# DEMYSTIFYING BIG DATA, MACHINE LEARNING, AND DATA SCIENCE

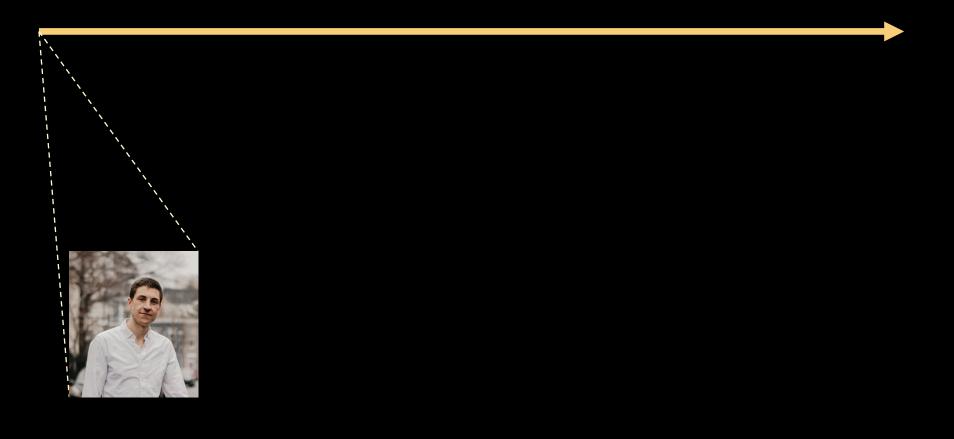
Formulation
 Implementation
 need Ope

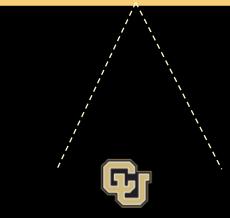
#### Ryan McGranaghan

ASTRA Louisville, Co, USA

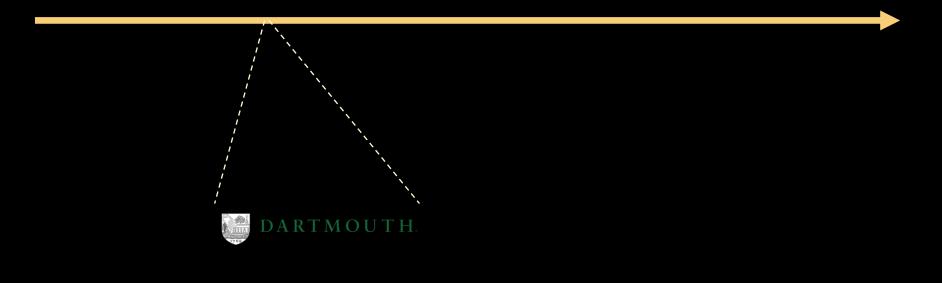
NASA Jet Propulsion Laboratory, California Institute of Technology & Goddard Space Flight Center

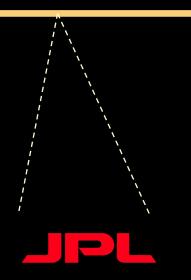
A New Frontier in Heliophysics through the FULL data life-cycle



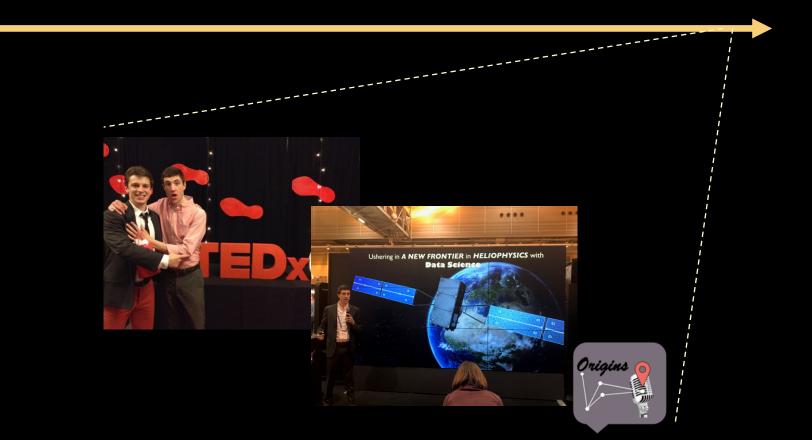


University of Colorado













Agenda



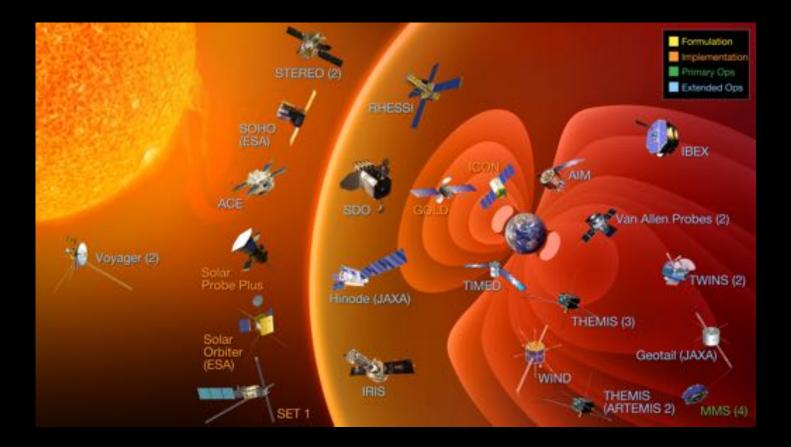
What is Data Science and why is it critical now?

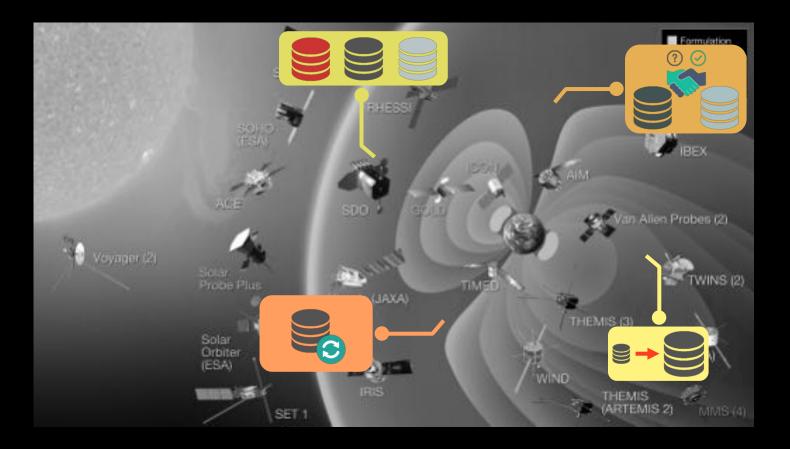
What can we learn from the *fantastic* use cases across the full data lifecycle?

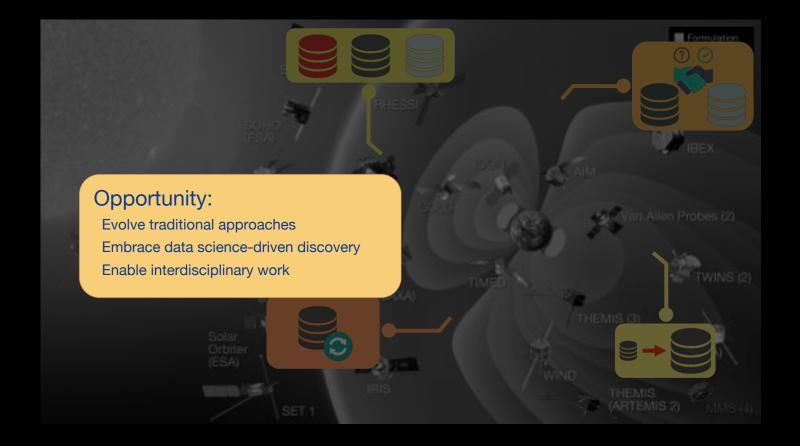
How do we shape the New Frontier?

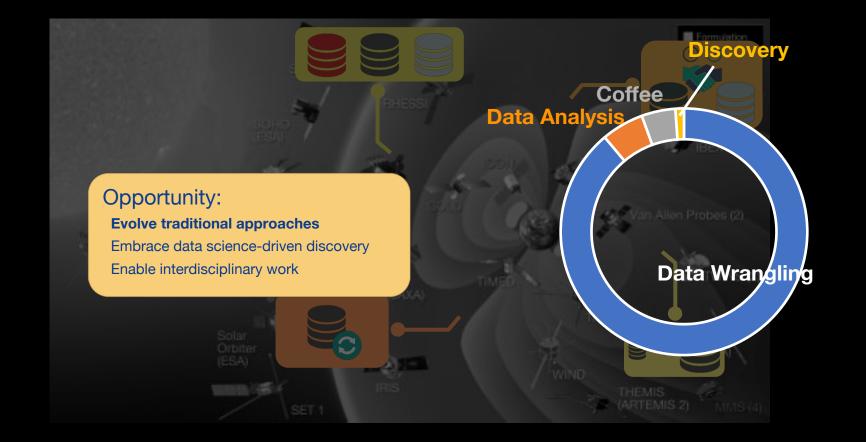


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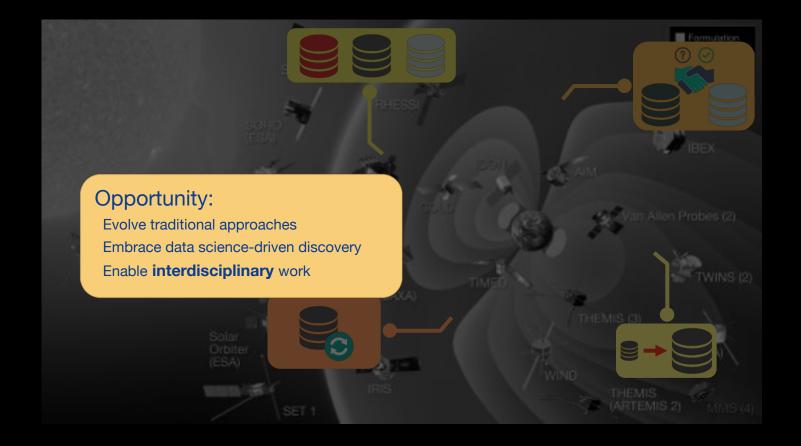


