



University of the
West of England

Health: The Design, Planning and Politics of How and Where We Live

- **Paper / Proposal Title:**

The integration of Big Data in Smart Cities

- **Format:**

Presentation (in-person, skype or pre-recorded)

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- **Abstract (300 words):**

Technology is indisputably changing the way we experience life. Nowadays, the natural approach, despite the size or type of challenge, is to apply some kind of technological tool to find the most practical solution available. Big Data is the super data cluster, compounded by the massive information storage. All of these data are generated by the population and the most noticeable characteristic is that they can be stored, grouped and analyzed; Beyond the storage capacity, Big Data can process this information. This data analysis provides us with information related to our daily lives and the social dynamics involved. Imagine just for a moment that we can predict future epidemics all around the world and not only that but also plan and react to this situation with data generated and collected in real time.

The main goal of this research is to analyze the use of *Medical Big Data* in the smart city; its characteristics, goals and challenges. Therefore problems like security, ethics

and management information must be defined. Finally, knowing that health is a world concern we must clarify the usage of data produced in the city to help society (cure diseases, epidemic ratios, treatment, etc.)

These conclusions will promote new studies in different fields (Medicine, Science, Architecture and Urbanism) and it can give guidelines to the future of city management.

• **Author(s) Biography (200 words each):**

Arq. Carlos David Gonzalez Haro.

Architect by Instituto tecnologico y de estudios superiores de Monterrey campus Guadalajara in 2014.

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