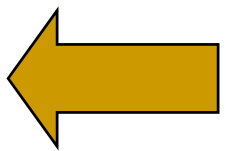
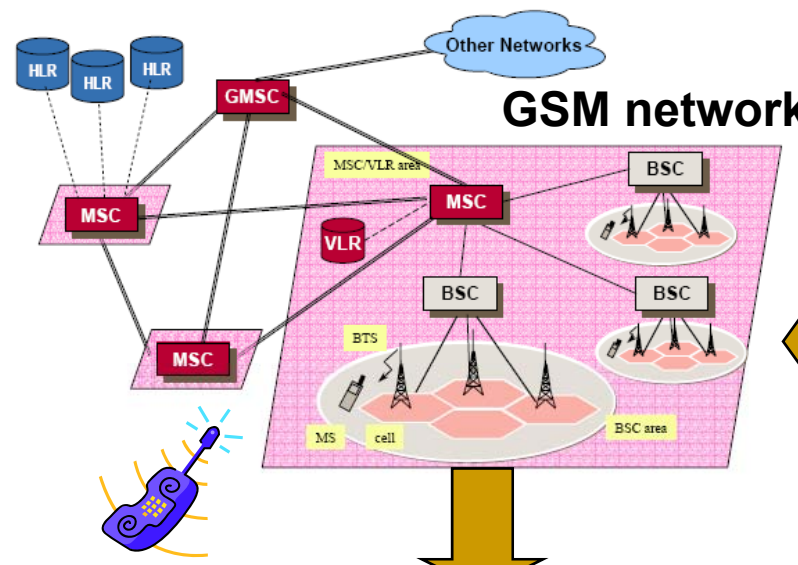
End user



Where should I go next?



GSM network



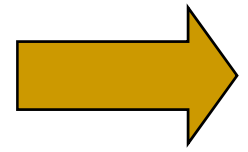
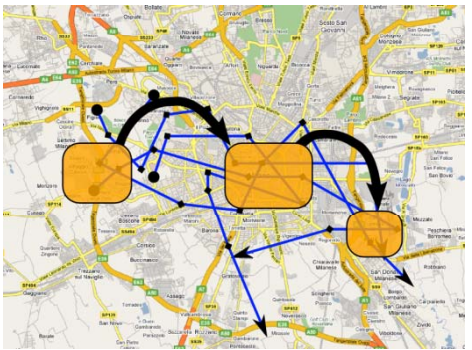
Multimedia & Geo

Mobility Database

name	date	ly	x
Prinzessin	08.20.1998	52.118	17.087
Prinzessin	08.23.1998	51.019	15.809
Prinzessin	08.26.1998	47.723	22.786
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		0.124	35.641



Mobility models



Key questions

- How to reconstruct a trajectory from raw logs, how to store and query trajectory data?
- How to classify trajectories according to means of transportation (pedestrian, private vehicle, public transportation vehicle, ...)?
- Which spatio-temporal pattern and /models are useful abstractions of mobility data?
 - How to compute such patterns and models efficiently?
- Privacy protection and anonymity – how to make such concepts formally precise and measurable?
 - How to find an optimal trade-off between privacy protection and quality of the analysis?



GeoPKDD highlights

- Trajectory DB Management System and DW
 - Theodoridis and colleagues, Athens, Raffaetà and colleagues Venice
- A repertoire of mobility patterns and models
 - Nanni, Pedreschi and colleagues, Pisa
- A visual analytics environment for mobility data
 - Andrienko's, Fraunhofer – Rinzivillo, Pedreschi, Pisa
- A repertoire of PP analysis techniques
 - Saygin, Istanbul – Bonchi, Giannotti, Pedreschi, Pisa – Damiani, Milan
- A mobility data mining query language
 - Giannotti, Manco, Renso and colleagues, Pisa + Cosenza
- A reasoning framework for mobility data mining applications
 - Macedo, Spaccapietra, EPFL + Renso, Pisa + Wachowicz, Madrid



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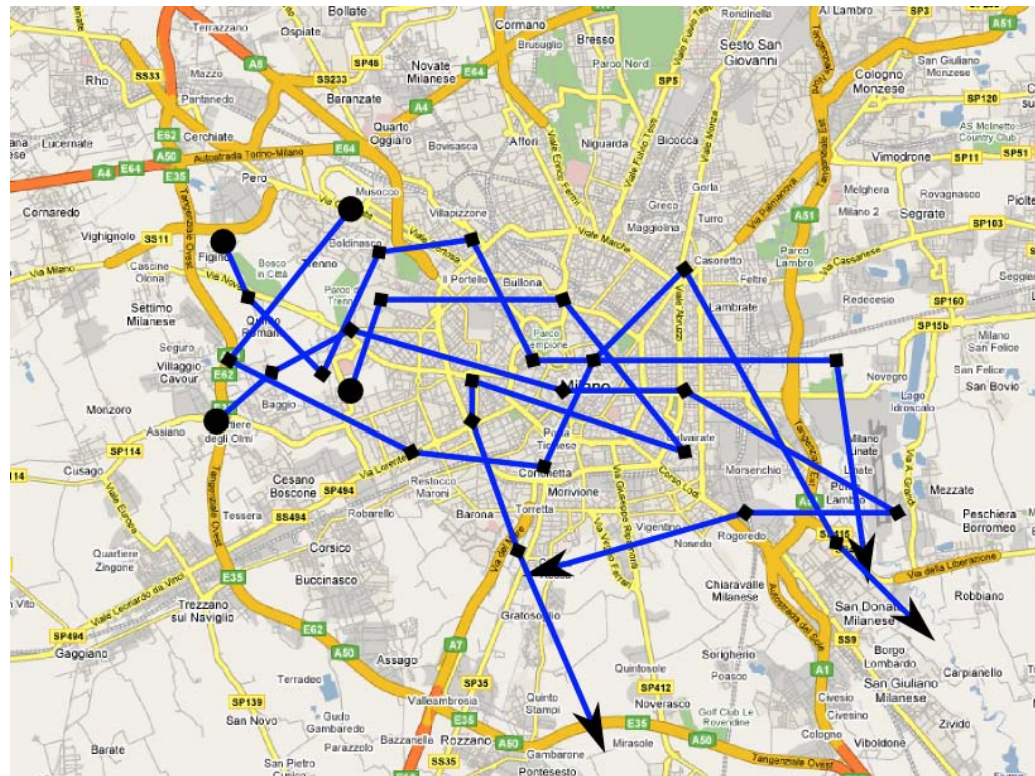
Spatio-temporal data mining



Trajectory Pattern Mining

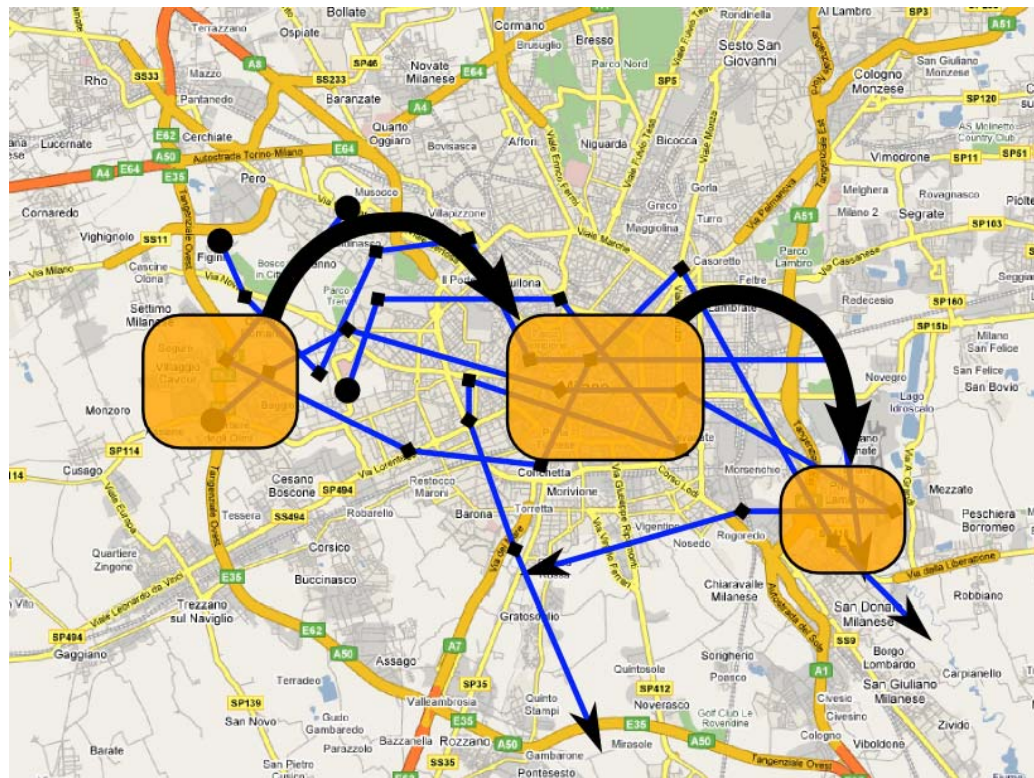
Trajectory Clustering

Q: *What is a trajectory pattern?*



A: A spatio-temporal sequential pattern

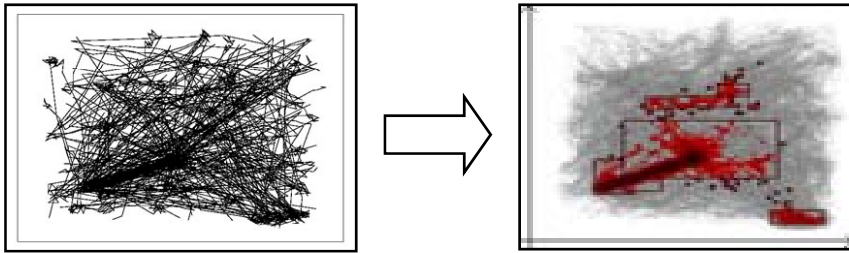
- A sequence of visited regions, **frequently** visited in the **specified order** with **similar transition times**



- Giannotti, Nanni, Pedreschi, Pinelli.
Trajectory pattern mining. In Proc. ACM SIGKDD 2007

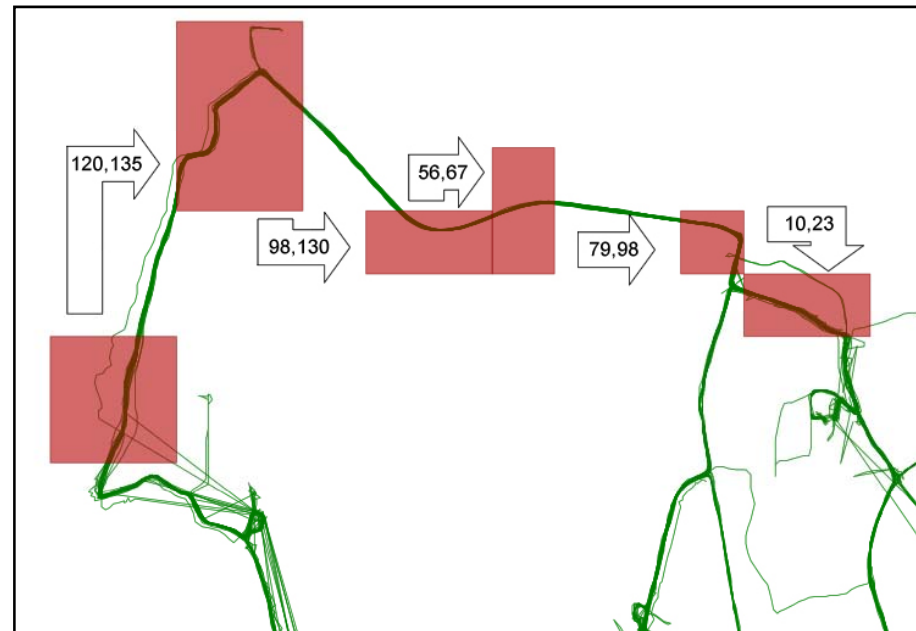
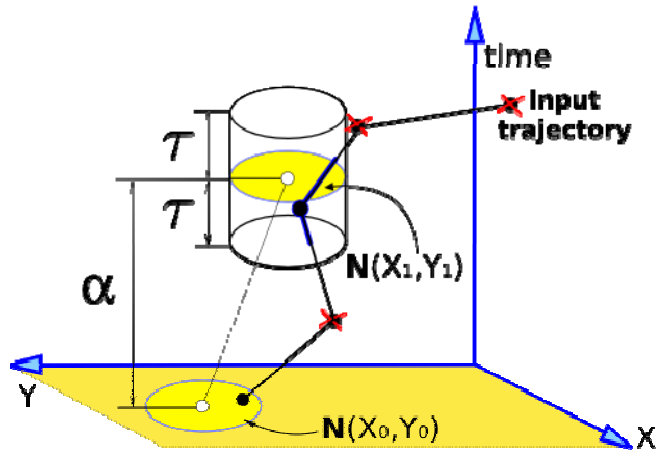


T-Pattern discovery



1- Find Regions of Interest

2- Find similar Trajectory in space and time



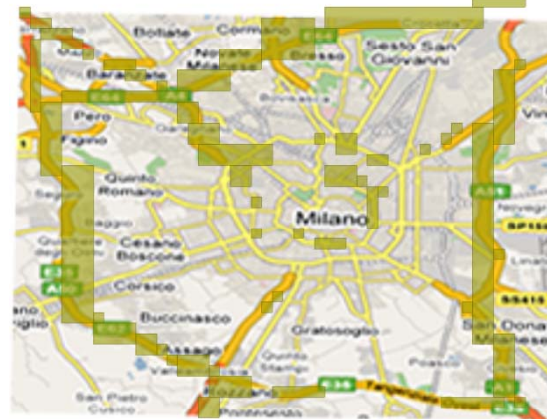
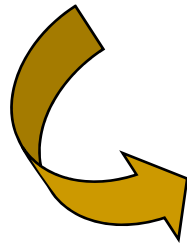
3- Extract patterns:



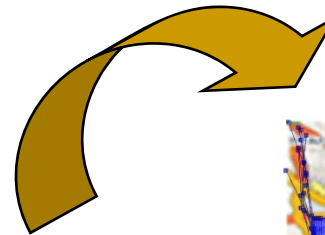
T-Pattern: Extraction Process



Trajectories
Dataset



Regions of
Interest



T-PATTERNS



T-Patterns for trajectories

- A **Trajectory Pattern** (T-pattern) is a pair (\mathbf{s}, α) :
 - $\mathbf{s} = \langle (x_0, y_0), \dots, (x_k, y_k) \rangle$ is a sequence of $k+1$ locations
 - $\alpha = \langle \alpha_1, \dots, \alpha_k \rangle$ are the transition times (*annotations*)

also written as:

$$(x_0, y_0) \xrightarrow{\alpha_1} (x_1, y_1) \xrightarrow{\alpha_2} \dots \xrightarrow{\alpha_k} (x_k, y_k)$$

