

Data Science

Lecture 1-2: Social Impact of Data Science



UNIVERSITY
OF AMSTERDAM

Lecturer: Yen-Chia Hsu

Date: Feb 2023

Data science **can create a social impact** to
influence society positively!

This lecture uses my three previous projects
to show the social impact of data science.

Air Quality Monitoring System

Integrating smoke videos, sensor readings, and smell reports

<http://shenangochannel.org>

The screenshot shows the ACM Digital Library homepage with a search bar and navigation links. Below the search bar, a red banner displays conference-related links: Conference, Proceedings, Upcoming Events, Authors, Affiliations, and Award Winners. The main content area shows the search results for "Community-Empowered Air Quality Monitoring System".

Home > Conferences > CHI > Proceedings > CHI '17 > Community-Empowered Air Quality Monitoring System

RESEARCH-ARTICLE • ♀

Community-Empowered Air Quality Monitoring System



Authors: Yen-Chia Hsu, Paul Dille, Jennifer Cross, Beatrice Dias, Randy Sargent, Illah Nourbakhsh

[Authors Info & Affiliations](#)

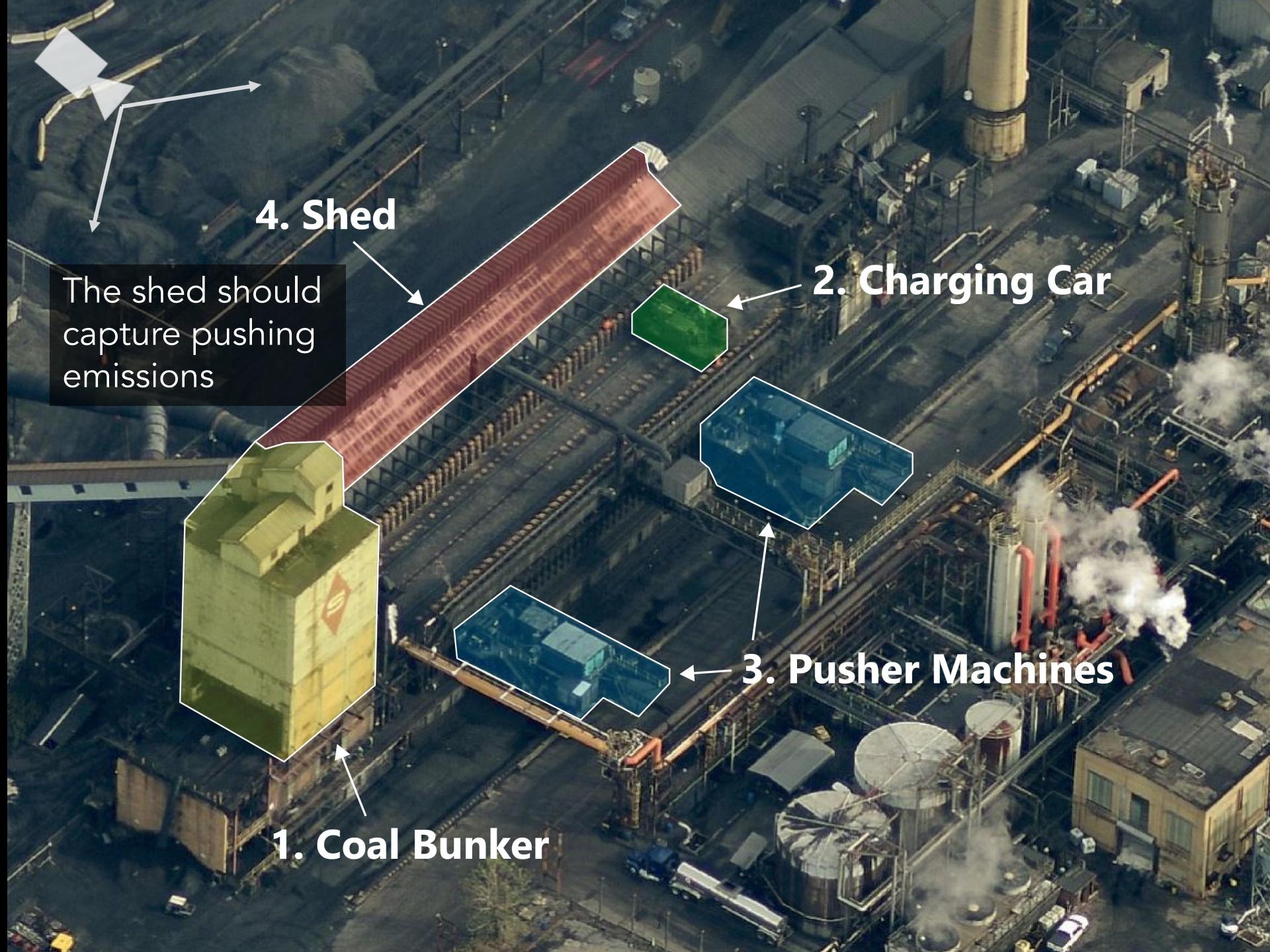
Publication: CHI '17: Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems • May 2017

