

## Katy Börner Presents "Maps & Microscopes: Gaining Insights from BIG Data" at TEDxBloomington

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Katy Börner on stage at TEDxBloomington.

TED is a nonprofit devoted to "Ideas Worth Spreading." It started as a conference bringing together people from three worlds: Technology, Entertainment, Design — and its scope has become ever broader. TEDx (independently organized) events are "designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level."

Dr. Katy Börner, Victor H. Yngve Professor of Information Science at the School of Library and Information Science, was one of the featured speakers at TEDxBloomington's "Ideas Worth Spreading". The event was held at the Buskirk-Chumley Theater on March 22, 2013.

Dr. Börner's research interests include information visualization, data modeling and the development of cyberinfrastructures to assist with extensive scientific partnership and computation.

"Every morning, you jump out of bed and dive into a flood of data," says Börner. "Friends might have text'ed you, your Inbox at work is overflowing, news reports and stock market updates are piling up. You are trying to swim with grace in this stream of data, yet dealing with this much data and complexity is tough. Plug-and-play macroscopes provide a vision of the whole, help synthesize related elements, detect patterns, trends, and outliers while granting access to myriad details. Using macroscopes, anyone can navigate and manage massive streams of data, make informed decisions, and even have fun with big data."

Video of Katy's talk will be available soon at [tedxbloomington.org/2013](http://tedxbloomington.org/2013).

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