- A T-pattern T_p **occurs** in a trajectory if it contains a subsequence S such that:
 - each (x_i, y_i) in T_p matches a point (x_i', y_i') in S , and
 - the transition times in T_p are similar to those in S



Continuity issues (space & time)

- The same exact spatial location (x,y) usually never occurs twice
- The same exact transition times usually do not occur twice
- Solution: allow approximation
 - a notion of *spatial neighborhood*
 - a notion of *temporal tolerance*

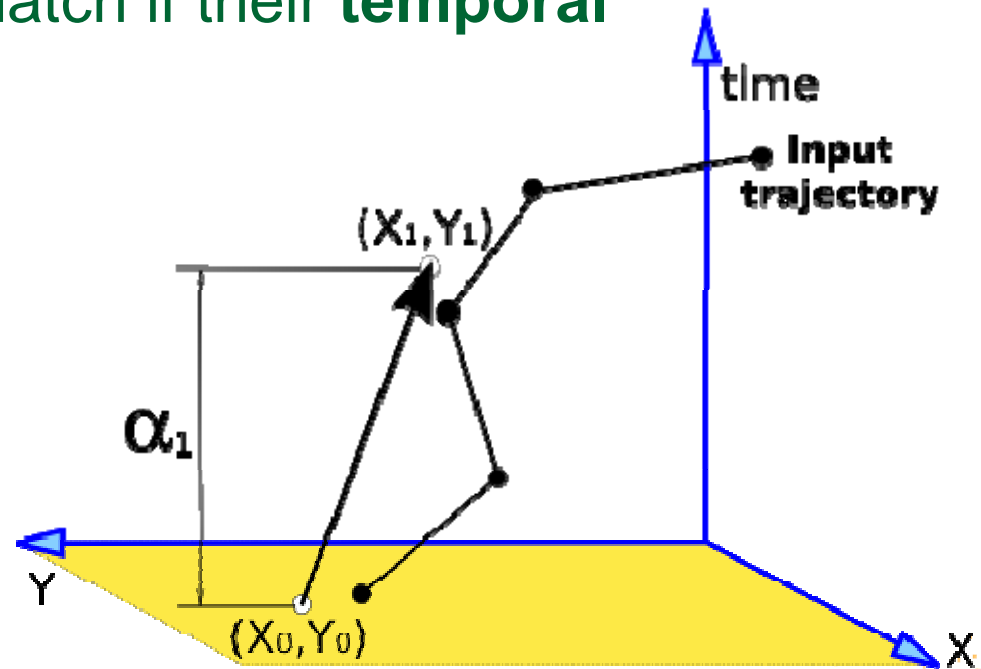


T-Pattern: approximate occurrence

- Two points match if one falls within a **spatial neighborhood $N()$** of the other
- Two transition times match if their **temporal difference is $\leq \tau$**

- Example:

$$(x_0, y_0) \xrightarrow{\alpha_1} (x_1, y_1)$$

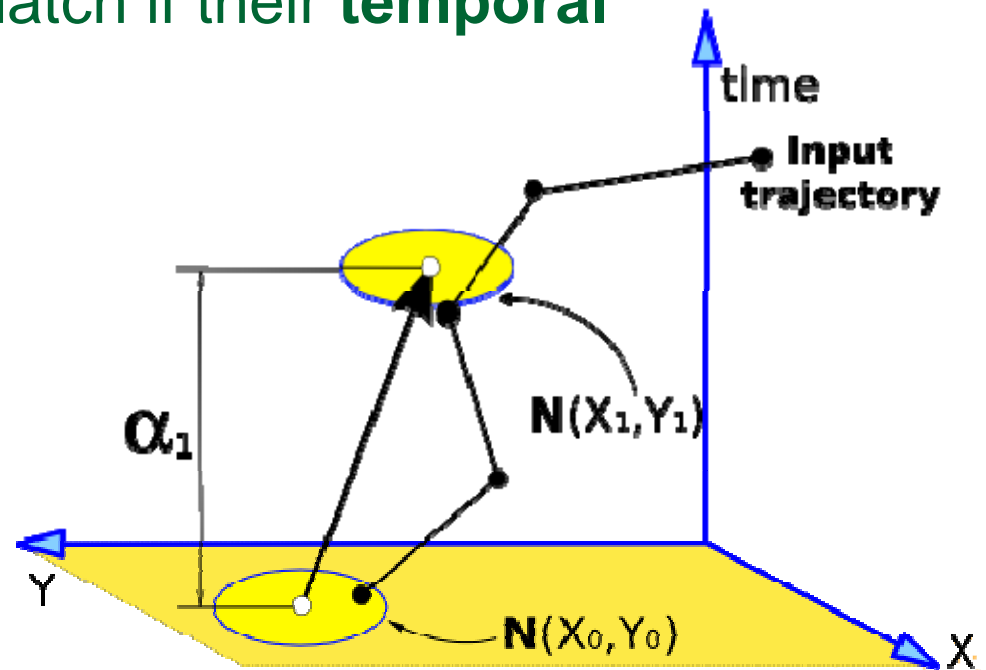


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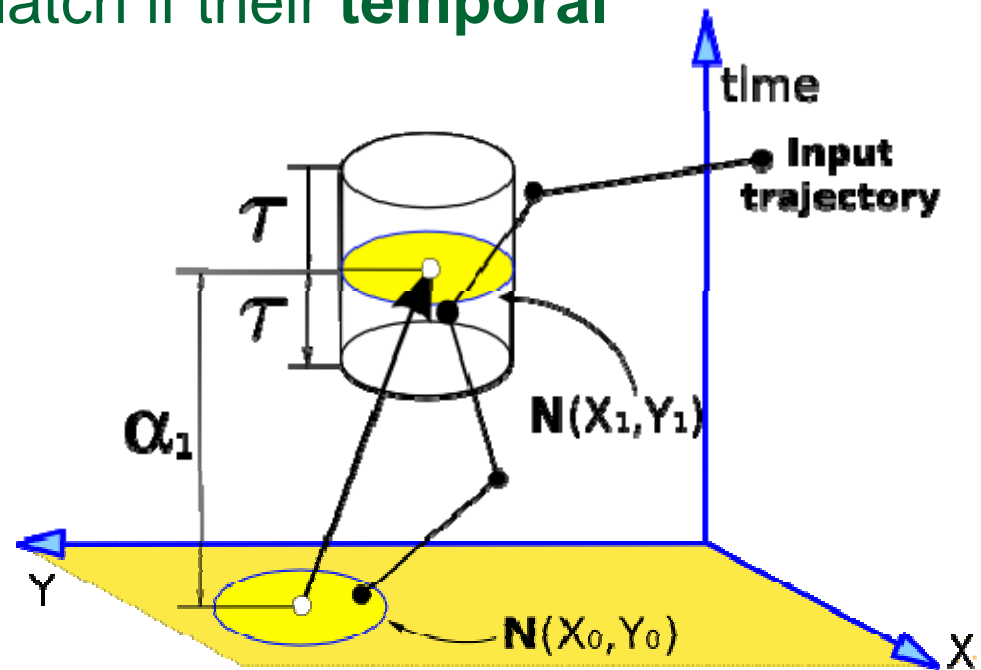


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$$(x_0, y_0) \xrightarrow{\alpha_1} (x_1, y_1)$$



Computing general T-Patterns

- T-pattern mining can be mapped to a density estimation problem over \mathbb{R}^{3n-1}
 - 2 dimensions for each (x,y) in the pattern (2n)
 - 1 dimension for each transition (n-1)
- Density computed by
 - mapping each sub-sequence of n points of each input trajectory to \mathbb{R}^{3n-1}
 - drawing an influence area for each point (composition of $\mathbf{N}()$ and τ)
- Too computationally expensive, heuristics needed!!!



Spatio-temporal data mining



Trajectory Pattern Mining

Trajectory Clustering

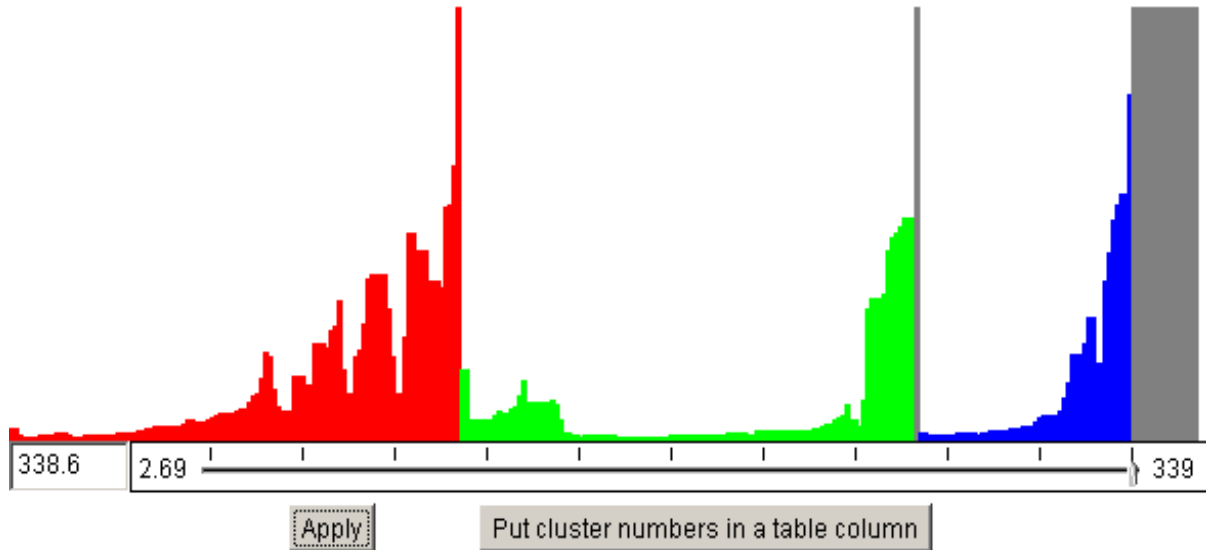
Interactive density-based trajectory clustering

Choose a distance function:

- Route similarity
- Starts
- Ends
- Starts & end
- Starts, ends & midpoints
- Starts, ends & time steps
- Spatio temporal synchronization
- AVG Euclidean temporal based
- Route similarity & dynamics

OK Cancel

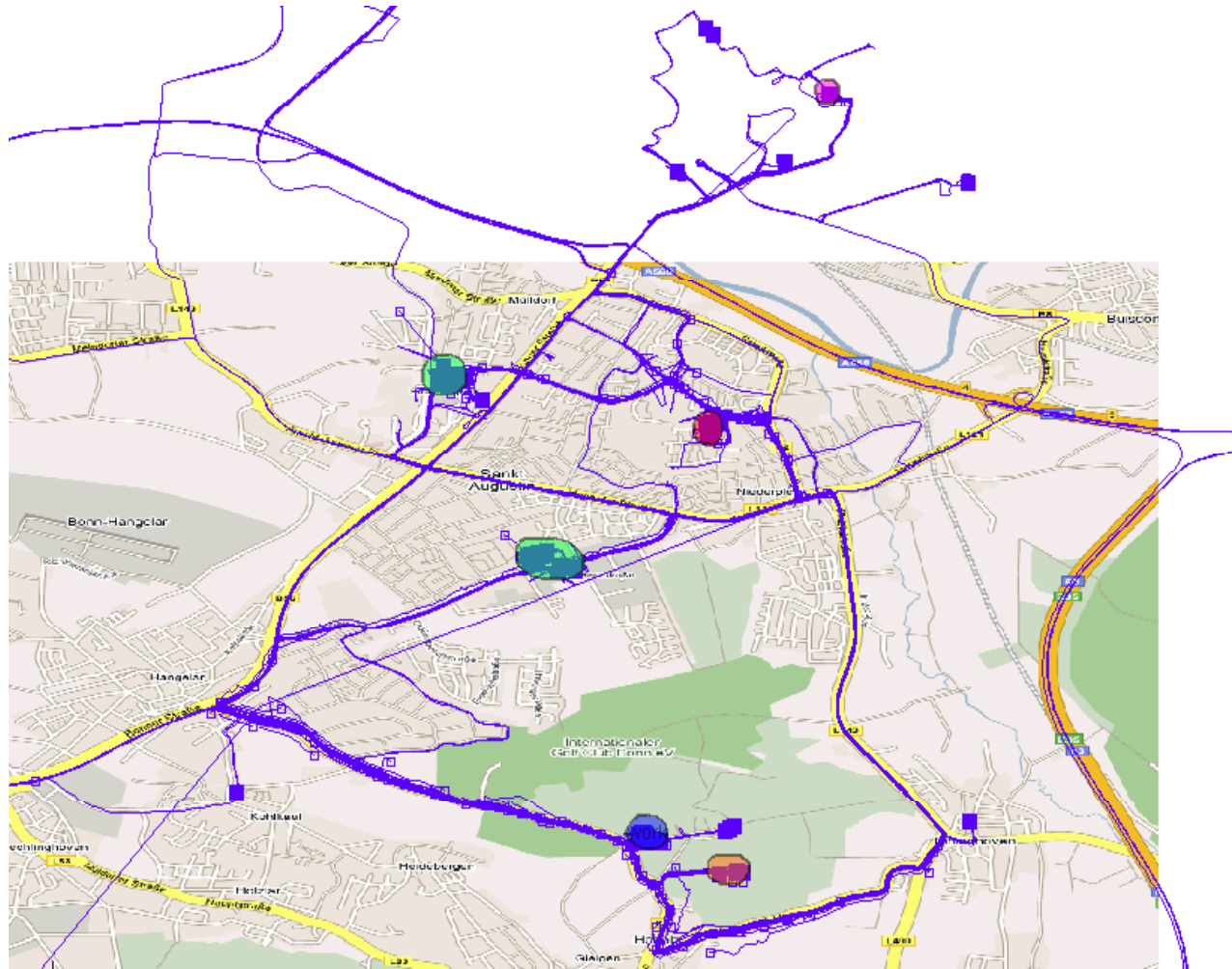
Clustered by OPTICS with distance threshold = 1200.0 and minimum number of objects = 3. Distance function: Starts & end