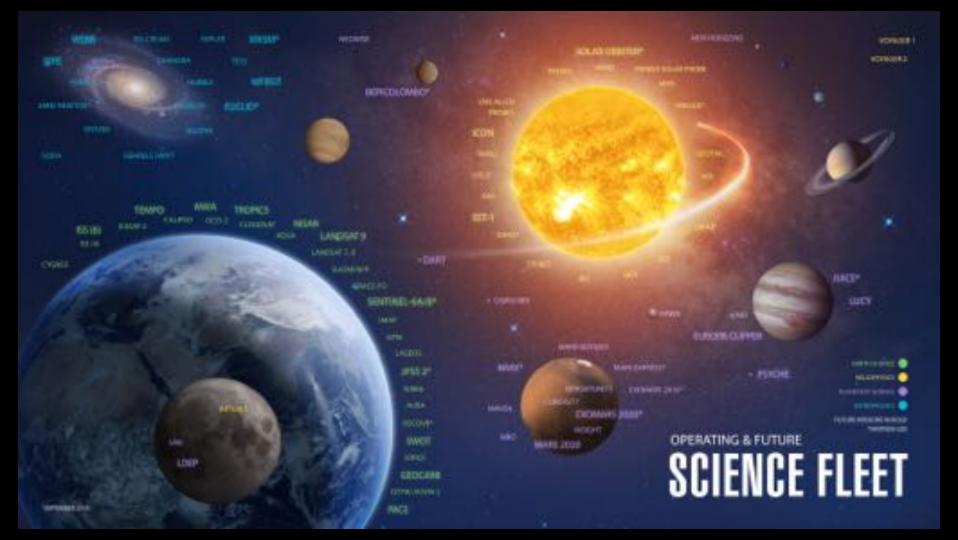


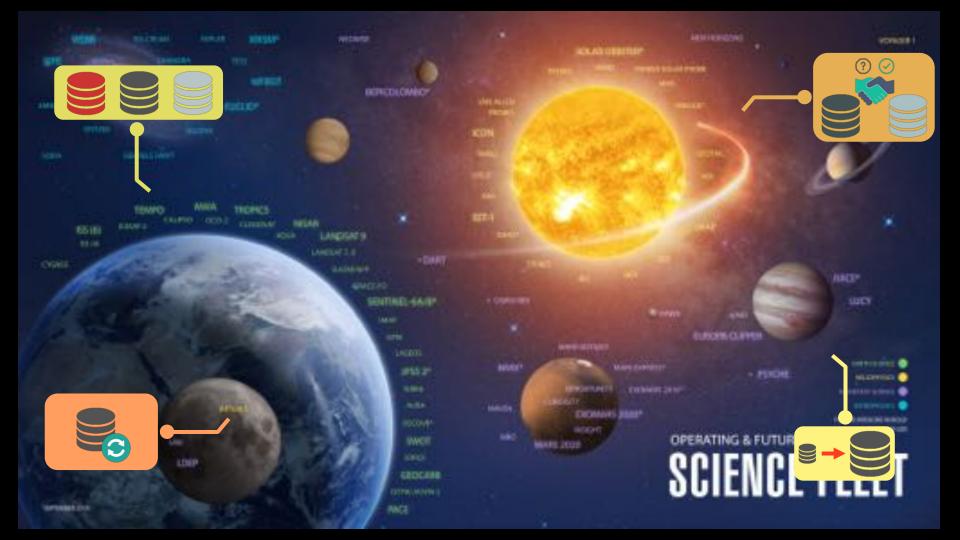


Scalable architectural approaches, techniques, software and algorithms which alter the paradigm by which data are collected, managed and analyzed.

Dan Crichton, JPL

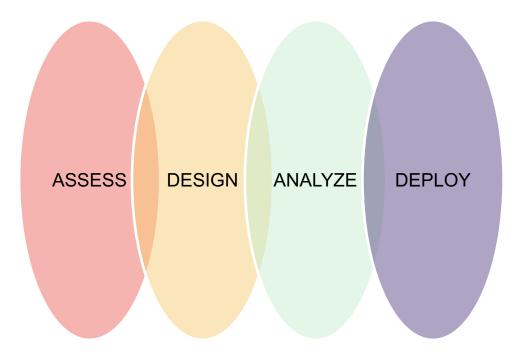


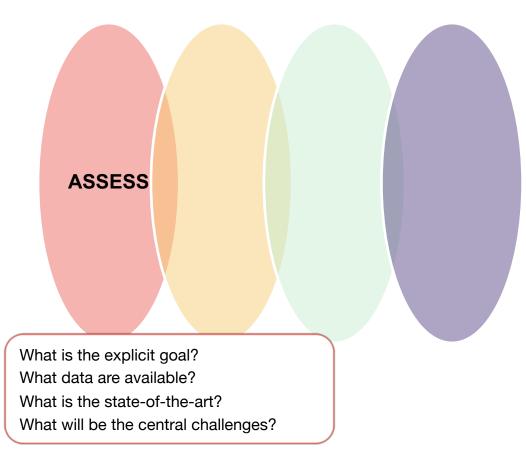


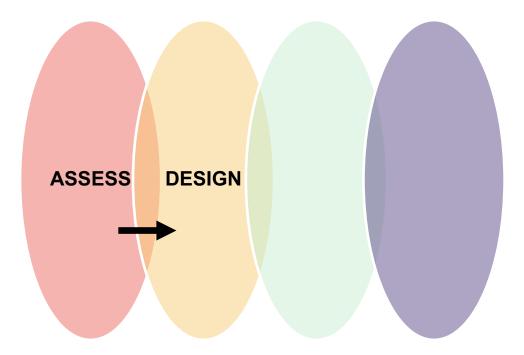




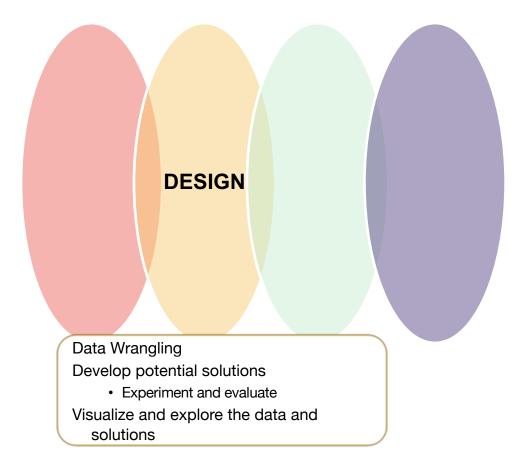
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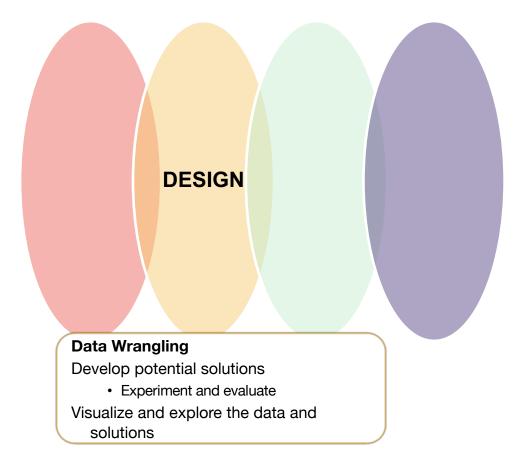


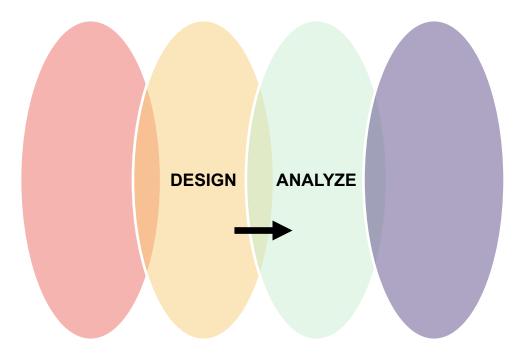




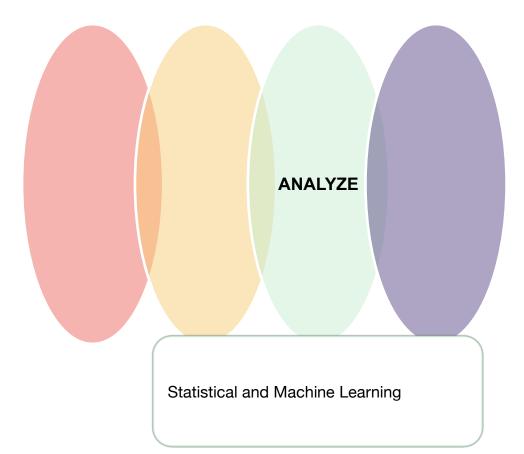
Ideation & Prototyping







Analytical Innovation



Arthur Samuel (1959) – Machine Learning is a field of study that gives computers the ability to learn without being explicitly programmed.

Statistical and Machine Learning

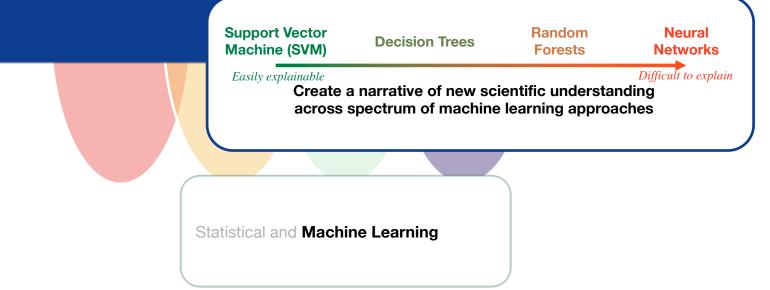
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Tom Mitchell (1998) – A computer program is said to learn from experience E with respect to some task T and some performance measure P, if its performance on T, as measured by P, improves with experience E.

