BIG DATA STATE OF THE ART
Sr. Daniele Quercia
Head of Social Dynamics
Nokia Bell Labs
www.bell-labs.com/connect/global-locations/cambridge-uk
@danielequercia
I-Optimus

sensory perceptions to the rescue
Health determinants

60% environmental
20% genetics
20% healthcare
perceptions of beauty
UrbanGems: Crowdsourcing Quiet, Beauty and Happiness

Which place do you find more beautiful?

Picture Info

Can't Tell
most beautiful

least beautiful
victorian & red-brick

gardens
2 perceptions of odors
Humans Can Discriminate More than 1 Trillion Olfactory Stimuli
Science, March 2014
Yet, city planning can discriminate only a few bad odors
How do we measure odors?
smell walks
Match collected words to social media
London & Barcelona

17M

436K

1.7M
Both positive and negative smells
VALIDATION

(air quality)
AIR POLLUTION vs SMELL in LONDON

Correlation:

- NO2: 0.47
- PM10: 0.33
- PM2.5: -0.20

Emissions vs Nature
Which smells are associated with **positive emotions**?
Which smells are associated with **positive emotions**?