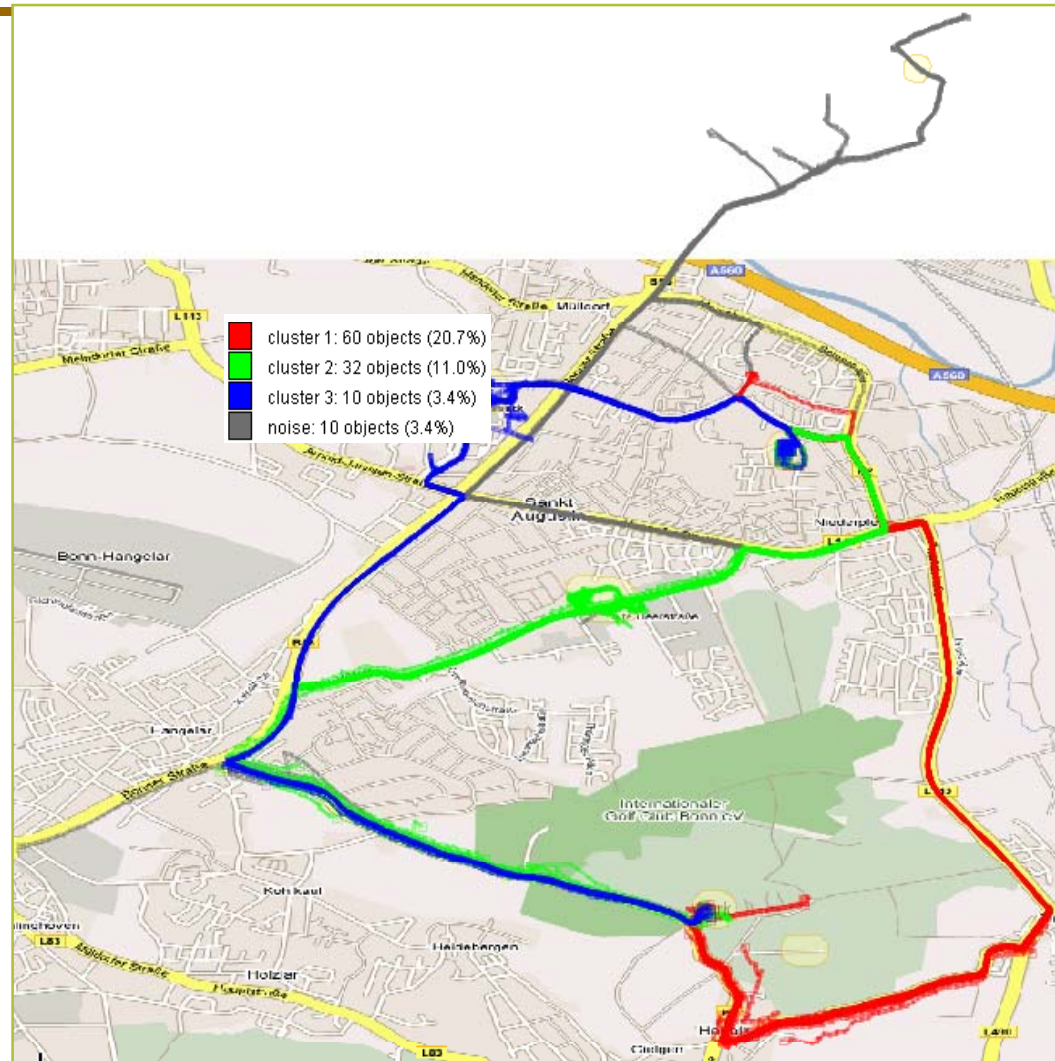
- Nanni, Pedreschi.
Time-focused clustering of trajectories of moving objects.
J. of Intelligent Information Systems, 2006
- Rinzivillo, Pedreschi, Nanni, Giannotti, Andrienko, Andrienko.
Visually-driven analysis of movement data by progressive clustering. J. of Information Visualization, 2008



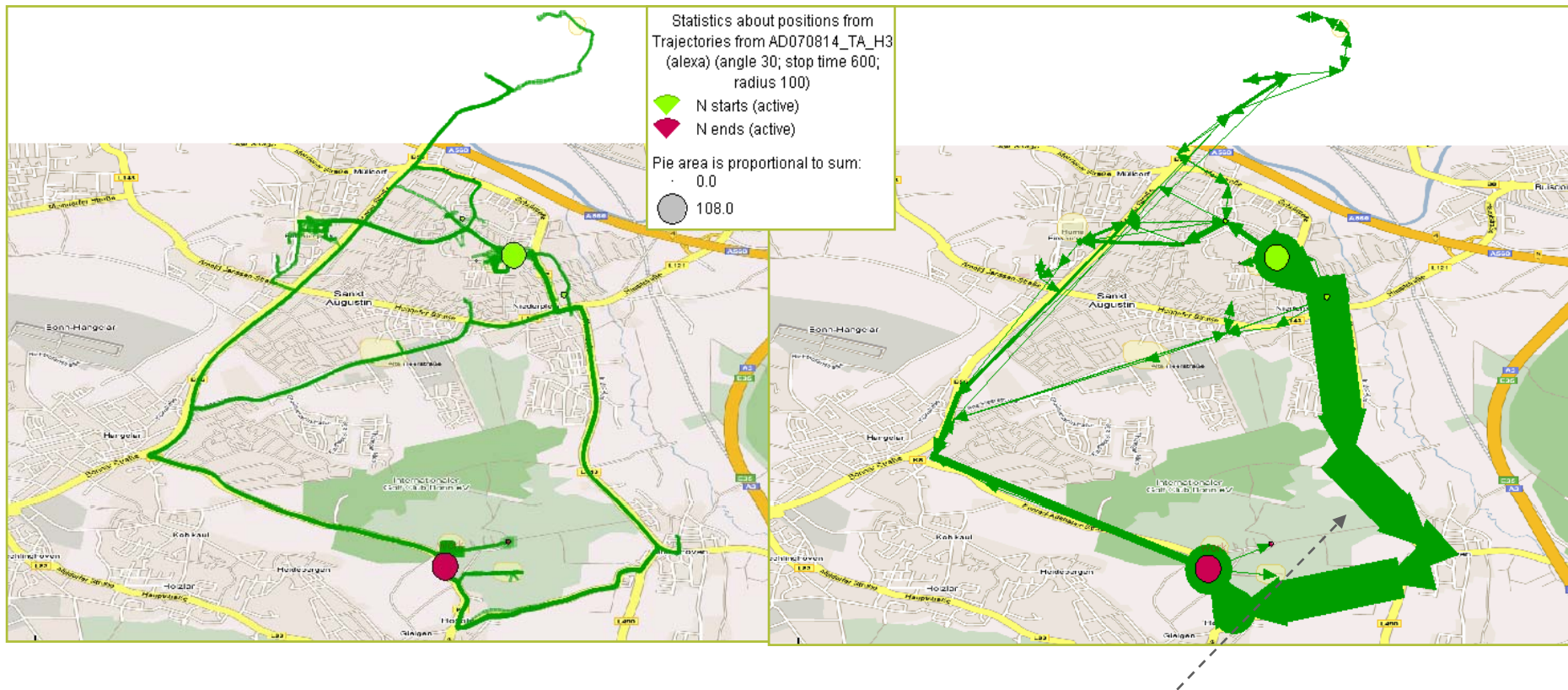
Looking for frequent stops & moves



Clusters of typical trips



Cluster 2: from home to work



Observation: the eastern route is chosen much more often



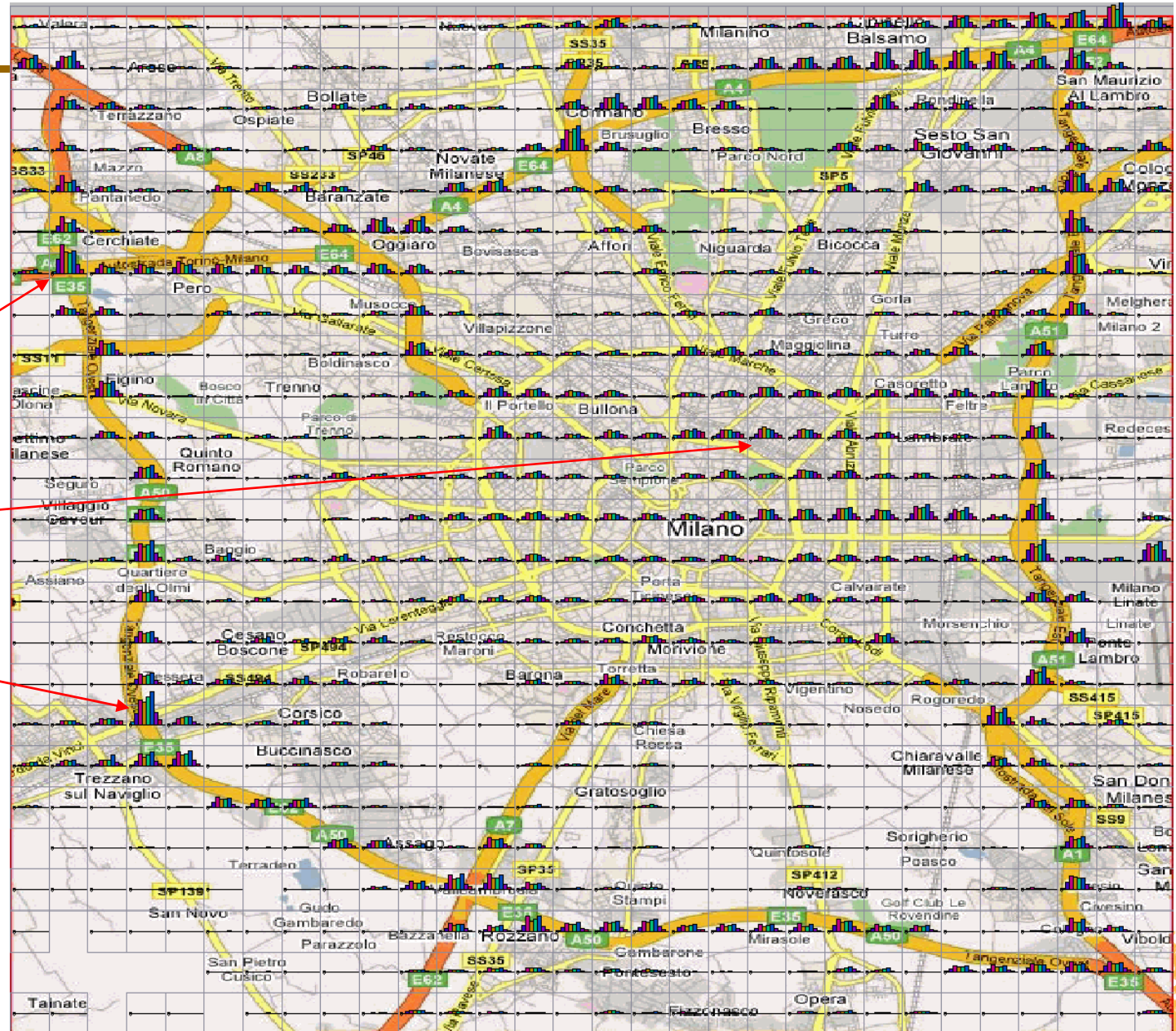
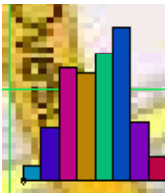
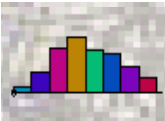
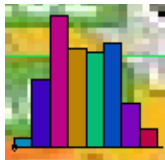
Mobility data analysis in Milano

- WIND Telecomunicazioni spa (major telecom provider, GeoPKDD partner)
 - GSM data (Handover data: aggregated flows between adjacent cells)
- Other collaborations:
 - Comune di Milano, Mobility Agency
 - Infoblu and OctoTelematics (GPS receivers on board of cars with special insurance contract)
- Experience on a dataset of
 - 2 M positions,
 - 17 K vehicles,
 - 200 K trajectories

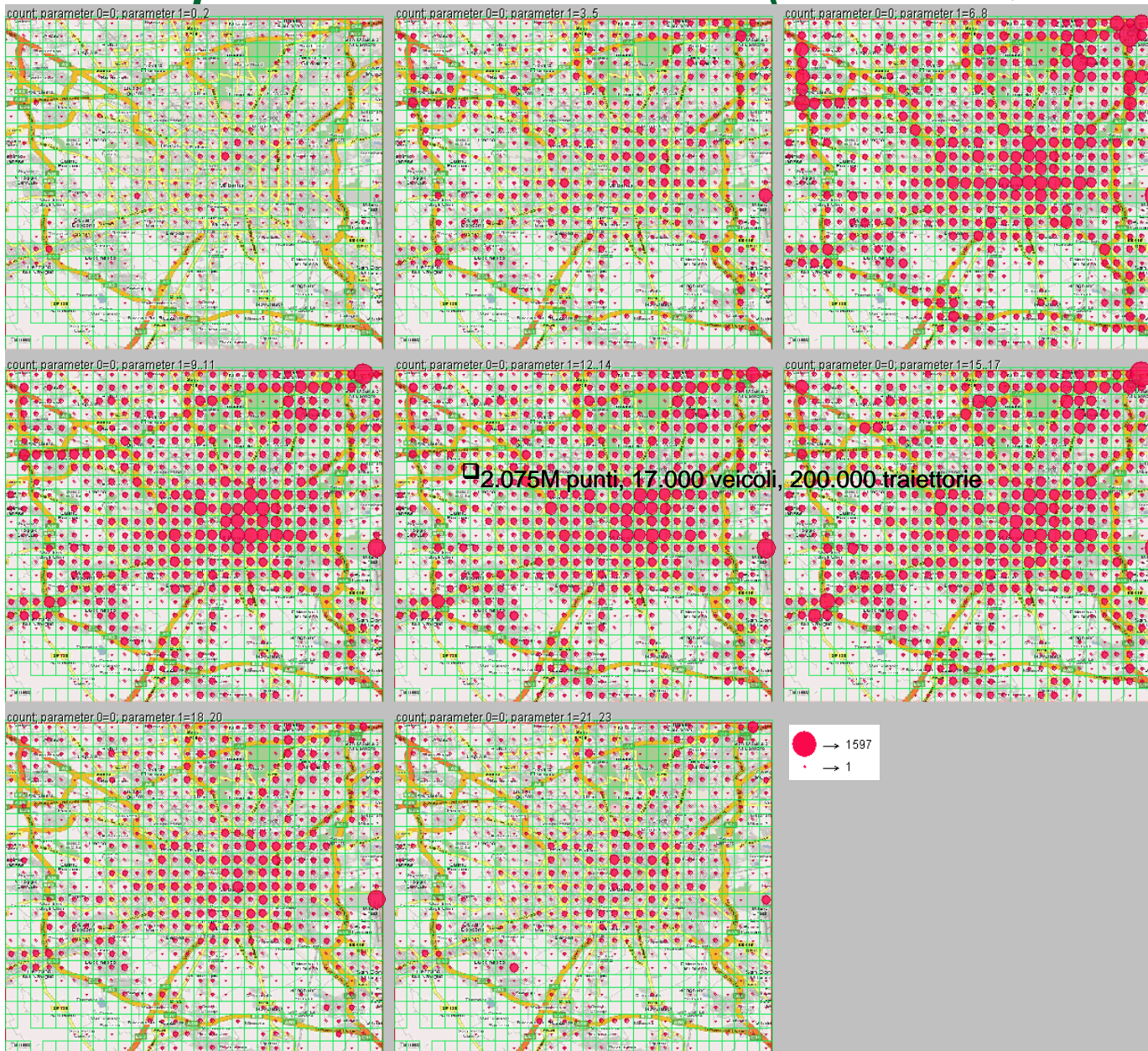


Traffic density patterns (spatio-temporal aggregation)