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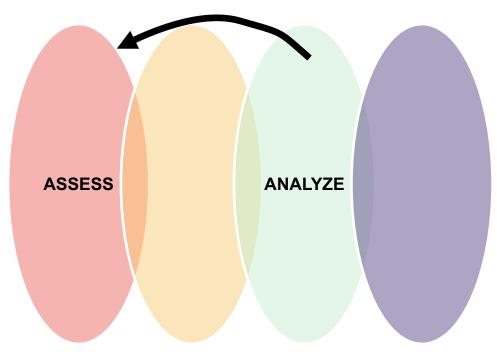
So, your success depends on how well you:

1) define your task

2) understand, populate, and manage your sample set

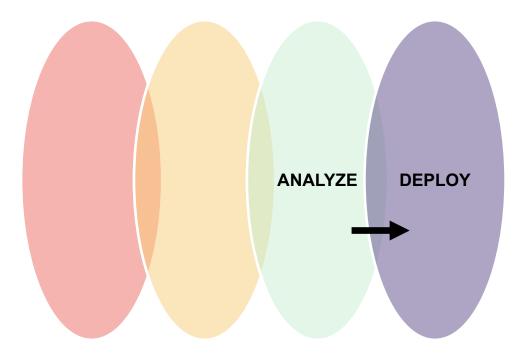
3) set up the means by which your **performance** is assessed

Statistical and Machine Learning

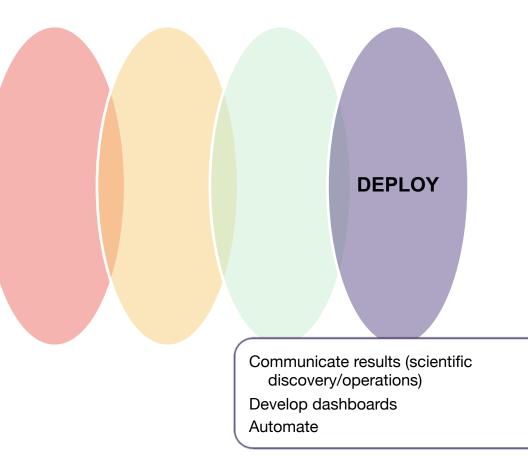


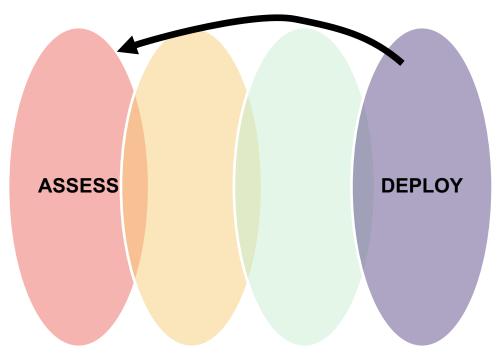
Interrogate the models

Feedback & Iteration



Add Capability & Refine

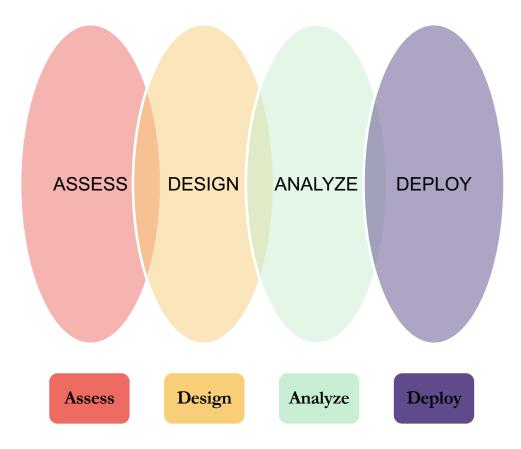




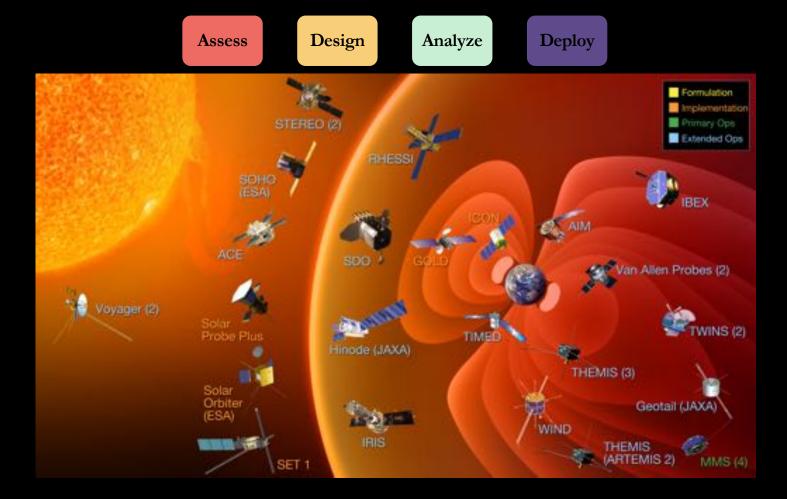
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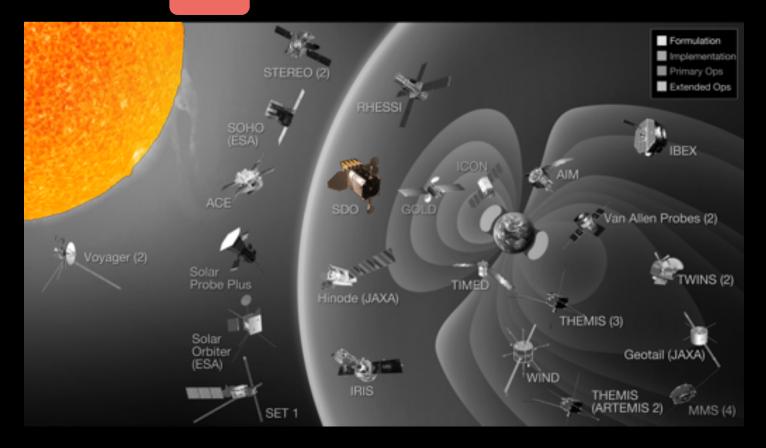
Applied

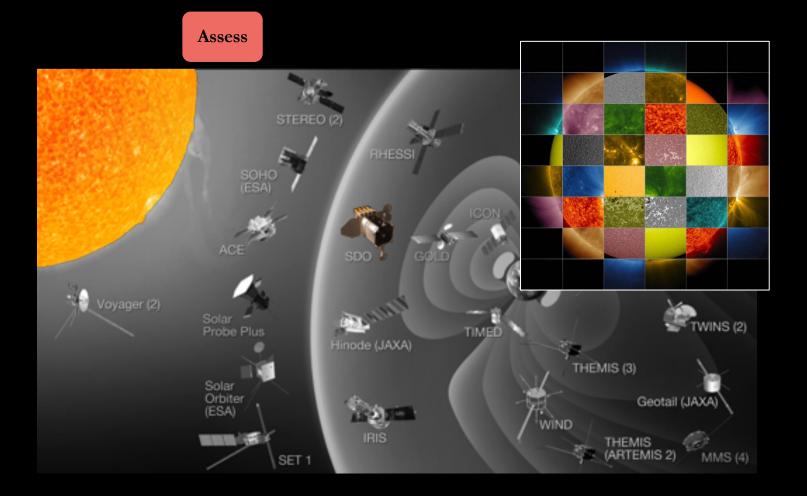




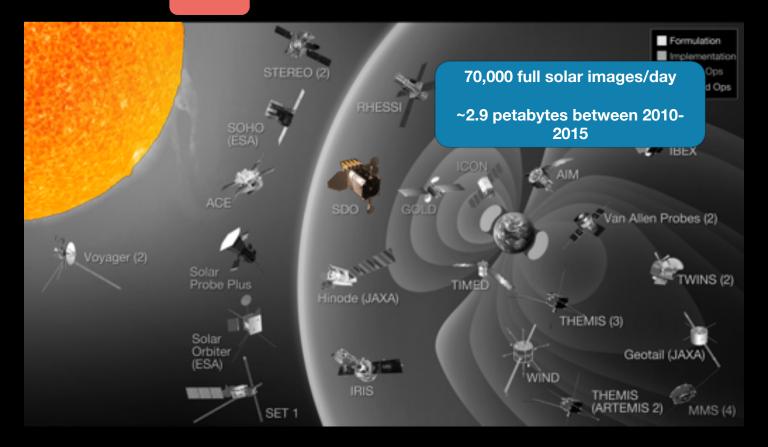


#### Assess

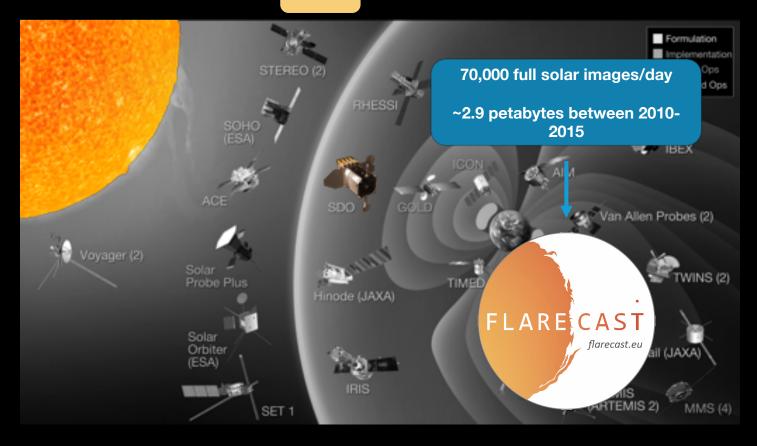




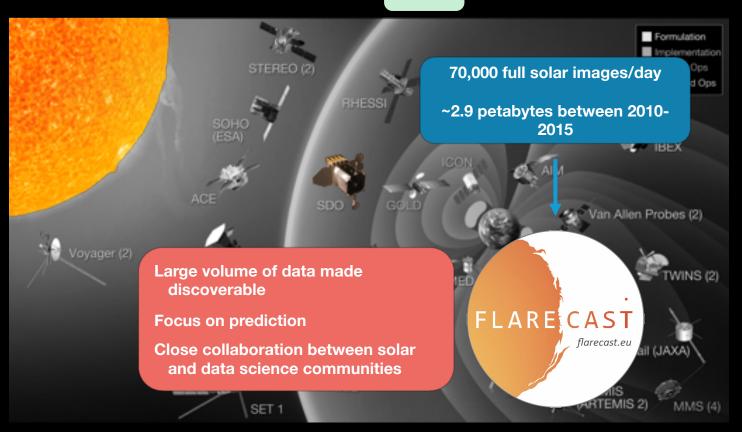
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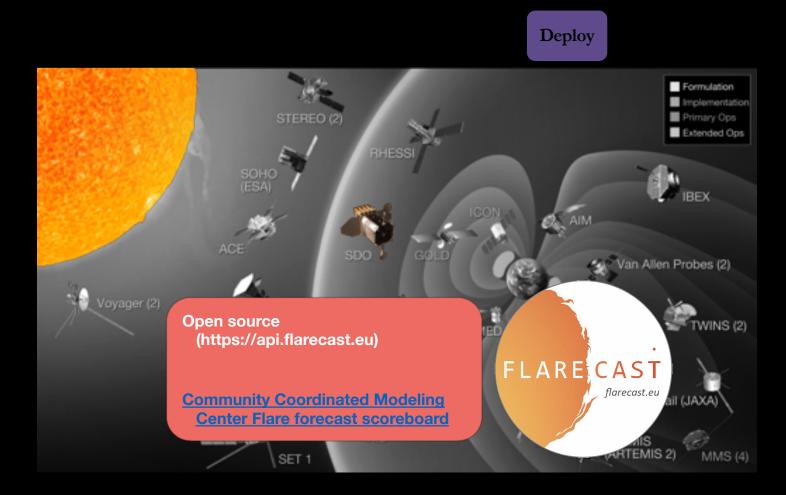


