Conference Papers

2015

Deng, L., & **Gao, J.** (2015). An advertising analytics framework using social network big data. In 2015 5th International Conference on Information Science and Technology (ICIST) (pp. 470-475).

Deng, L., **Gao, J.**, & **Vuppalapati, C.** (2015). Building a Big Data Analytics Service Framework for Mobile Advertising and Marketing. In Big Data Computing Service and Applications (BigDataService), 2015 IEEE First International Conference on (pp. 256-266).

Desai, S., Park, Y., **Gao, J.**, Chang, S. Y., & Song, C. (2015). Improving Encryption Performance Using MapReduce. In High Performance Computing and Communications (HPCC), 2015 IEEE 7th International Symposium on Cyberspace Safety and Security (CSS), 2015 IEEE 12th International Conference on Embedded Software and Systems (ICESS), 2015 IEEE 17th International Conference on (pp. 1350-1355).

Eirinaki, M., & Patel, S. (2015). QueRIE reloaded: Using matrix factorization to improve database query recommendations. In Big Data (Big Data), 2015 IEEE International Conference on (pp. 1500-1508).

Gao, J., Lei, L., & Yu, S. (2015). Big Data Sensing and Service: A Tutorial. In Big Data Computing Service and Applications (BigDataService), 2015 IEEE First International Conference on (pp. 79-88).

Li, S., Zhang, T., **Gao, J.**, & **Park, Y.** (2015). A sticky policy framework for big data security. In Big Data Computing Service and Applications (BigDataService), 2015 IEEE First International Conference on (pp. 130-137).

Mazumdar, S., & **Dhar, S.** (2015). Hadoop as Big Data Operating System--The Emerging Approach for Managing Challenges of Enterprise Big Data Platform. In Big Data Computing Service and Applications (BigDataService), 2015 IEEE First International Conference (pp. 499-505).

Song, C., **Park, Y.**, **Gao, J.**, Nanduri, S. K., & Zegers, W. (2015). Favored Encryption Techniques for Cloud Storage. In Big Data Computing Service and Applications (BigDataService), 2015 IEEE First International Conference on (pp. 267-274).

Zegers, W., Chang, S. Y., **Park, Y.**, & **Gao, J.** (2015). A Lightweight Encryption and Secure Protocol for Smartphone Cloud. In Service-Oriented System Engineering (SOSE), 2015 IEEE Symposium on (pp. 259-266).

Zou, H., **Chen, H.**, & Dey, S. (2015). Understanding library user engagement strategies through large-scale Twitter analysis. Proceedings from 2015 IEEE First International Conference on Big Data Computing Services and Applications . Redwood City, CA.