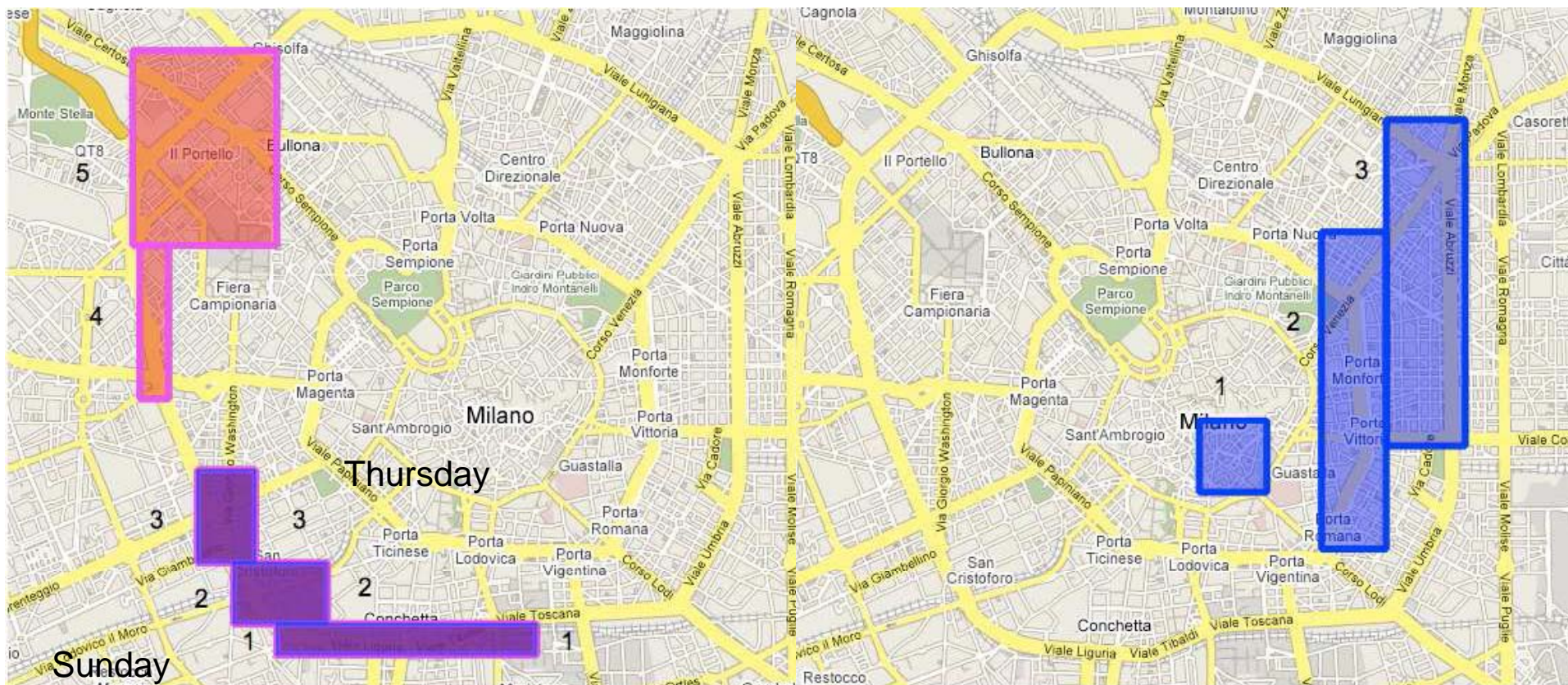
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- count, parameter $\theta=3..5$
- count, parameter $\theta=6..8$
- count, parameter $\theta=9..11$
- count, parameter $\theta=12..14$
- count, parameter $\theta=15..17$
- count, parameter $\theta=18..20$
- count, parameter $\theta=21..23$



Low-speed movement (counts, 3h intervals)



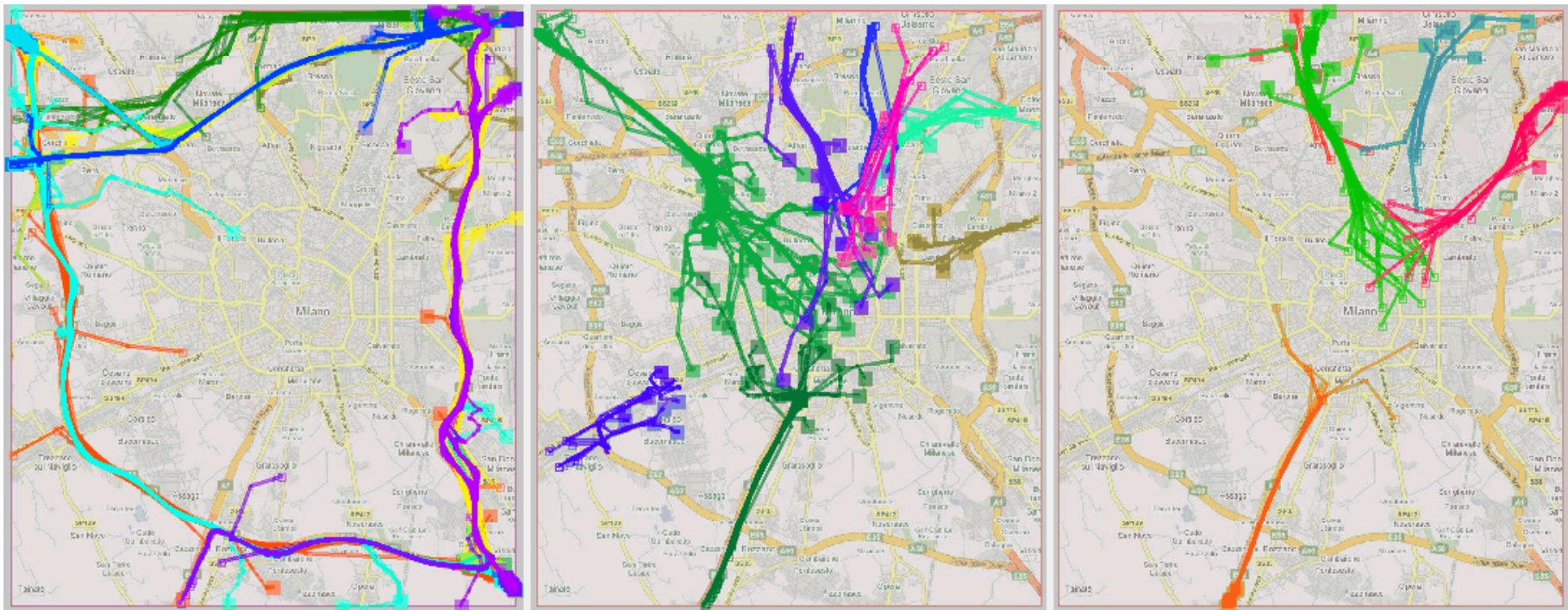
T-Patterns



Working days

Sunday

Clustering trajectories on “route similarity”



Left: peripheral routes; middle: inward routes; right: outward routes.

- Rinzivillo, Pedreschi, Nanni, Giannotti, Andrienko, Andrienko
Visually-driven analysis of movement data by progressive clustering. J. of Information Visualization, 2008



Challenges of visually-driven clustering

- Progressive refinement through visually-driven exploration
 - Progressively complex similarity functions
- Scalability
 - Index structures to support efficient neighborhood queries for trajectory clustering (Nanni, Pedreschi, Pelekis, Theodoridis, 2008)
 - Progressive clustering by sampling
- Incremental clustering and concept drift



February 8, 2008 5:56 PM PST

Nokia turns people into traffic sensors

Posted by [Erica Ogg](#)

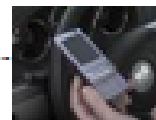
[8 comments](#)

UNION CITY, Calif.--On a cool, overcast morning in the parking lot of a Lowe's hardware store, 100 UC Berkeley students lined up in rows ready to jump into a bevy of idling vehicles.

With media and VIPs from companies like Nokia, Navteq, General Motors, BMW, and CalTrans looking on, wave after wave of students left the parking lot to drive a 10-mile stretch of the nearby 880 freeway as part of a large-scale experiment to test how cell phones can monitor and predict traffic.

The test, conducted all day Friday, was put on by the California Center for Innovative Transportation (CCIT) as a joint project between Nokia, CalTrans, and Berkeley's Department of Civil and Environmental Engineering.

Each student car was issued a Nokia N95 phone with GPS and special traffic-monitoring software developed by Nokia's Palo Alto, Calif.-based research lab--plus a Bluetooth headset. As the students drove the freeway, the phone sent data about each car's speed and position back to the company's research facility. The data is compiled and used to predict traffic patterns and help drivers get where they need to be quickly. Nokia hopes that one day the system could be a significantly cheaper way to track traffic than the permanent sensors installed in roadways or next to them because it uses equipment most people already own: cell phones.



Video: Using cell phones to track traffic

Alex Bayen, a professor of civil and environmental engineering and lead researcher on the project for Berkeley, called the experiment "a glimpse into the future of traffic information

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An archaeology of the present

- The opportunity to discover, from the **digital traces** of human activity, the **knowledge** that makes us comprehend timely and precisely the way we live, the way we use our time and our land.

- **Mobility data mining**



From opportunities to threats

- Personal mobility data, as gathered by the wireless networks, are extremely sensitive
- Their disclosure may represent a brutal violation of the privacy protection rights, i.e., to keep confidential
 - the places we visit
 - the places we live or work at
 - the people we meet
 - ...



The naive scientist's view

- Knowing the exact identity of individuals is not needed for **analytical** purposes
 - De-identified mobility data are enough to reconstruct aggregate movement behaviour, pertaining to groups of people.
- Reasoning coherent with European data protection laws: personal data, **once made anonymous**, are not subject to privacy law restrictions
- Is this reasoning correct?



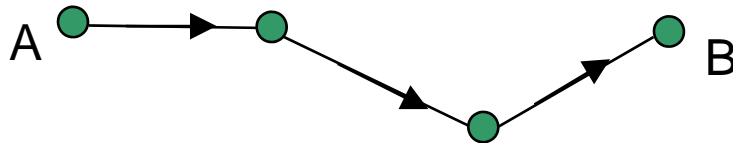
Unfortunately not!

- Making data (reasonably) anonymous is not easy.
- Sometimes, it is possible to reconstruct the exact identities from the de-identified data.
- Many famous example of re-identification
 - Governor of Massachusetts' clinical records (Sweeney's experiment, 2001)
 - America On Line August 2006 crisis: user re-identified from search logs
- Two main sources of danger:
 - **Many observations** on the same “anonymous” subject
 - **Linking data**, after joining separate datasets

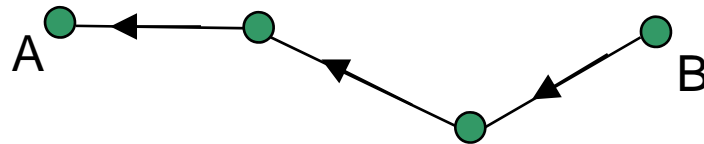


Spatio-temporal linkage in Mobility Data

Id:
34567



[almost every day mon-fri
between 7:45 – 8:15]



[almost every day mon-fri
between 17:45 – 18:15]

- By intersecting the phone directories of locations A and B we find that only one individual lives in A and works in B.
- Id:34567 = Prof. Smith
- Then you discover that on Saturday night Id:34567 usually drives to the city red lights district...



*Basic ideas for anonymity
preserving data analysis*



How do people (try to) stay anonymous?

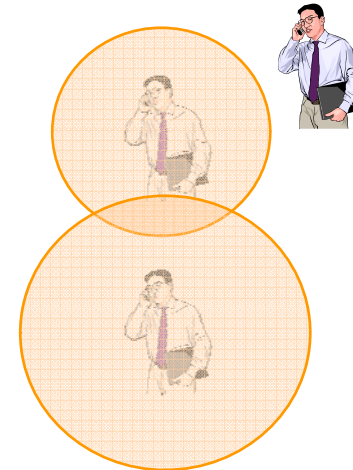
- either by **camouflage**
 - pretending to be someone else or somewhere else
- or by **hiding in the crowd**
 - becoming indistinguishable among many others



Concepts for Location Privacy

Location Perturbation – Randomization

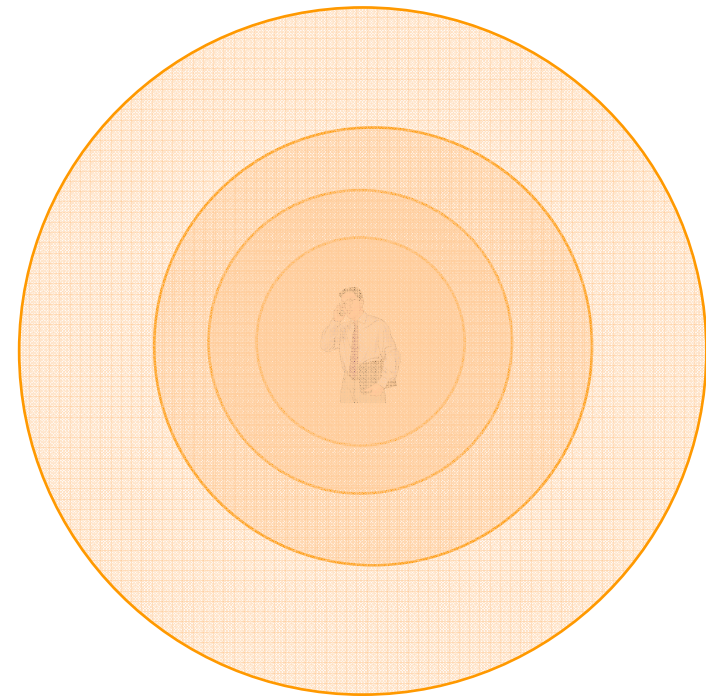
- The user location is represented with a **fake** value
- Privacy protection is achieved from the fact that the reported location is false
- The accuracy and the amount of privacy mainly depends on how far is the reported location from the exact location