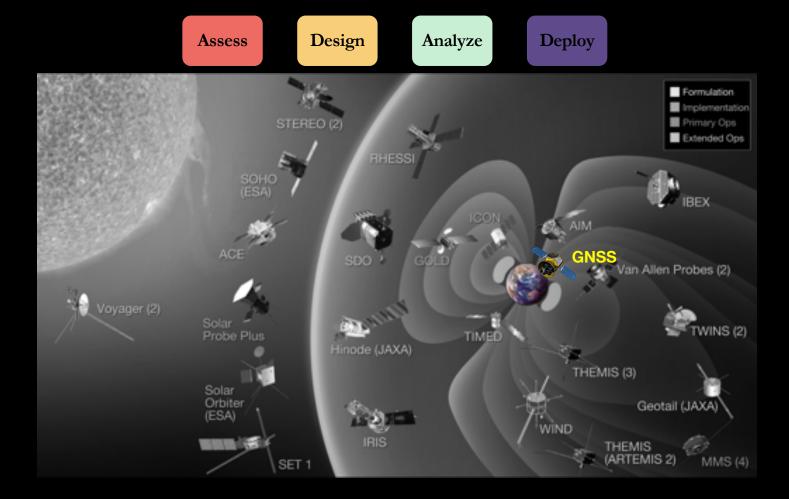














### STRETCHING GNSS SIGNALS FOR SPACE WEATHER DISCOVERY

#### Ryan McGranaghan, Anthony Mannucci

University Corporation for Atmospheric Research (UCAR) NASA Jet Propulsion Laboratory, California Institute of Technology

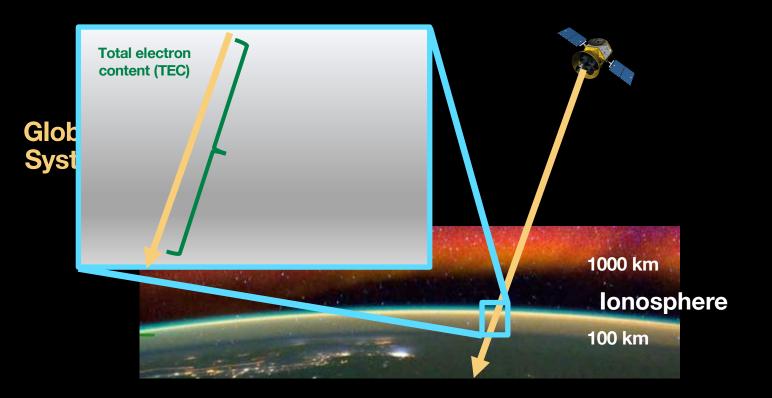
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NASA Jet Propulsion Laboratory, California Institute of Technology Assess

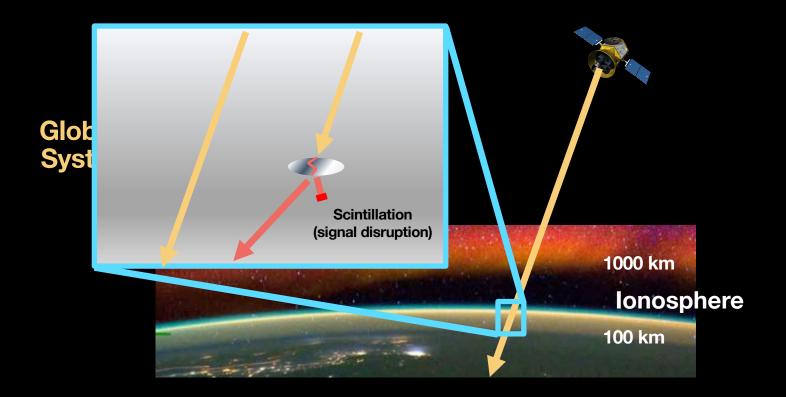
### Global Navigation Satellite System (GNSS) signals for Space Science



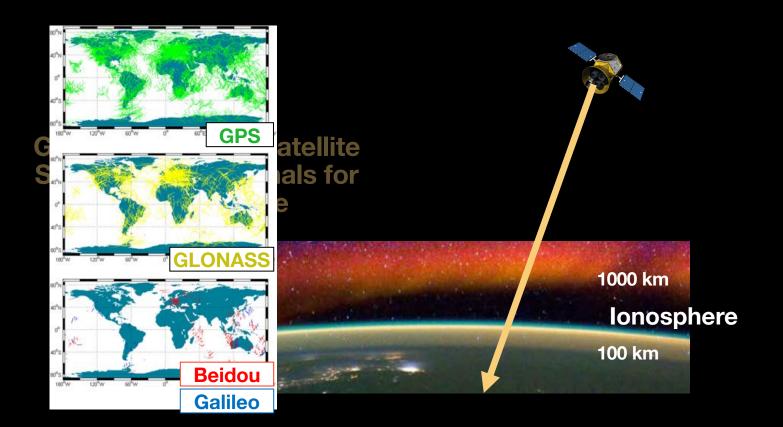














- Classification
- Event detection
- Segmentation
- Clustering
- Prediction
- Recommendation



- Classification
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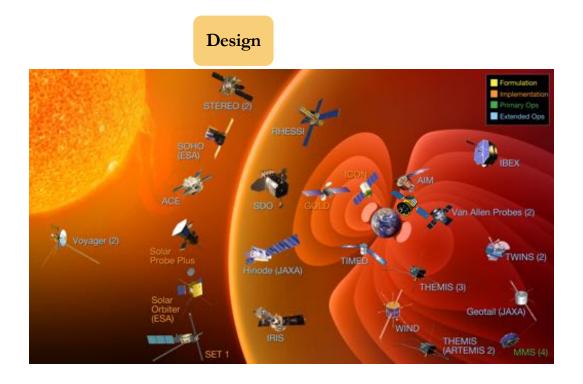
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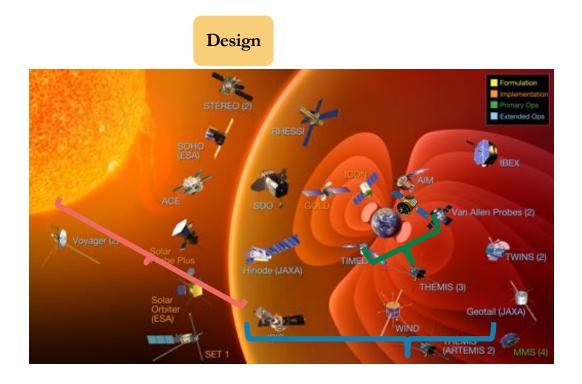


- Classification
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Support Vector	<b>Decision Trees</b>	Random	Neural
Machine (SVM)		Forests	Networks
<i>Easily explainable Difficult to explain</i> Create a narrative of new scientific understanding across spectrum of machine learning approaches			



### **Step 1:** Obtain solar, geomagnetic, and ionospheric data



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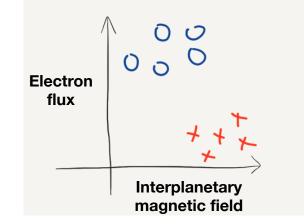
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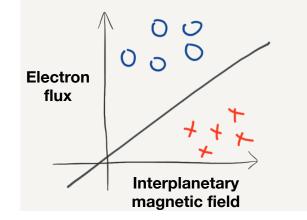
### **Step 2:** Define the predictive task





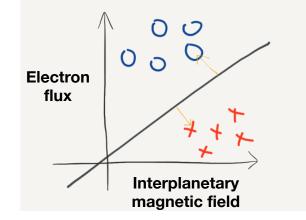
Cortes and Vapnik (1995)





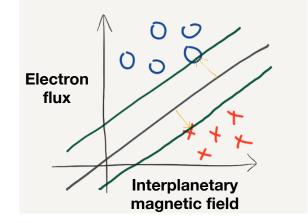
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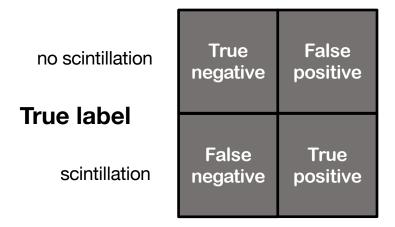
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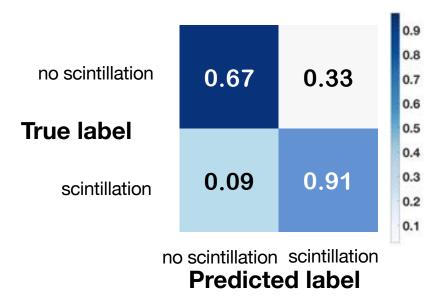


no scintillation scintillation Predicted label

McGranaghan et al., (2018)

### **Step 4:** Evaluate and interrogate the model

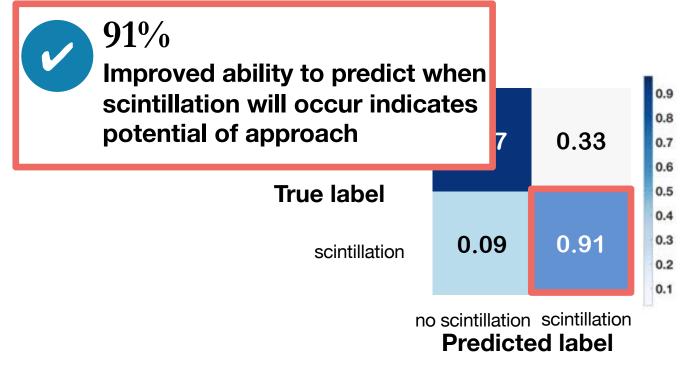




McGranaghan et al., (2018)

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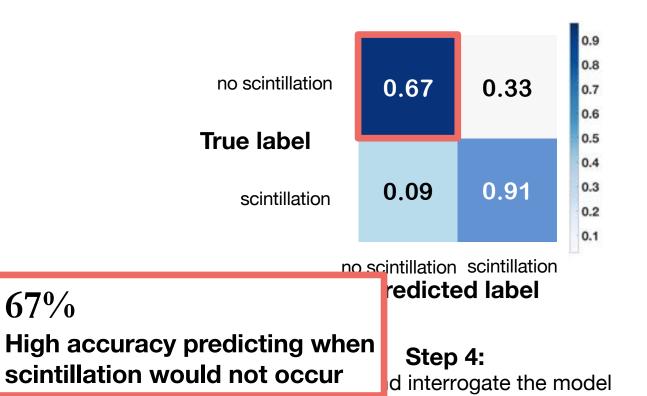
Analyze



McGranaghan et al., (2018)

