



INVITED SESSION SUMMARY

Title of Session: **BeDaF: Behavioral Data-driven Futures applications**

Name, Title and Affiliation of Chair: ELFAZZIKI Abdelaziz, Computer Science Department, Faculty of Sciences Semlalia, Cadi Ayyad University, Marrakesh, Morocco

Details of Session (including aim and scope):

Machine learning (ML) and the Internet of Things (IoT) play a central role in many technologies and applications, and artificial intelligence (AI)-based systems will continue to transform virtually every aspect of our lives in the future. Typically, ML and IoT are used to create computing systems that emulate human intelligence. However, it is often discussed how these systems can be fed with Internet of behavioural (IoB). Why is data behavioural so important? Because they are not static, they make it possible to follow the evolution of behavior in different aspects. They pave the way for automating the triggering of new strategies based on the real-time actions of targeted entities. For example, in the medical field, real-time behavioral data is valuable for reaching healthcare professionals in various scenarios, including when introducing a new device or therapy to the market, as well as to influence medical prescriptions.

The session aims to discuss how the concepts of ML and IoT have gained increasing importance in some of the leading applications and technologies that implement intelligent systems based on behavioral data. It will provide an interdisciplinary space for researchers and developers to present the latest research advances as well as prototyped or deployed systems in various fields (such as medical diagnostics, intelligent decision-making, knowledge engineering, computer vision, etc.).

This special session aims to:

- Use behavioural data analysis techniques from renowned ML and IoT experts for a fundamental understanding.
- Have a new perception on the latest technologies (Internet of Behavior) that can help anticipate future behaviors of individuals.
- Understand how the use of behavioral data can be applied through various industries.
- Examine how ML approaches combined with IoT and IOB have proven successful in making decisions based on behavioral data.

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

- Social Computing, and Applications
- Behavioral analytics
- Social Behavior
- Strategic IoT and IoB solutions for smart agriculture
- Multi-Agent systems and behavioral simulation
- Internet of Behavior: Types, models, principles
- Patient Behavioral Analysis and Smart Healthcare
- Medical Behavioral Data Analysis
- Water supply management
- Behaviour prediction
- Behavioural economics with data analysis
- Digital Marketing and Advertising

Website URL of Call for Papers (if any):

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