Concepts for Location Privacy

Spatial Cloaking – Generalization

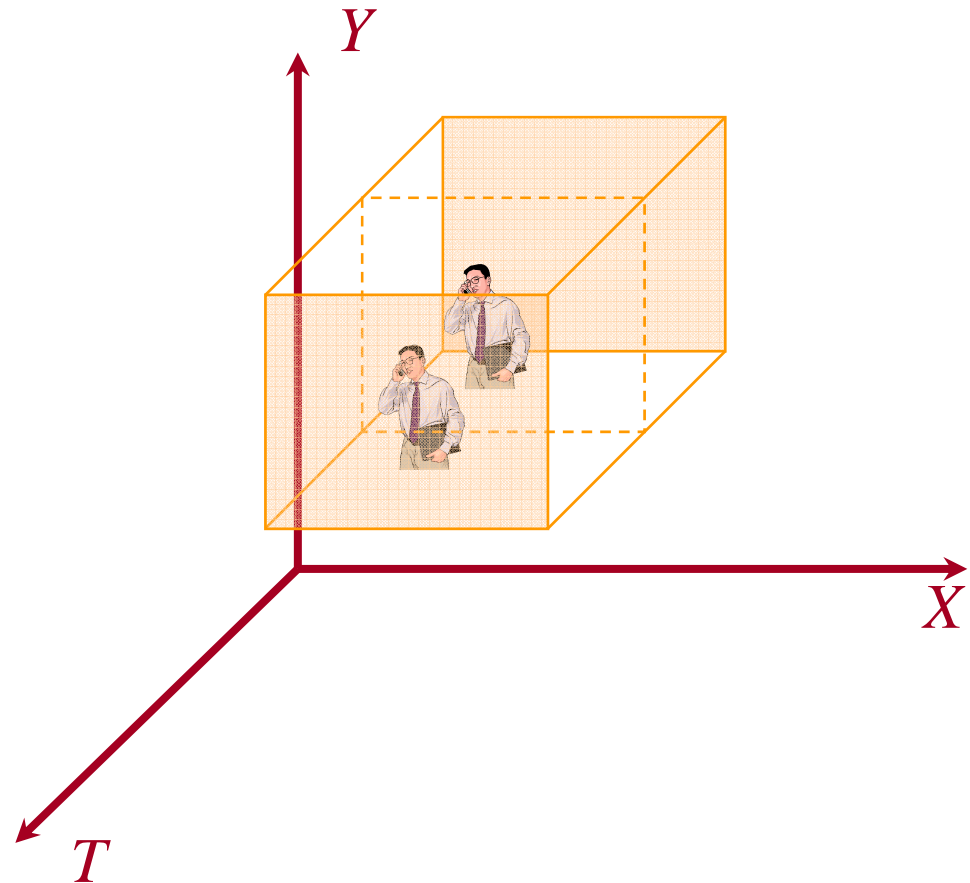
- The user exact location is represented as a region that includes the exact user location
- An adversary does not know that the user is located in the region, but has no clue where the user is exactly located
- The area of the region achieves a trade-off between user privacy and accuracy



Concepts for Location Privacy

Spatio-temporal generalization

- In addition to the spatial dimension, generalize also the temporal dimension



Concepts for Location Privacy

k-anonymity

- User's position is generalized to a region containing **at least k users**
- The user is indistinguishable among other k users
- The area largely depends on the surrounding environment.
- A value of $k=100$ may result in a very small area downtown Hong Kong, or a very large area in the desert.



10-anonymity



Privacy- preserving spatio-temporal data mining

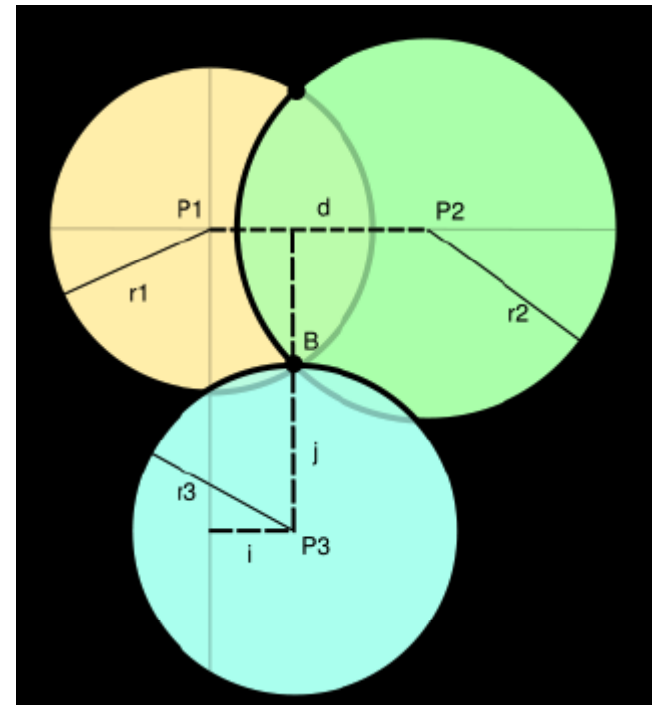
Trajectory randomization is risky!

Trajectory anonymization

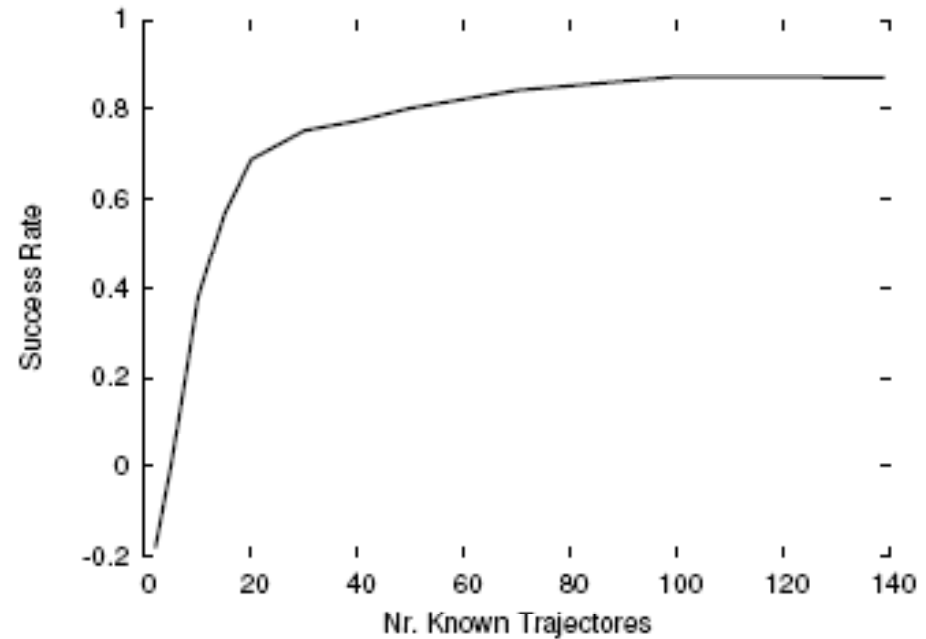


A subtle re-identification attack

- Disclosure Risks of Distance Preserving Data Transformations
 - Erkey Savas, Yucel Saygin, Emre Kaplan, and Thomas B. Pedersen (Sabanci Univ., Istanbul)
- What if the attacker knows:
 - Some trajectories
 - All mutual distances
- Hyper-lateration
 - Works in d dimensions given $d + 1$ points
 - If known trajectories are few, then approximate!



Red: true traj *Blue: approx traj*



(b) Success-rate vs. number of known trajectories (Each sample is the average of 60 experiments run for 50.000 iterations).

Privacy- preserving spatio-temporal data mining

Trajectory randomization is risky!

Trajectory anonymization



Trajectory anonymization

- Several variants developed in GeoPKDD:
 - Abul, Bonchi, Nanni (Pisa KDD LAB). Int. Conf. Data Engineering ICDE 2008
 - Nergiz, Atzori, Saygin (Sabanci Univ. + Pisa KDD LAB). 2007 (submitted)
 - Gkoulalas-Divanis, Verykios (Univ. Thessaly). 2007 (submitted)
 - Monreale, Giannotti, Pensa, Pedreschi, Pinelli (Pisa KDD LAB) 2008
- Common goal: construct an anonymized version of a trajectory dataset, preserving some target analytical properties
- Different techniques adopted

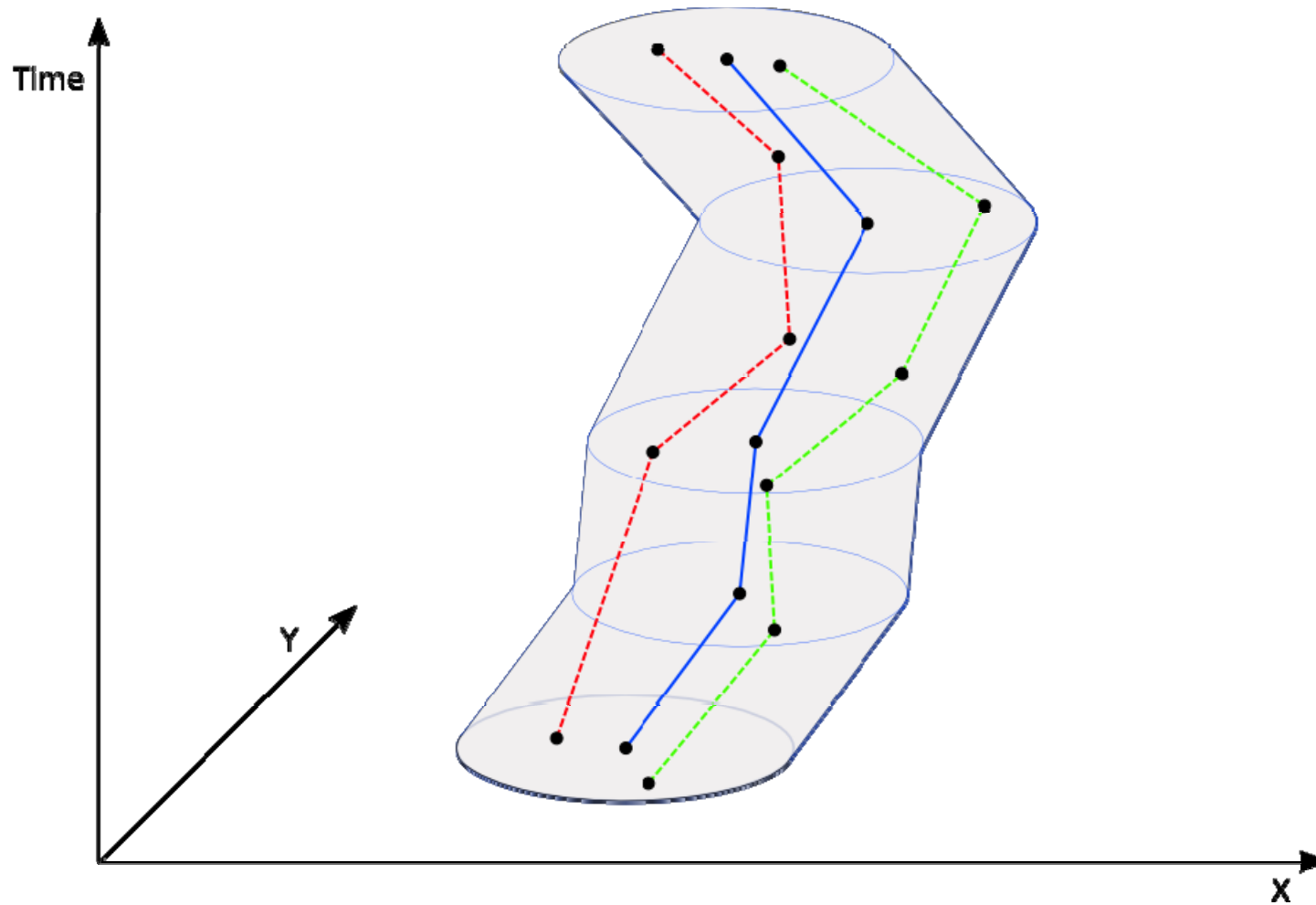


Example result: Never Walk Alone

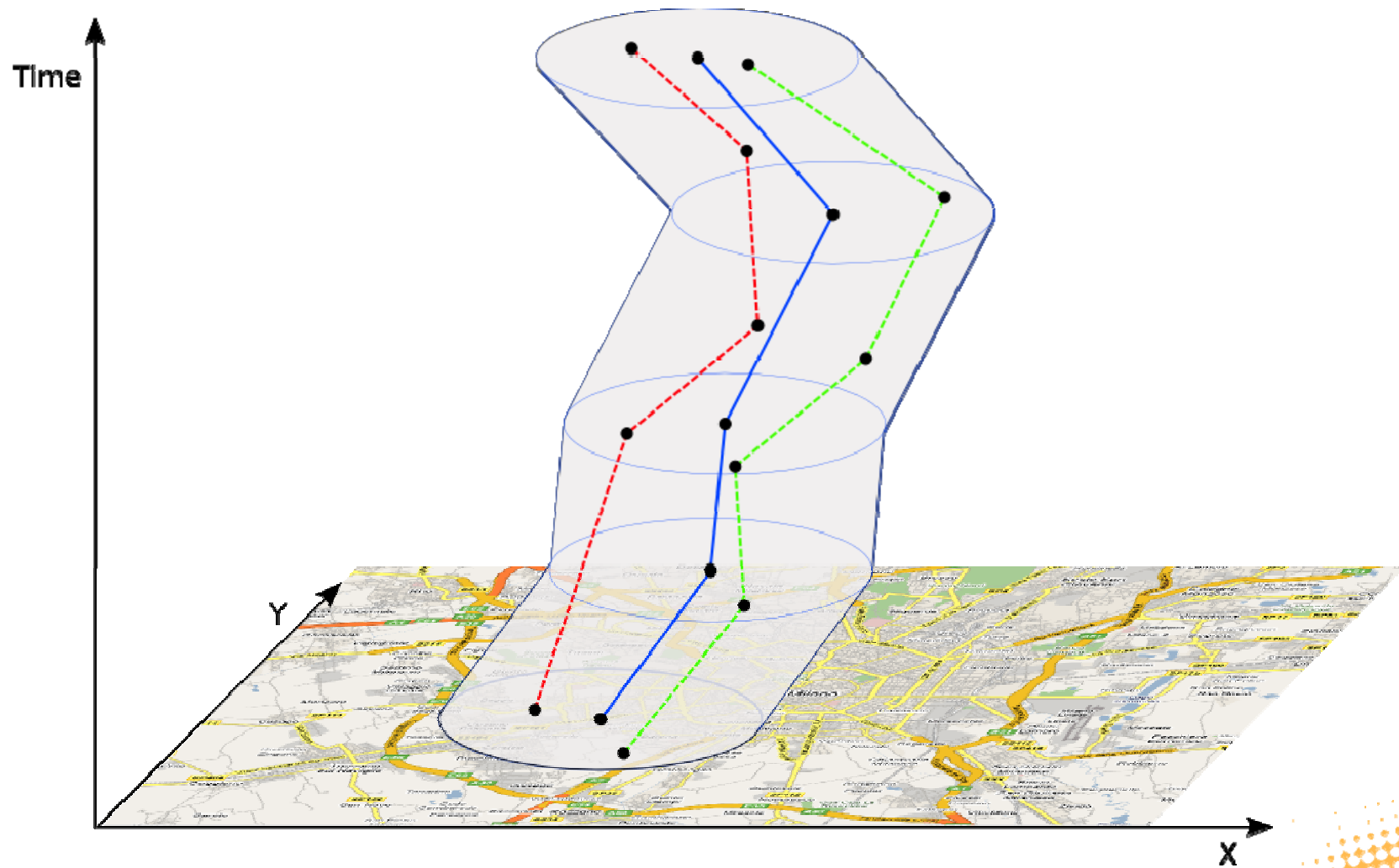
- Bonchi, Abul, Nanni. *Never Walk Alone: Uncertainty for Anonymity in Moving Objects Databases*. ICDE 2008
- Basic ideas:
 - Trade uncertainty for anonymity: trajectories that are close up the uncertainty threshold are indistinguishable
 - Combine k-anonymity and perturbation
- Two steps:
 - Cluster trajectories into groups of k similar ones (removing outliers)
 - Perturb trajectories in a cluster so that each one is close to each other up to the uncertainty threshold