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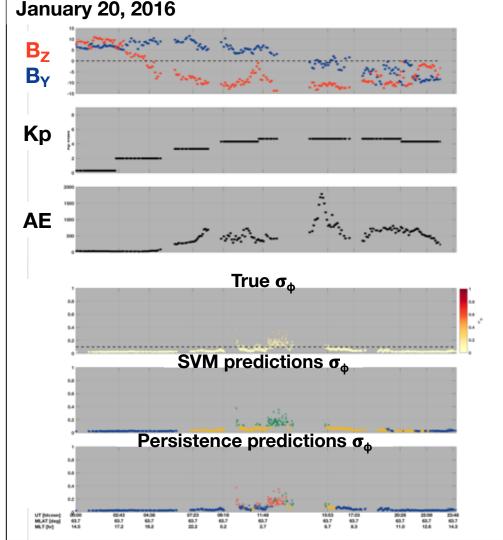




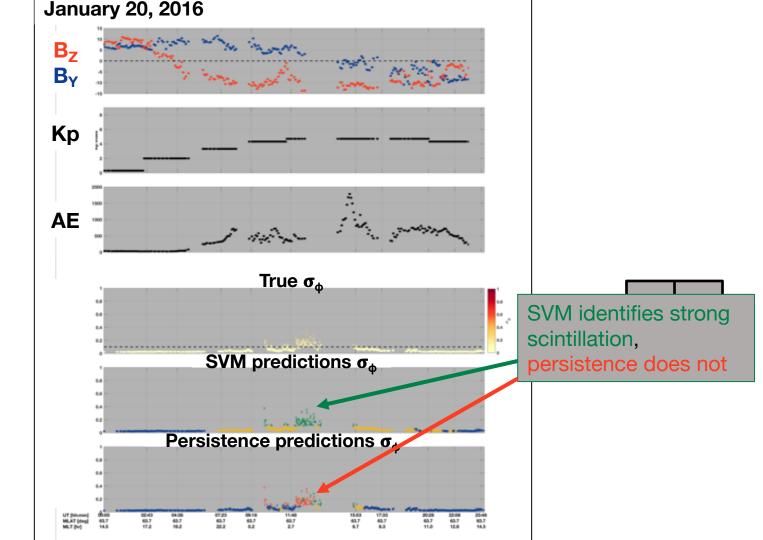
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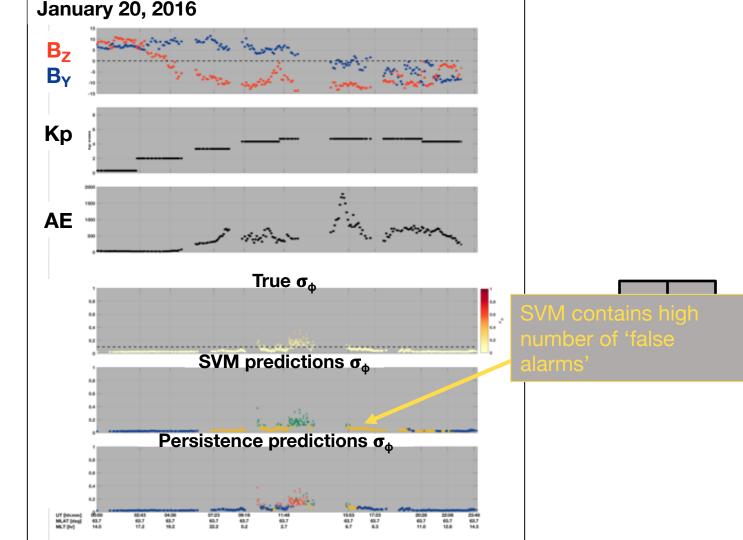


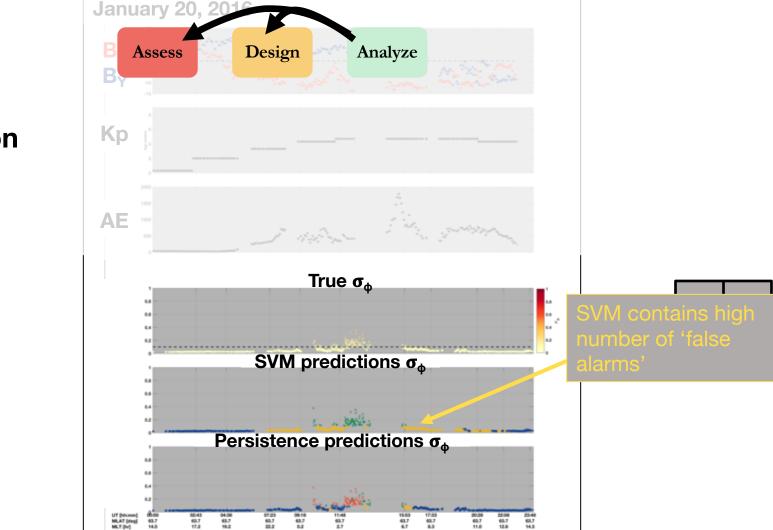
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## **Explanation**

## STRETCHING GNSS SIGNALS FOR SPACE WEATHER DISCOVERY

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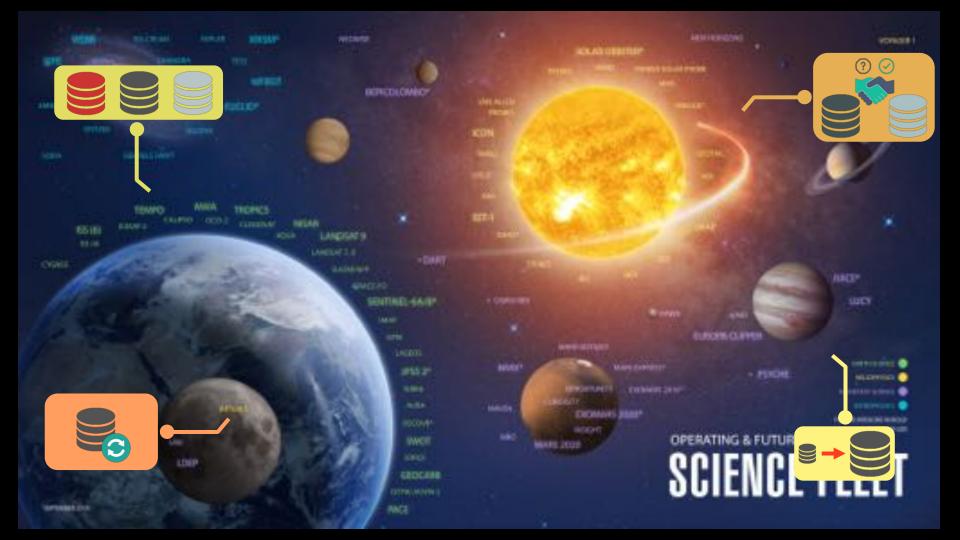
NASA Jet Propulsion Laboratory, California Institute of Technology

Open source & Challenge data set (https://doi.org/10.6084/m9.figshare.68131 43)

**NASA Frontier Development Lab** 



How do we shape the New Frontier?



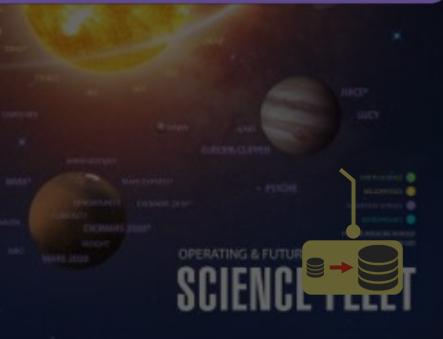
Convergence entails integrating knowledge, methods, and expertise from different disciplines and forming novel frameworks to catalyze scientific discovery and innovation

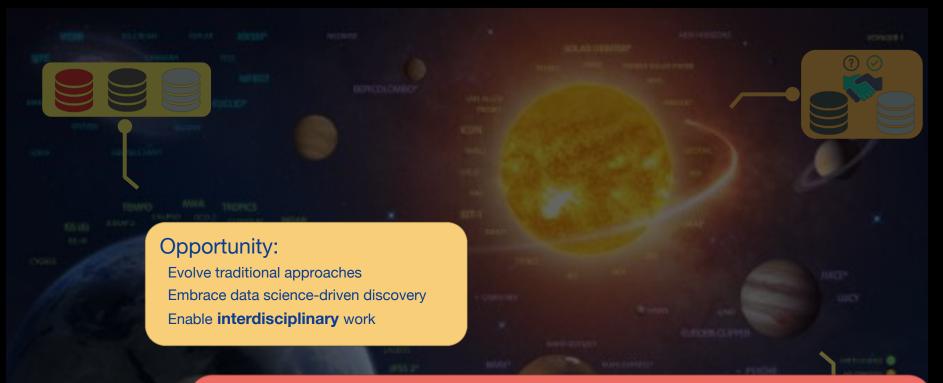
National Science Foundation, 10 Big Ideas

#### Opportunity:

Evolve traditional approaches Embrace data science-driven discovery Enable **interdisciplinary** work









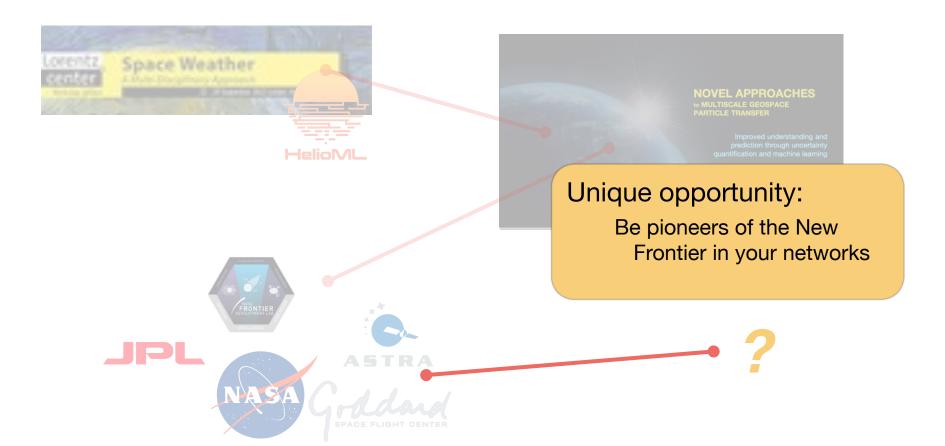
Someone or something that doesn't fit within traditional academic discipline-a field of study with its own particular words, frameworks, and methods

Joi Ito, MIT Media Lab, "Antidisciplinary"











Understand the models Be open by default Be radically interdisciplinary (i.e., *antidisciplinary*)



McGranaghan, R. M., Bhatt, A., Matsuo, T., Mannucci, A. J., Semeter, J. L., & Datta-Barua, S. (2017). Ushering in a new frontier in geospace through data science. Journal of Geophysical Research: Space Physics, 122, 12,586–12,590. <u>https://doi.org/10.1002/2017JA024835</u>

McGranaghan, R. M., A.J. Mannucci, B.D Wilson, C.A. Mattmann, and R. Chadwick. (2018), New capabilities for prediction of high-latitude ionospheric scintillation: A novel approach with machine learning, Space Weather, 16. <u>https://doi.org/10.1029/2018SW002018</u>

