# ABSTRACT SUBMISSION FORM

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| Paper details | ORAL | | | |
| **Paper title**  **(limited to 6 words)** | Big Data - Not just about size | | | |
| **Overview of presentation** (300-word maximum)  One of the biggest changes for traffic engineers and transport planners in the last decade has been the enormous increase in the amount, nature and availability of data. This includes a wealth of data coming from non-traditional sources.  Just because we are recording many more samples of a transport task, such as travel times with Bluetooth technology, this does not automatically guarantee perfect accuracy.  The challenges for the future is to ensure that we are getting clean, accurate data; that we know what the data is actually measuring; and that we do not get overpowered by huge data sets at the expense of looking at the depth of issues that are involved in why and how people are traveling.  A big data sample does not remove the need for checking and removing erroneous records. The paper will document practical examples where cleaning up data from the new ways of recording information is still critical. It is more than just identifying obvious errors. It requires intuition and skill to recognise inconstancies and then prioritising important issues.  The paper then takes up on a quote from T S Eliot who wrote:  Where is the wisdom we have lost in knowledge?  Where is the knowledge we have lost in information?  With respect to the great writer, the paper adds to the above progression with:  Where is the information we have lost in big data?  This approach is a continuation of a process to compile examples and ideas on why we need to maintain traffic and transport engineering research, skills and resources to ensure we are using accurate data that is used with wisdom. | | | | |