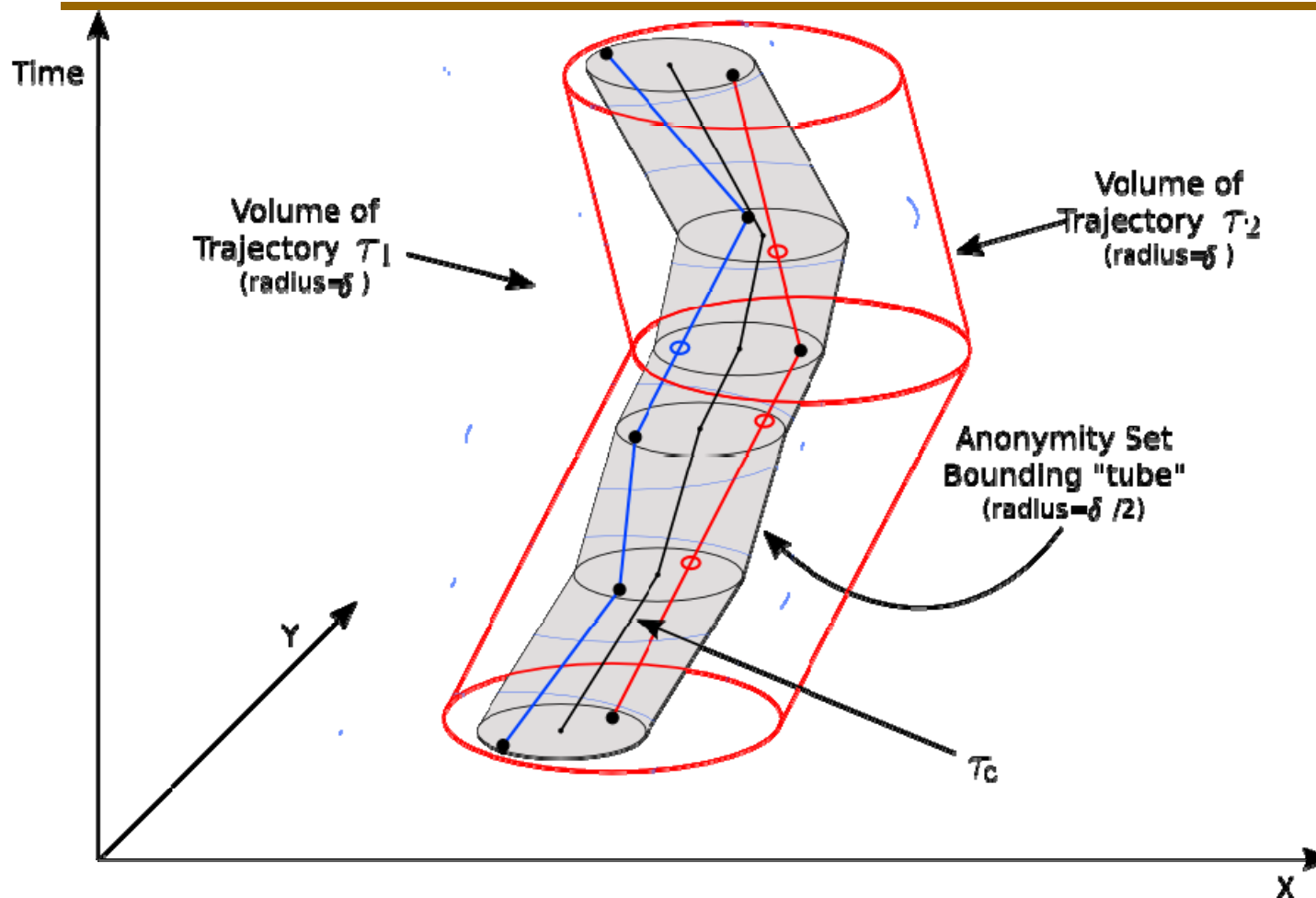
Trajectory cluster



Trajectory cluster



(K, δ) –anonymity set

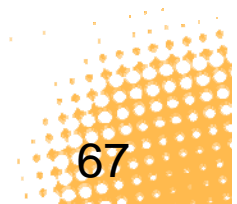


- K = minimum number of trajectories in the set
- δ = uncertainty threshold (e.g., measurement error of GPS device)



Quality of anonymized datasets

- For reasonable values of K and δ , some interesting analytical properties of the original dataset are preserved by the anonymized trajectories :
 - **density** (aggregate count of mobile users in the spatio-temporal dimension)
 - **clustering**
 - **T-patterns**
- Prototype **trajectory anonymity toolkit** available



Key issues

- Define an acceptable formal measure of anonymity protection:
 - Probability of re-identification (in a given context)
 - A (technically supported) juridical issue!
- Sampling: a necessity **and** an opportunity!
 - Necessary for performance/feasibility of data mining from massive mobility datasets
 - Good for anonymity (re-identification probability decreases)

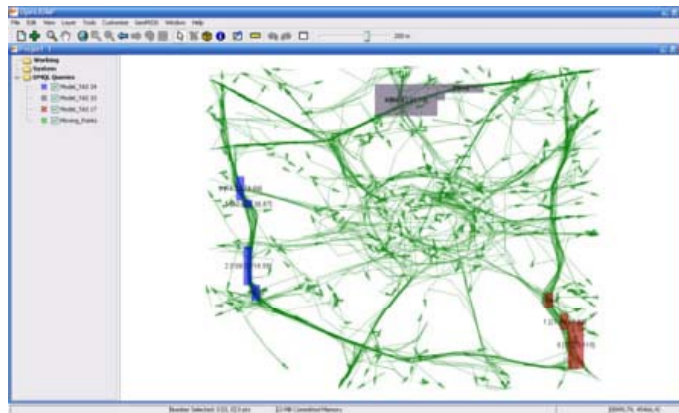


*From local patterns
to global models*

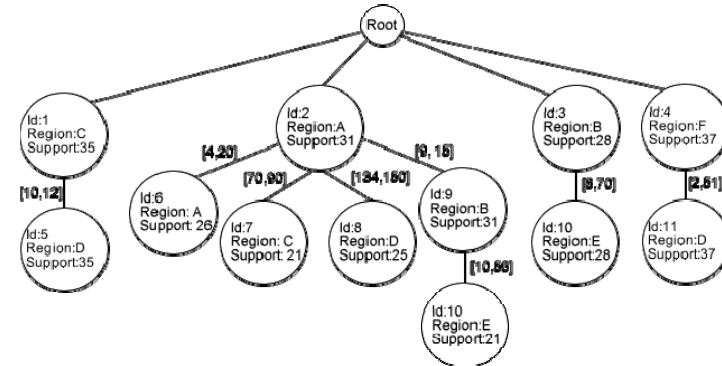
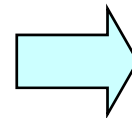


From T-patterns to T-models

- Mobility raw data are huge and noisy
- To create good models, better first simplify data into patterns
 - ... as in association rule based classification
- Location prediction based on T-patterns (Giannotti et al., Int. Workshop on Computational Transportation Science, 2008)



Extracting Trajectory Patterns from the data



Prediction Tree

T-anonymization based on T-patterns (Pedreschi et al., 2008)



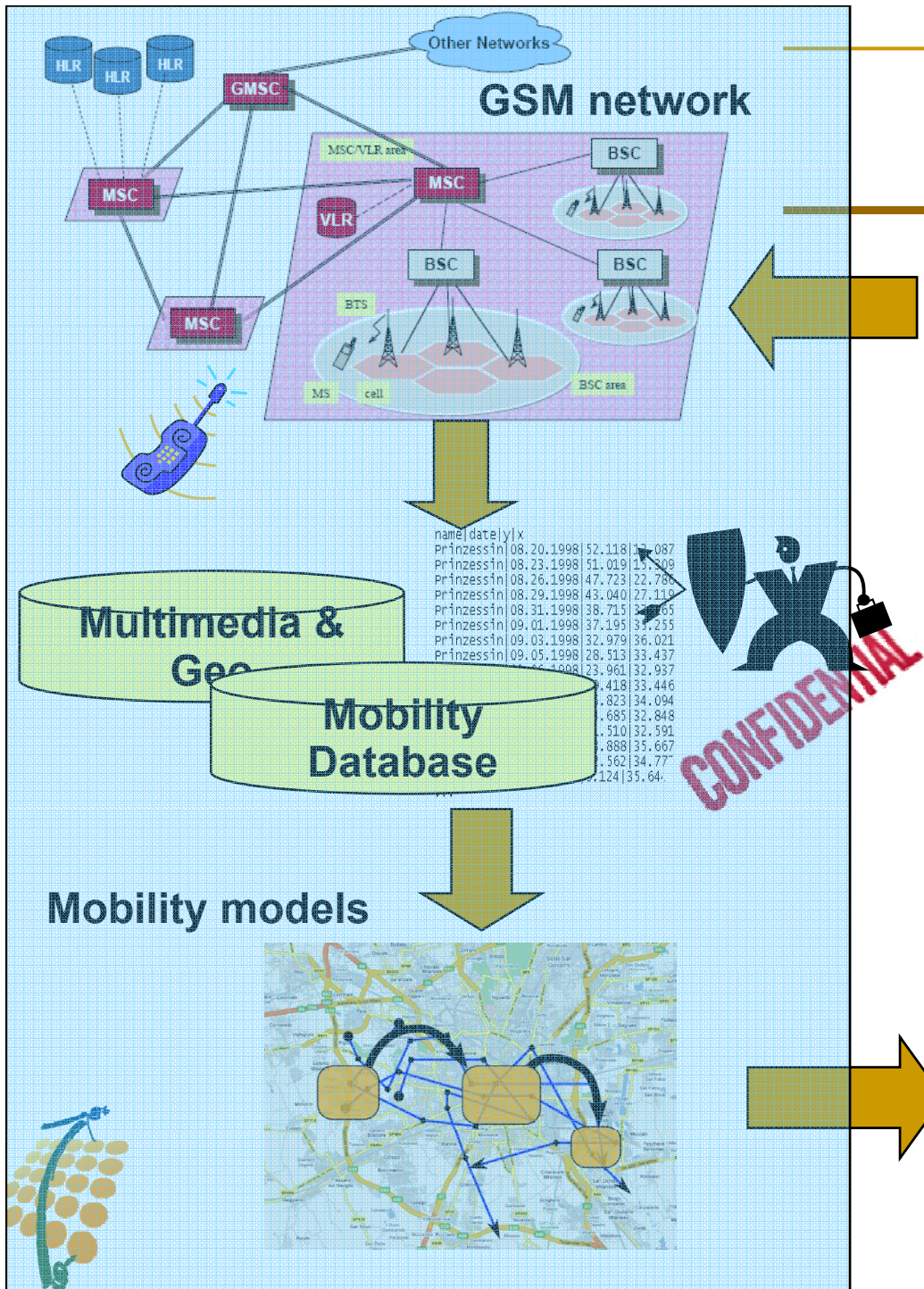


*A reasoning
framework for
mobility data mining
applications*

Building mobility data mining applications...

- requires reasoning on a richer form of knowledge about mobility
 - Geographic semantics
 - Landmarks and interesting places
 - Road network
 - Landscape
 - ...
 - Movement semantics
 - stops and moves
 - Purposes of movement
 - means of transportation
 - ...





End user

Where should I go next?