# Backup slides

### Resources

- <u>HelioAnalytics</u> Goddard Space Flight Initiative to "harness advanced statistics, informatics and computer science methods to achieve science"
- Thought-leaders:
  - <u>Kirk Borne</u> and on <u>Twitter</u>
  - <u>Joi Ito</u>
  - <u>Cesar Hidalgo</u>
  - Andrew Ng
  - Barbara Thompson
  - Naval Ravikant
  - Hilary Mason
  - \*Expand your horizons with the papers that you read, the fields to which you pay attention, and the thinkers that you choose to learn from
- Compilations of resources
  - Non-traditional funding resources
  - Data science tools and resources
- Being 'antidisciplinary'
  - MIT Media Lab
  - Fall AGU Town Hall 2018: "Data Science and a New Scientific Frontier in Space Science"
  - Fall AGU Town Hall 2019: "Antidisciplinary: Science and engineering in the digital age"
- Podcasts
  - Origins
  - Microsoft Research Podcast
  - Grey Mirror Podcast
  - Voices from DARPA
  - Artificial Intelligence Podcast
  - Data Skeptic

## **Resources (cont'd)**

- <u>Camporeale et al., [2019]</u>
- AGU Earth and Space Science Informatics (ESSI)
- National Research Council "Enhancing the Effectiveness of Team Science"
- <u>Meetups</u>, <u>hackathons</u>, and <u>unconferences</u>
- Open source communities (e.g., Open Source Initiative)
- <u>Citizen Science</u>
- Many resources to discover based on your own passions and search!

Innovation through communication and interaction



Thought-leaders:

NASA Headquarters

Industry

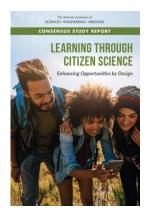
NSF

National Academy of Sciences

Innovation through communication and interaction



Innovation through communication and interaction









## **Misconceptions**

- Two things that typically turn people off to data science and machine learning are the jargon and the hype
  - These are detrimental misconceptions and this morning I want to address them in two direct ways:
    - 1. By explicitly defining what I mean with the term 'data science'
    - 2. Crystallize the capabilities (and incapabilities!) of machine learning by looking at a fantastic use case ionospheric scintillation

#### Key takeaways

Data science is much more than just machine learning

Assessing the problem and data wrangling are vastly the most time consuming component of the data science workflow

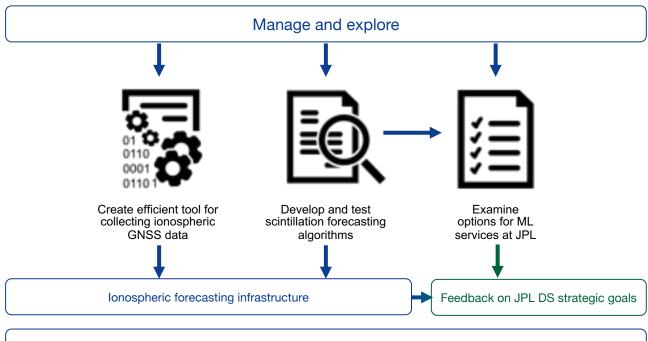
Concept of 'Analysis Ready Data' (ARD)

Machine learning are techniques that cover a broad spectrum

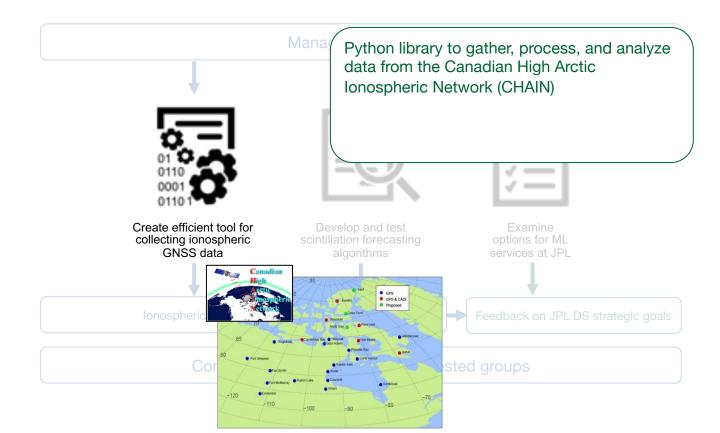
The New Frontier that we face must focus on generating new scientific discovery from innovation *in cooperation* with existing knowledge and traditional approaches Interrogate your models

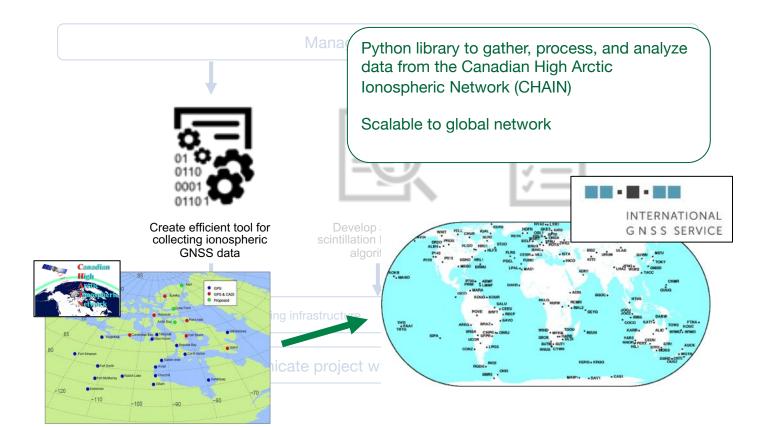
Data science requires non-traditional composition and coordination – need to be *radically interdisciplinary* Be open by default

## Advanced information technologies



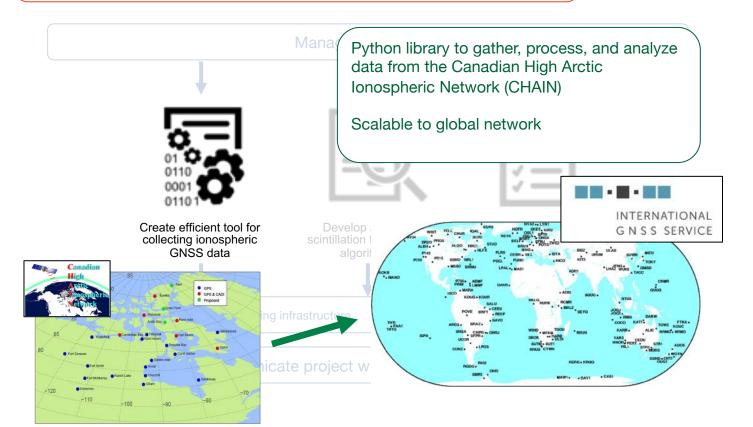
Communicate project with all interested groups

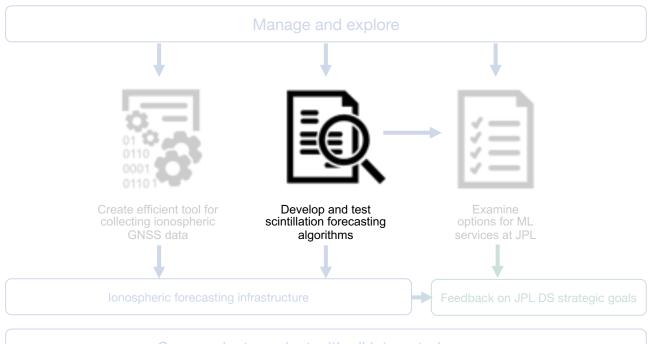




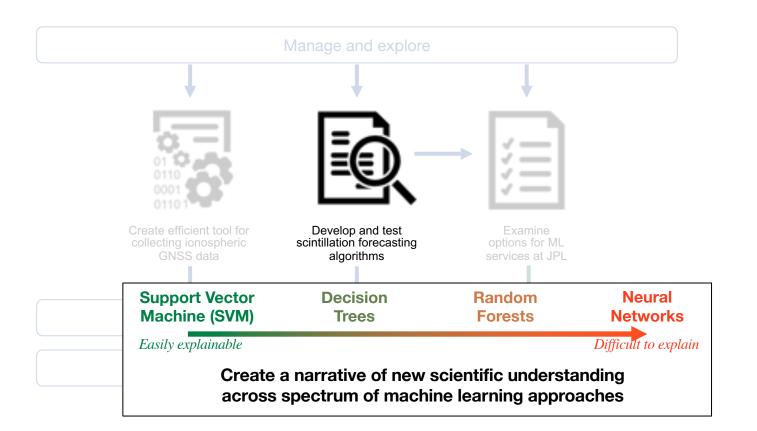
#### A solution:

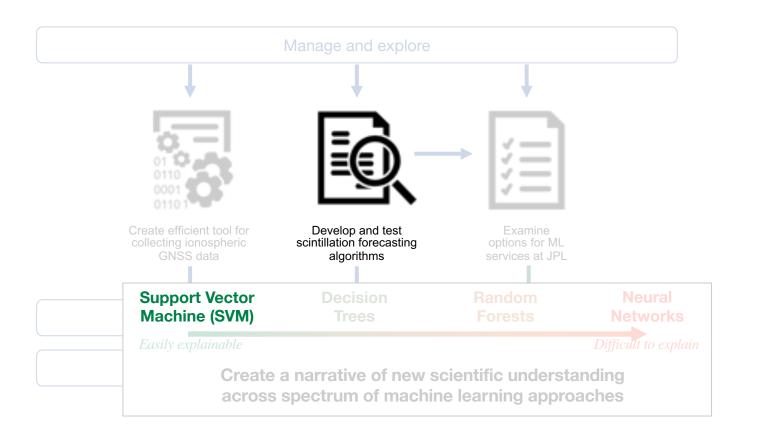
DSWG strategic challenge: How can we use advanced data science methods to systematically derive scientific inferences from massive, distributed science measurements and models?

