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Mobile Data Mining

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ISSN 2191-5768 ISSN 2191-5776 (electronic)
SpringerBriefs in Computer Science
ISBN 978-3-030-02100-9 ISBN 978-3-030-02101-6 (eBook)
https://doi.org/10.1007/978-3-030-02101-6

Library of Congress Control Number: 2018958912

This Springer imprint is published by the registered company Springer Nature Switzerland AG.
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

Preface

We have witnessed a fast-moving technological revolution due to the emergence of powerful smartphones. Smartphones are no longer limited to a texting-calling device, but a personal intelligent assistant with increasing abilities in sensing, computing, and networking. To make full use of this intelligent assistant, various data are collected and analyzed to provide better services for the end users.

In this book, we introduce the essential steps for mobile data mining tasks, including data collection (Chap. 2), feature engineering (Chap. 3), and learning models (Chaps. 4–6). We also discuss some key challenges and possible solutions during the introduction of each step. Overall, this book can serve as a primer for beginners to gain a big picture of mobile data mining. It also covers some useful information for further in-depth research on the topic.

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Aug 28, 2018

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