- Palazzo Vecchie ★★★★★
- Boboli Gardens ★★★★★
- Chapel Brancacci ★★★★★
- Waiting 20-60 minutes
- Bardini Museum ★★★★★
- Waiting > 1 hour
- Uffizi Museum ★★★★★

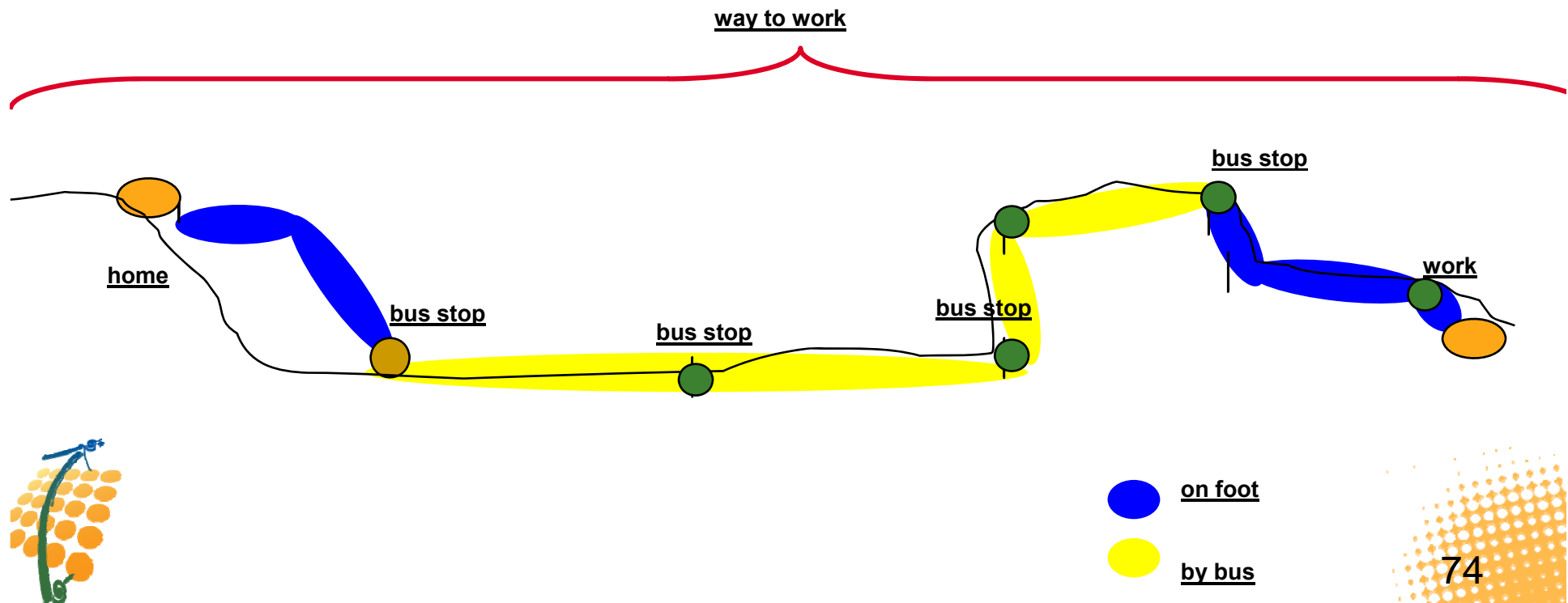
Semantic Trajectory Data

Physical Trajectory:

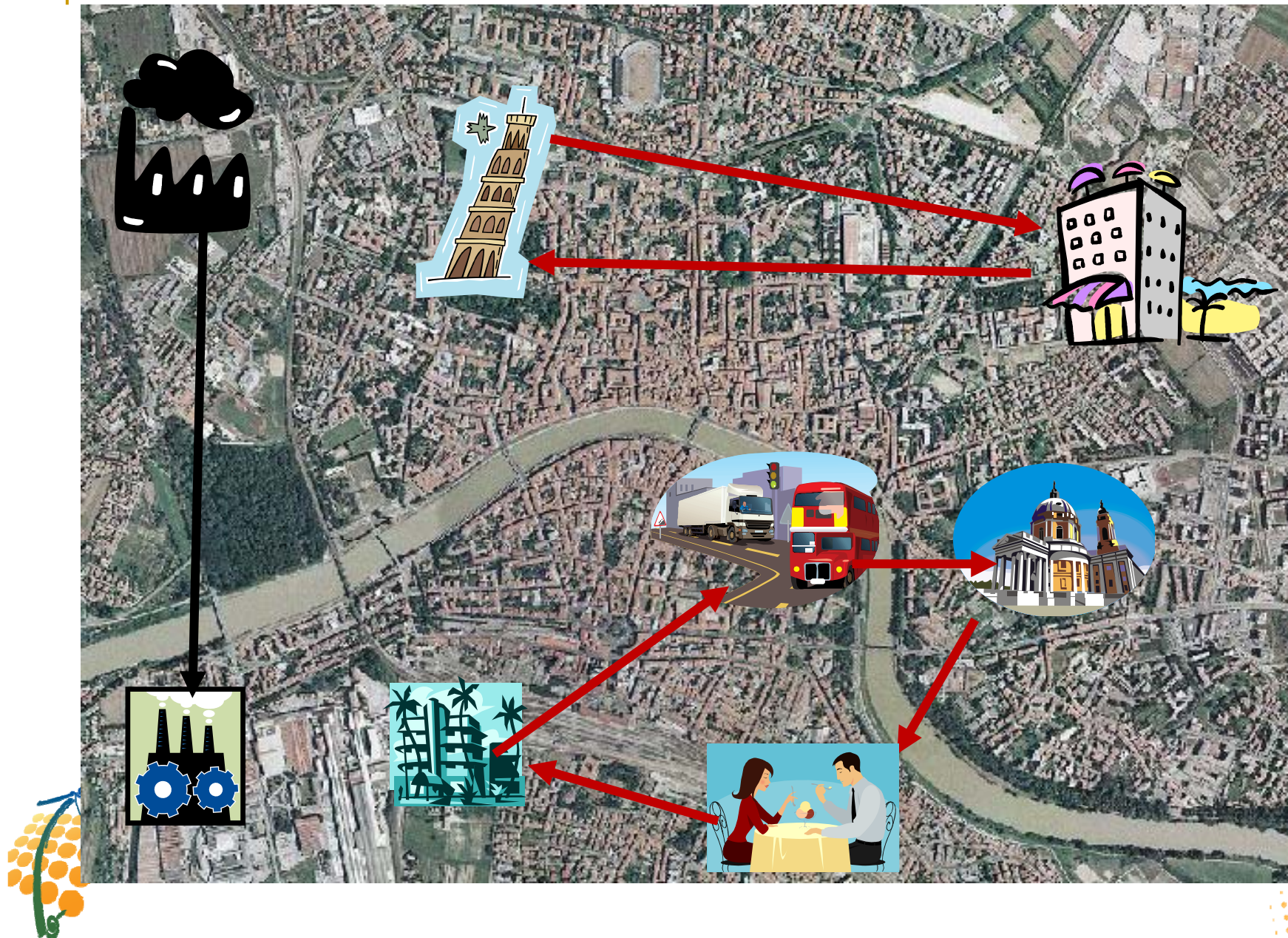
- e.g. GPS recording over some period of time

Semantic Trajectory:

- places where a person stayed
- means of transportation
- combination of above elements for higher-level description



Semantic (frequent) patterns

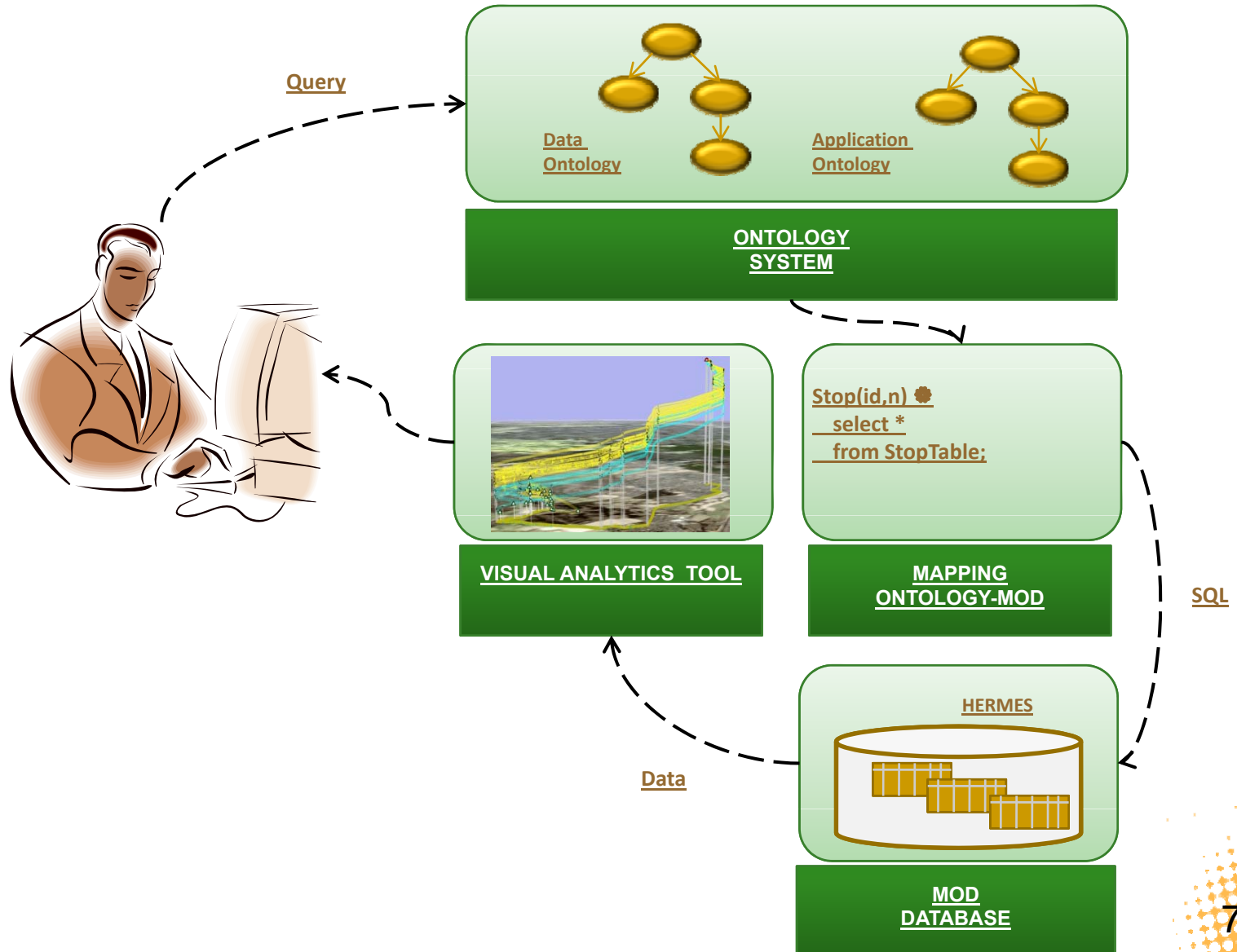


An ontological framework ..

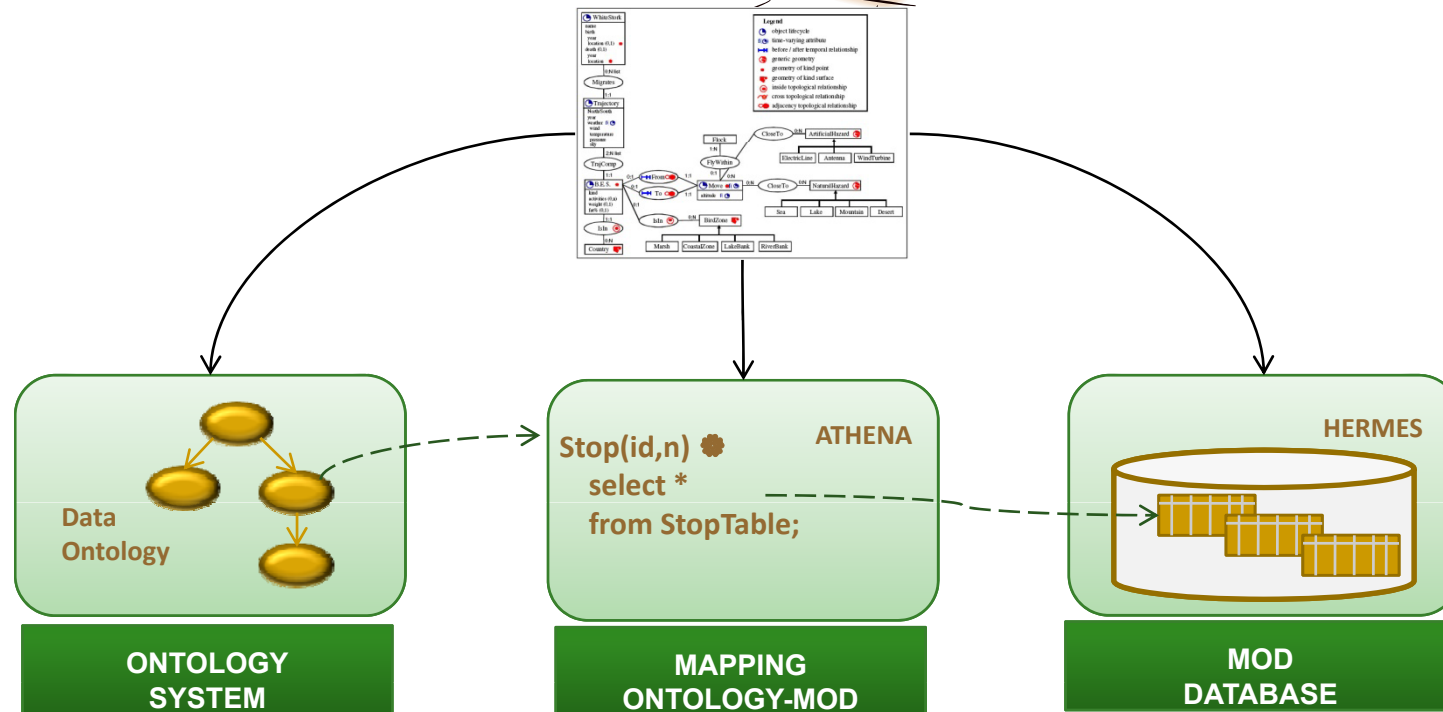
- enables a progressive semantic enrichment of mobility data and patterns
- From **raw mobility data** collected by devices
- To **semantic trajectories** – from (x,y,t) to sequences of stops and moves
- From **trajectory patterns**
- To **behavioral motion patterns**