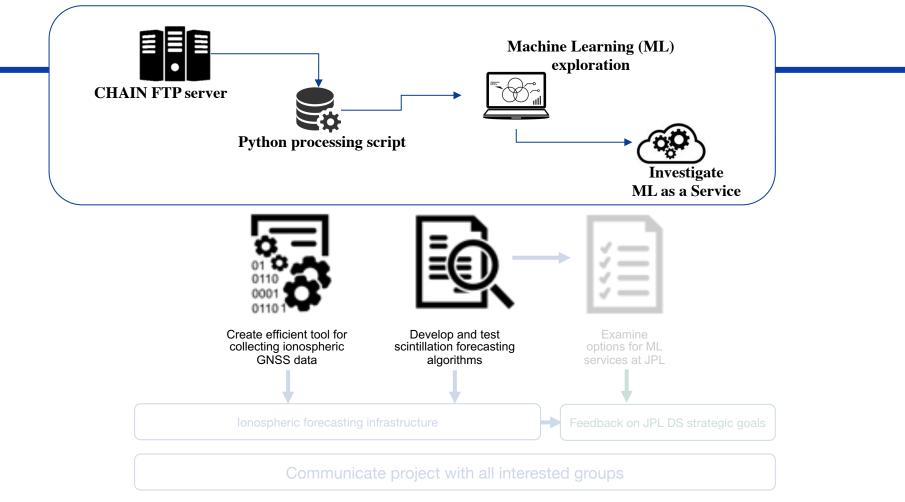




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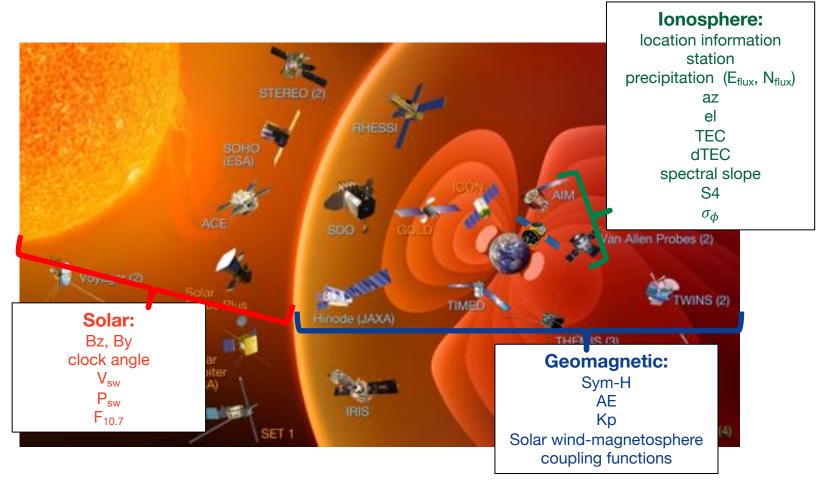




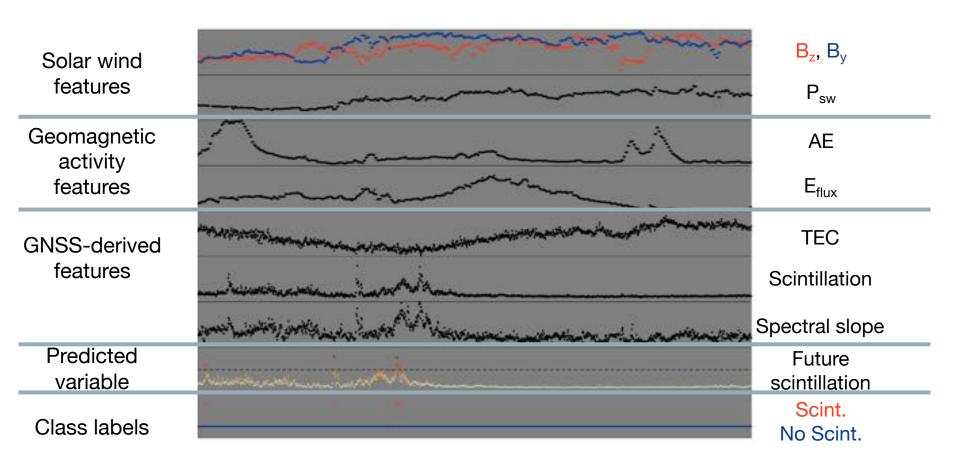


**Explainable Machine Learning** 

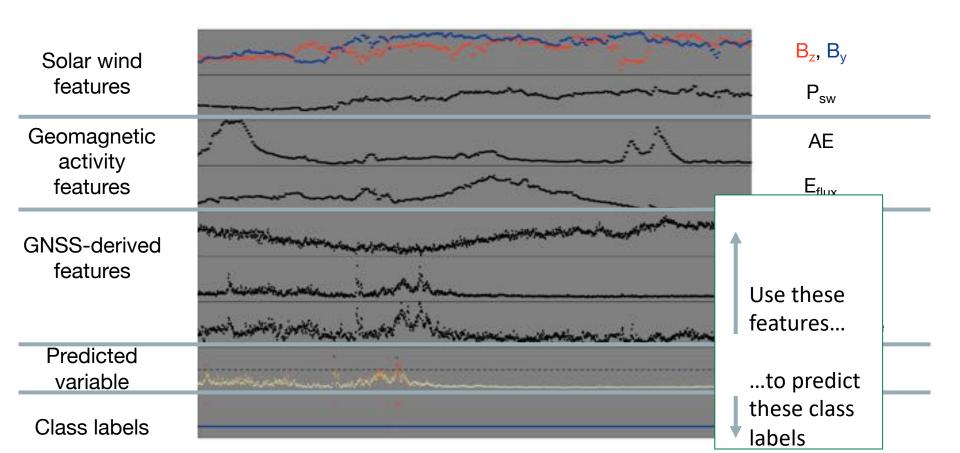
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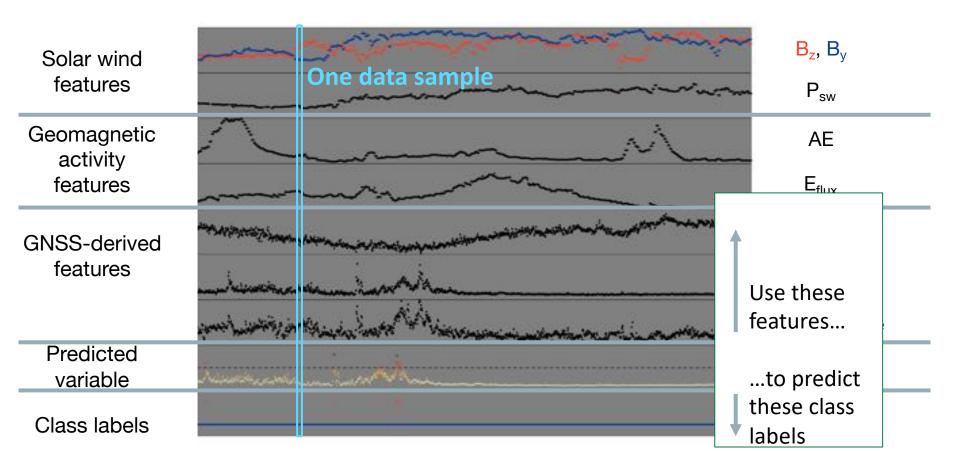
**Step 2:** Define the predictive task



