Title：   **MCS2.0: A Development Direction of Urban Sensing**

Speaker：Huadong Ma, Professor, Institute of Networking Technology,

Beijing University of Posts and Telecommunications, China

Abstract:

Mobile Crowd Sensing (MCS), combining crowd intelligence with mobile sensing technology, provides the excellent way of large scale and complex IoT sensing services for smart cities. However, MCS systems are with many weaknesses such as poor intelligence of individual sensing, less guide of group behavior objective, weak readjustment of crowd intelligence procedure. The development of Artificial Intelligence (AI) brings many opportunities to MCS. In this talk, we first analyze the challenges of current crowd sensing systems, then we discuss some explorations of mobile crowd sensing system with more intelligent (called MCS 2.0). Finally, we outline the prospects of IoT sensing in AI era.

Biography:

Dr. Huadong Ma is a Chang Jiang Scholar Professor, School of Computer Science, and Executive Dean of Institute of Networking Technology, Beijing University of Posts and Telecommunications (BUPT), China. He is also Director of Beijing Key Lab of Intelligent Telecommunications Software and Multimedia, BUPT. He is Chief Scientist of the project "Basic Research on the Architecture of Internet of Things" supported by the National 973 Program of China from 2010 to 2013. He received his PhD degree from the Institute of Computing Technology, Chinese Academy of Science in 1995. From 1999 to 2000, he held a visiting position in The University of Michigan, Ann Arbor, USA. His current research focuses on Internet of things and sensor networks, multimedia computing, and he has published over 300 papers in journals (such as ACM/IEEE Transactions) or Conferences (such as ACM MobiCom/MM, INFOCOM) and 5 books. He was awarded National Funds for Distinguished Young Scientists in 2009, the first class prize of Natural Science Award of the Ministry of Education, China in 2017, and the second class prize of National Teaching Achievement Award in 2018. He got the 2019 Prize Paper Award of IEEE Transaction Multimedia. He is an Editorial Board Member of the IEEE Transactions on Multimedia, IEEE Internet of Things Journal, ACM Transactions on Internet of Things, and Springer Multimedia Tools and Applications. He serves for Chair of ACM SIGMOBILE China, and General Co-Chair of ACM MobiHoc2020.