The GeoPKDD ontological framework

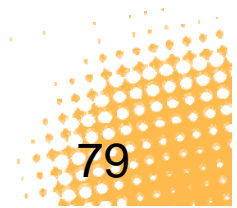
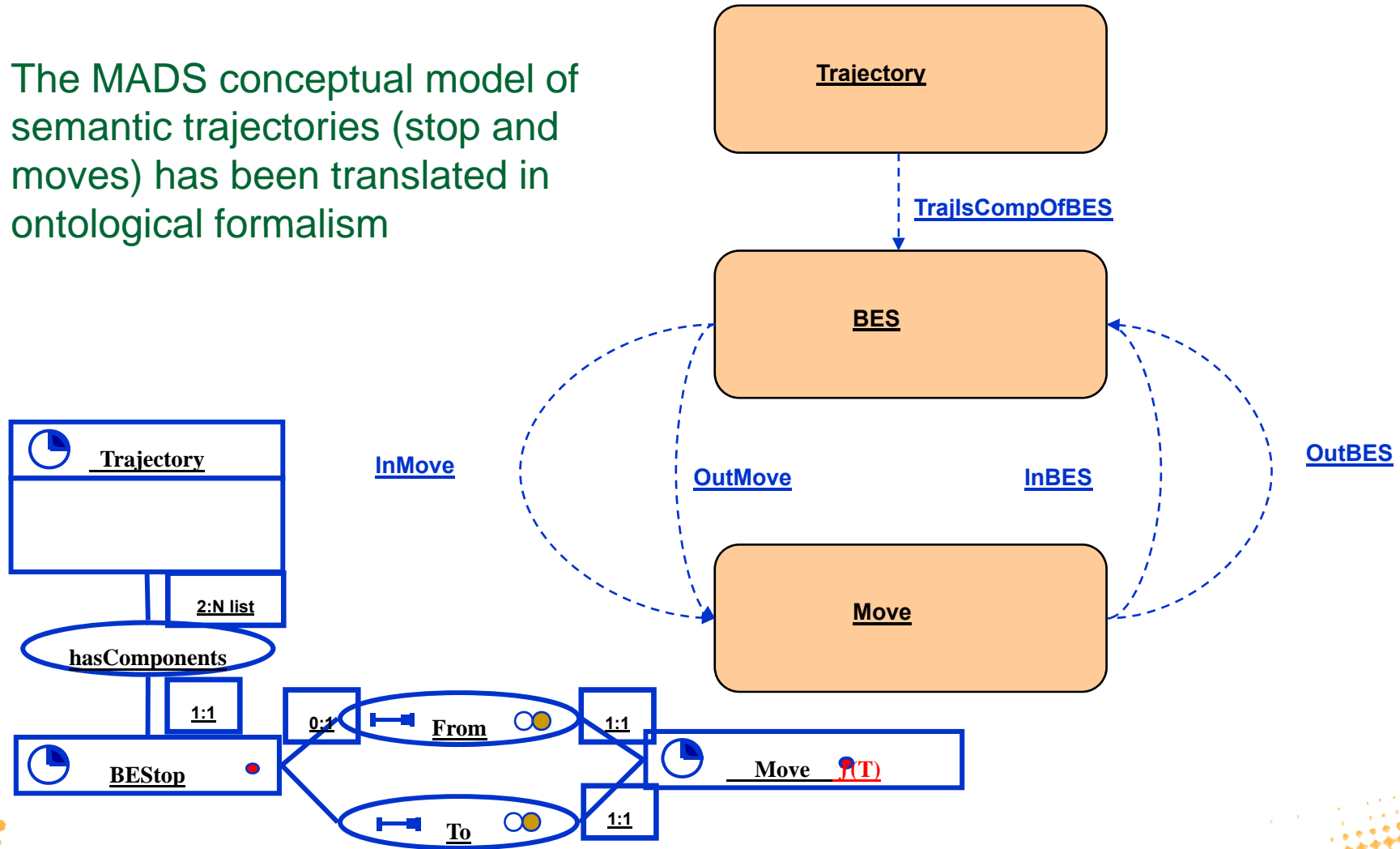


Mapping the data ontology to the trajectory DB



Conceptual Model of Semantic Trajectories

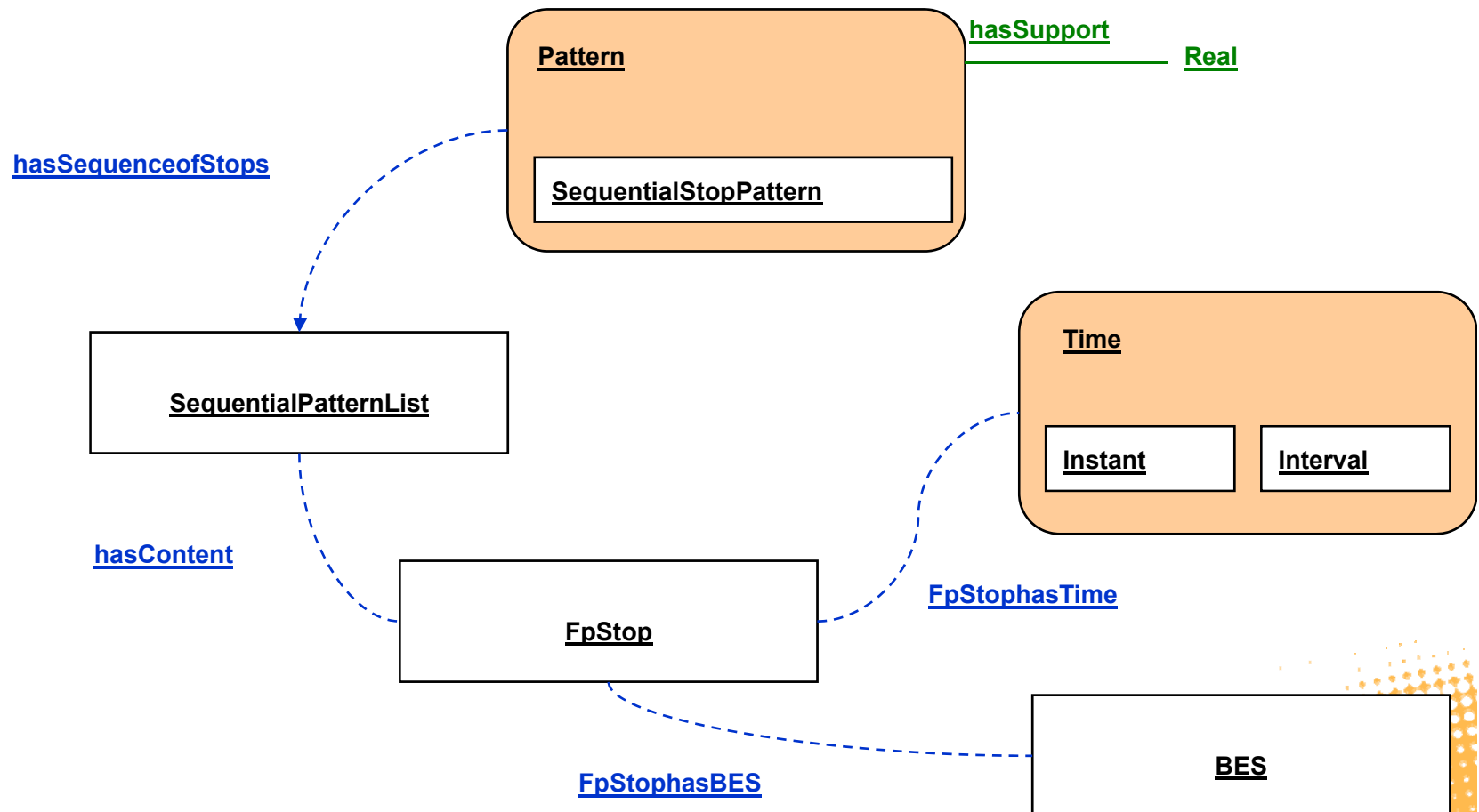
The MADS conceptual model of semantic trajectories (stop and moves) has been translated in ontological formalism



Conceptual Model of Motion Patterns

Applying sequential pattern on semantic trajectories:
4% of people stops at CentrumHotel in the morning and then
at Pisa Tower in the afternoon

<CentrumHotel[08:00-12:00], PisaTower[12:01-18:00] (s=0.04)>



Definition of Touristic Path

Data Ontology concepts are exploited in the application ontology to give new concepts definitions through axioms.

A **touristic path** is a sequential pattern that has some stops in an accommodation area in the morning, followed by some touristic area and then by stops in an accommodation area in the evening

```
TouristicSeqPath ≡ hasSequenceOfStops some (SequentialPatternList and (hasContent some (FPStop and (inside some AccomodationArea) and (fpStopHasTime has Morning)))) and (isFollowedBy some (SequentialPatternList and (hasContent some FPStop and (inside some TouristicArea) and (isFollowedBy some (SequentialPatternList and (hasContent some (FPStop and (inside some AccomodationsArea) and (fpStopHasTime has Evening)))) and (hasNext some EmptyList))))))
```

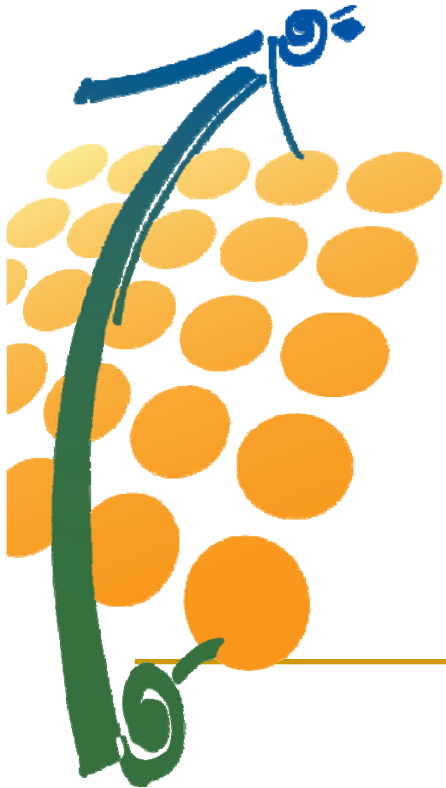


Architecture features

- Design
 - Trajectory Conceptual model based on MADS;
 - Mappings: TCM-Hermes, TCM-Data Ontology and Data Ontology-Hermes
 - Ontology language: OWL
- Querying
 - Conjunctive query over a DL knowledge base;
 - Reformulate query taking into account Tbox;
 - Translate reformulated query into SQL query;
- Integration with GeoPKDD components:
 - Visual analytics tool
 - DMQL



Conclusions

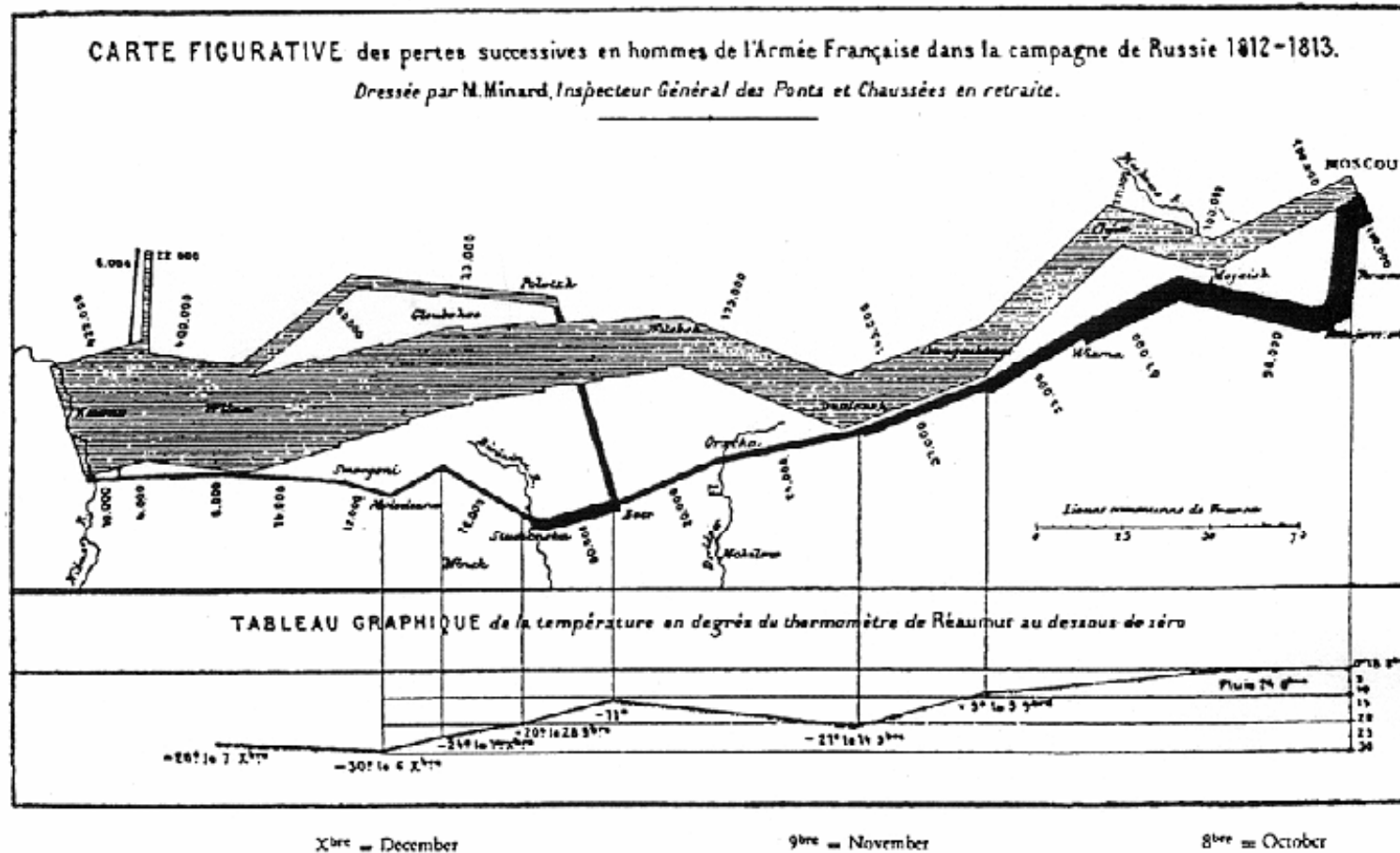


While mobility data flood us ...

- ... mobility data mining is emerging as an exciting new field
- **GeoPKDD.eu** is in the mix, shaping up the area
- Challenge: Ubiquitous Computing will provide us with streams of semantic-rich mobility data (in a decentralized setting)
 - We have only begun to scratch the surface of this problem



... trying to accomplish a long-time dream



The representation of Napoleon's Russian campaign of 1812 produced by Charles Joseph Minard in 1861

Fosca Giannotti
Dino Pedreschi (Eds.)

Giannotti
Pedreschi (Eds.)



Mobility, Data Mining
and Privacy

Mobility, Data Mining and Privacy

Geographic Knowledge Discovery

Giannotti · Pedreschi (Eds.)

Mobility, Data Mining and Privacy

The technologies of mobile communications and ubiquitous computing permeate our society, and wireless networks sense the movement of people and vehicles, generating large volumes of mobility data. This is a source of great opportunities and risks: on one side, mining this data can produce useful knowledge, supporting sustainable mobility and intelligent transportation systems; on the other side, individual privacy is at risk, as the mobility data contain sensitive personal information. A new multidisciplinary research area is emerging at the crossroads of mobility, data mining, and privacy.

This book assesses this research frontier from a computer science perspective, investigating the various scientific and technological issues, open problems, and roadmap. The editors manage a research project called GeoPDD (Geographic Privacy-Aware Knowledge Discovery and Delivery), funded by the EU Commission and involving 40 researchers from 7 countries, and this book tightly integrates and relates their findings in 13 chapters covering all related subjects, including the concepts of movement data and knowledge discovery from movement data; privacy-aware geographic knowledge discovery; wireless network and next-generation mobile technologies; trajectory data models, systems and warehouses; privacy and security aspects of technologies and related regulations; querying, mining and reasoning on spatiotemporal data; and local analytics methods for movement data.

This book will benefit researchers and practitioners in the related areas of computer science, geography, social science, statistics, law, telecommunication and transportation engineering.

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