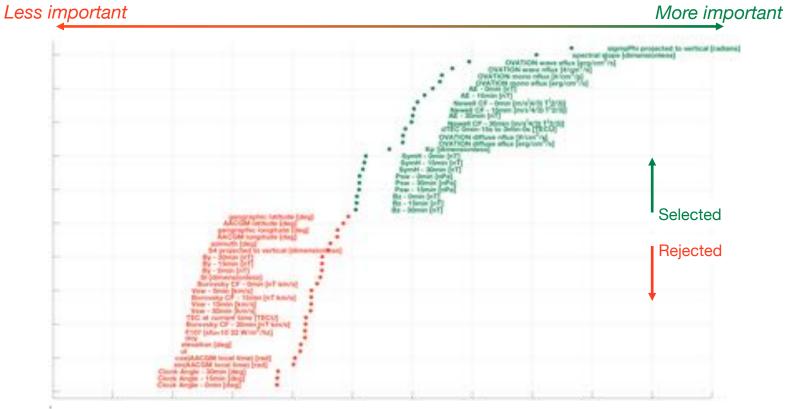
**Step 2:** Define the predictive task



**Step 2:** Define the predictive task

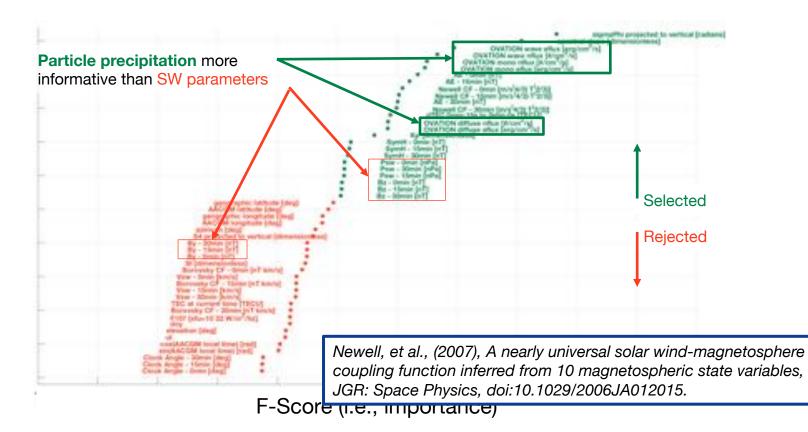


Step 4: Interrogate the model

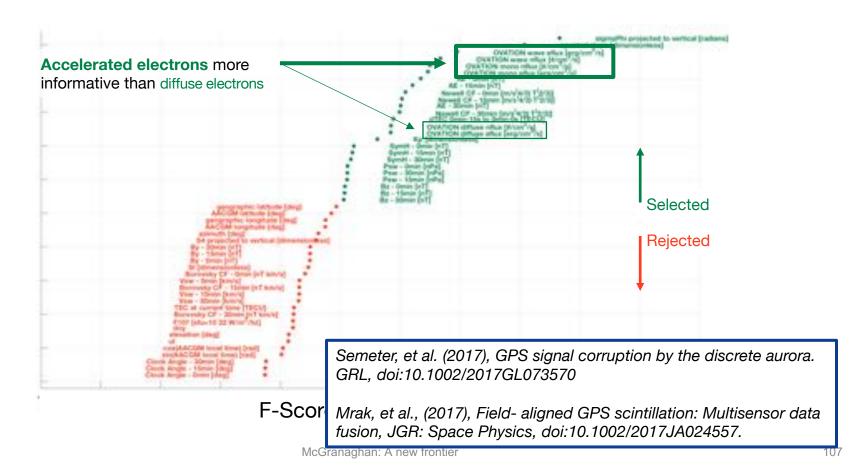


#### F-Score (i.e., importance)

Step 4: Interrogate the model

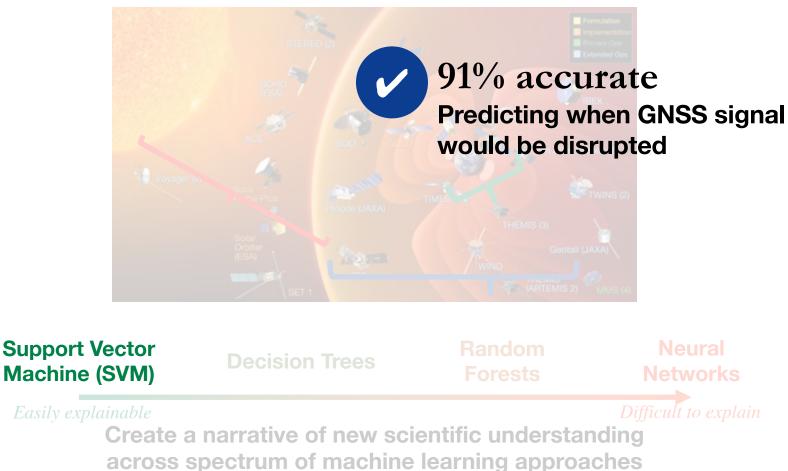


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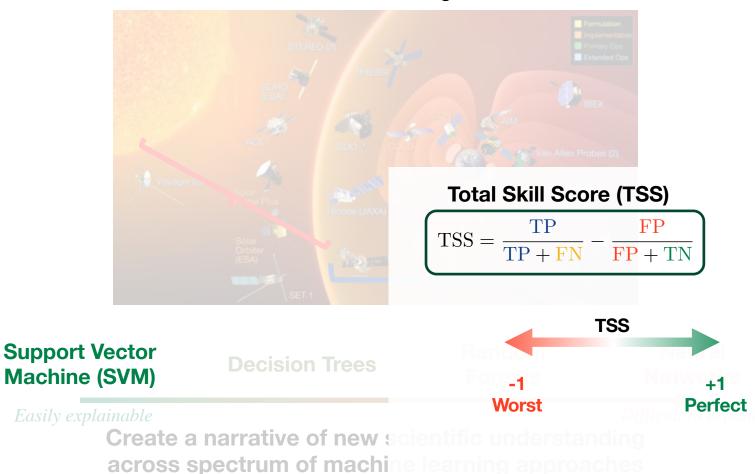


## Data-driven space weather:

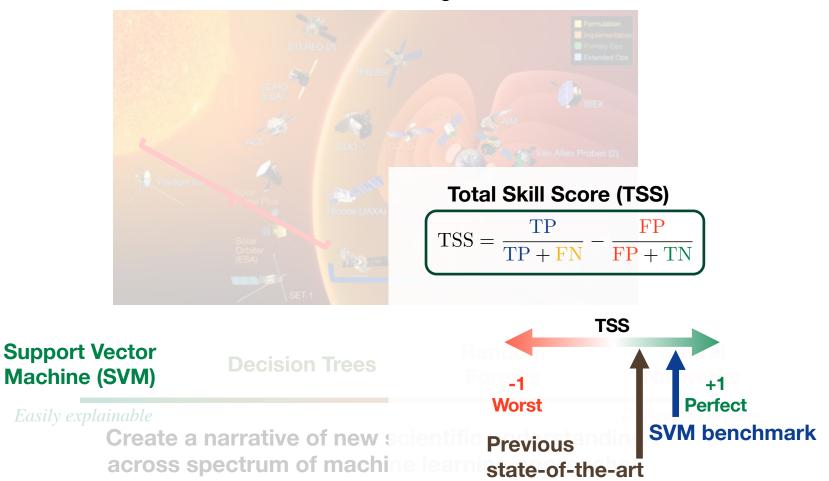
Machine learning



### Data-driven space weather: Machine learning

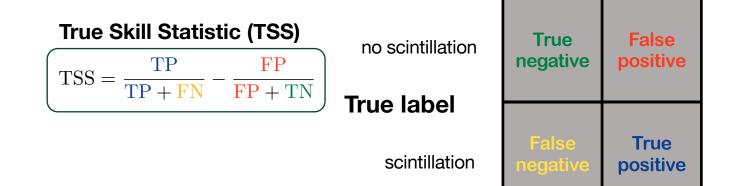


### Data-driven space weather: Machine learning



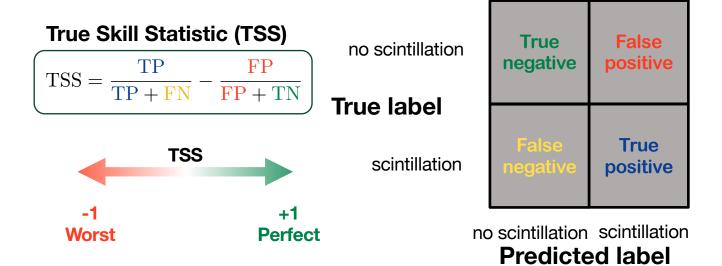
Step 4: Interrogate the model

**Evaluation** 



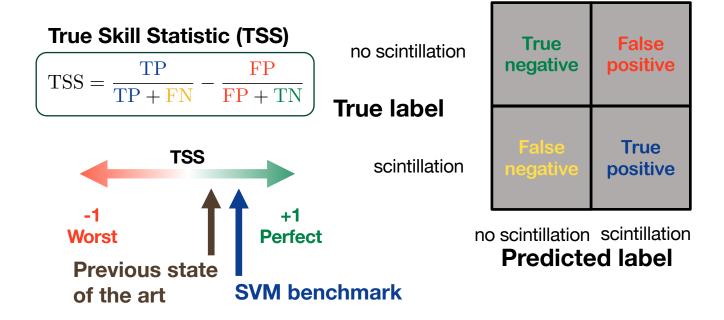
no scintillation scintillation Predicted label Step 4: Interrogate the model

**Evaluation** 



Step 4: Interrogate the model

**Evaluation** 

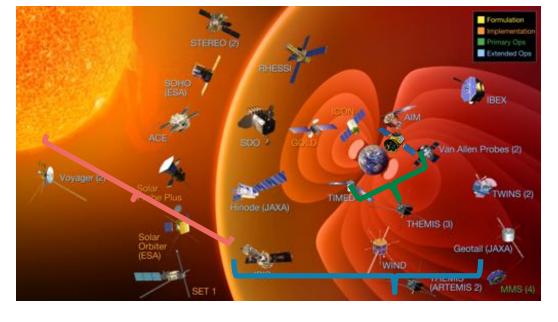


- What have we learned?
  - Be radically interdisciplinary
  - Find the data science and be open by default: Leverage the advances in information technology to make data discoverable (i.e., develop agile and completely open data tools)
  - Understand the models: Interrogate models and bring domain knowledge (e.g., traditional approaches) together with new data-driven advances (e.g., ML)
    - Evaluation dashboard

## Mapping 'What's next?'

- FDL
- MLaaS
- Openness
  - Main point: Openness engenders new progress from radically different directions
    - Citizen Science
    - Successes from open source
- Data Viz
  - Main point: innovation can illuminate new connections and directions
    - Find an example to share from the sciences? Maybe something NSF-related?
    - Create my own example from simple text-based study and visualization
- Communication and broader impact
  - Main point: Innovation in how we communicate our science can enable us to overcome disciplinary boundaries
    \* Podcast
    - ✤ Science on Tap seminar series

## What's next? Machine learning as a Service (MLaas)





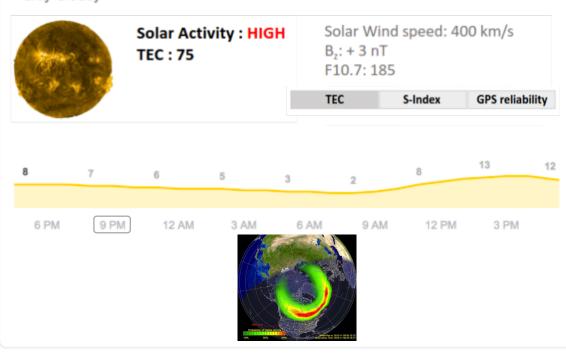
Machine Learning as a Service (MLaaS)

# "Hey Google, what's the weather like today?"

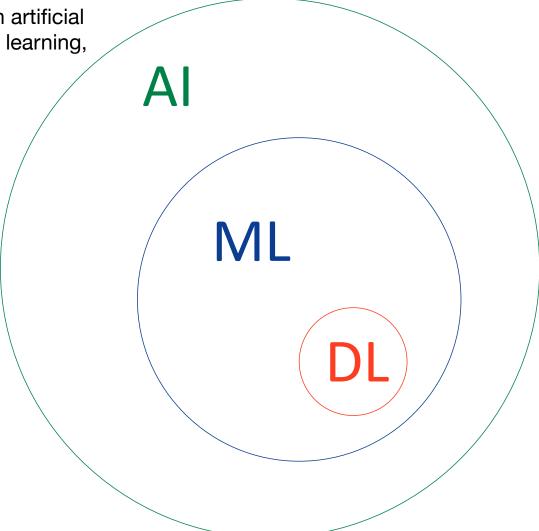


# "Hey Google, what's the space weather like today?"

Fredericton, NB, Canada Saturday 5:00 PM Partly Cloudy



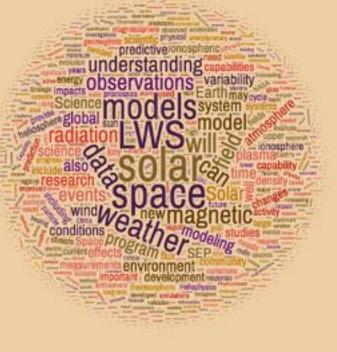
Relationship between artificial intelligence, machine learning, and deep learning



### **Toward convergence**

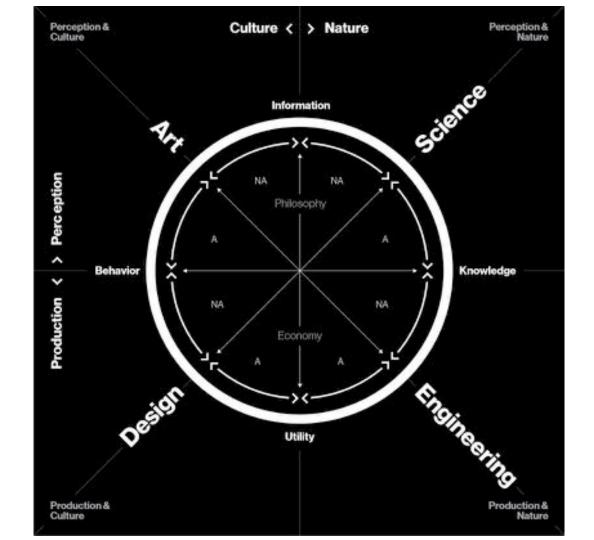
Innovation

## NASA Living With a Star Targeted Research and Technology 10-year vision report



## **Two NSF convergence HTF projects**





# **Knowledge Pyramid**

## Knowledge

Know-how, understanding, experience, insight, intuition, and contextualized information

#### Information

Contextualized, categorized, calculated and condensed data

#### Data

Facts and figures which relay something specific, but which are not organized in any way



