

# 学术报告

**报告人:** Professor Longbin Cao, 澳大利亚悉尼科技大学  
**题目:** 行为信息学研究进展简介  
**时间:** 2016年3月9日(周三)10:00-11:00  
**地点:** 电院群楼 2-410 会议室  
**邀请人:** 杨杰教授

## Professor Longbin Cao 简历:

Longbing Cao is a professor of information technology at the University of Technology Sydney, Australia. As the founding Director of the university's research institute: Advanced Analytics Institute, he created a few showcases that have been widely recognized, such as the only group mentioned in Australian government papers on big data and in ATO and OECD reports. Motivated by focusing on both high quality research and high impact development, he proposed several concepts with supporting theories and tools, including non-IIDness learning, behaviour informatics, domain driven data mining, and agent mining. He has been leading large analytical project development for many federal and state government units and large business organizations in Australia and China.

He has been a key driver of several global initiatives in data science and analytics. He initiated the globally first research degrees in analytics: PhD Analytics and Master of Analytics (Research) in 2011. He is the chair of the IEEE Task Force on Data Science and Advanced Analytics and the IEEE Task Force on Behavioral, Economic, and Socio-cultural Computing, and the chair of the ACM SIGKDD Australia and New Zealand Chapter. He also founded the IEEE International Conference on Data Science and Advanced Analytics, and is the Editor-in-Chief of the International Journal of Data Science and Analytics and the book series editor of the Data Analytics book series with Springer.

## 报告摘要:

行为无处不在,但能够用来对行为展开深入理解的理论工具十分有限。行为信息学是从信息学的角度研究行为的学科,从定性与定量相结合的角度,将自上而下地研究行为的表达、建模、推理、集成、检验与自下而上地研究行为的定量表达、行为构建、演化、模式、影响、效用、利用以及未发生行为的研究等结合起来,就个体与群体行为进行研究,将数据所在的数据世界、行为所在的行为智能与行为主客体及其所在的物理世界有机连接起来,以期形成对行为的比较系统、立体、完整与动态的理解、分析、挖掘、学习、管理、控制欲利用。本次讨论中比较系统的回顾与简要介绍行为信息学的概念、讲者在上述方面的一些代表性的工作、以及所面临的挑战与机遇等。