• Pages 1607–1619 • <https://doi.org/10.1145/3025453.3025853>

10 540

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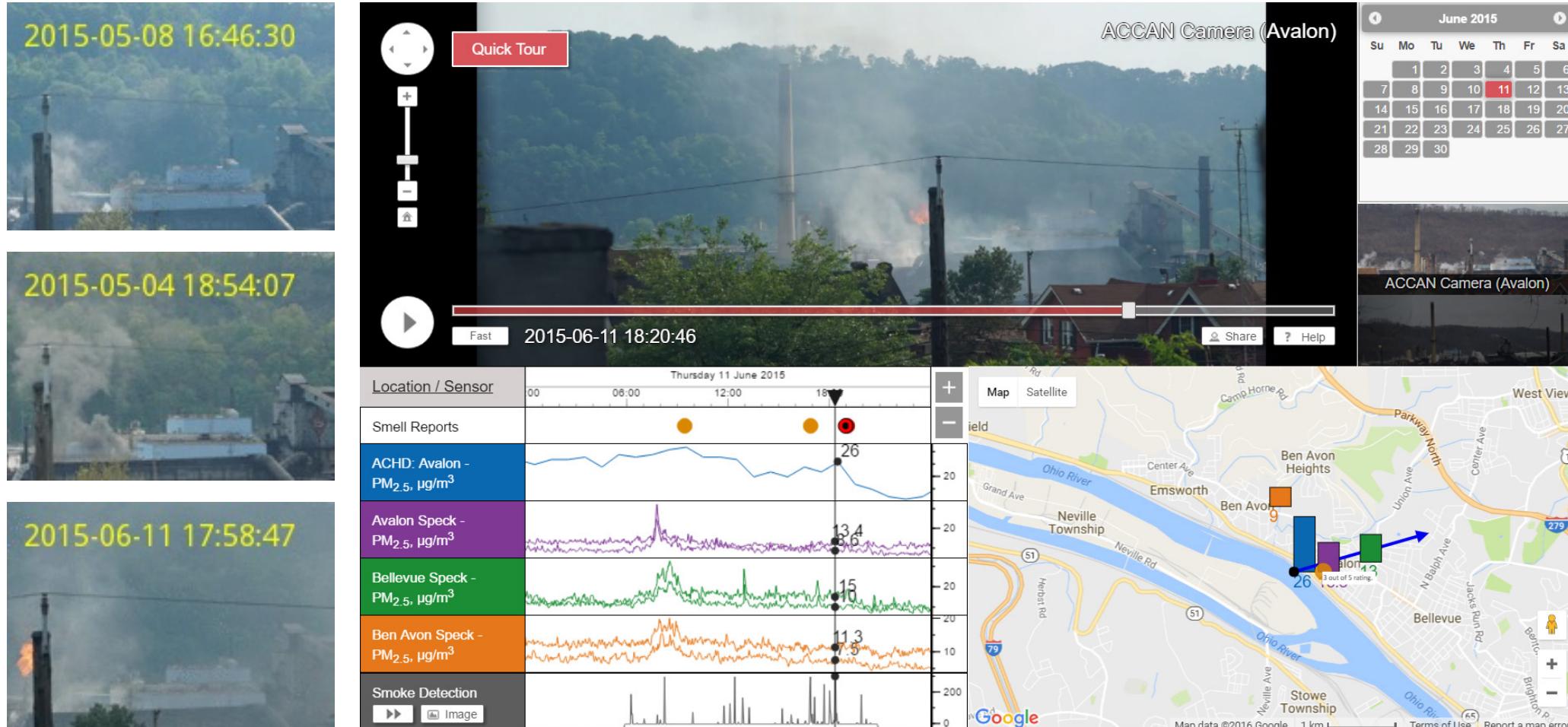






- Co-design to collect evidences of air pollution
- Present them to the government or media
- Raise the public awareness of air quality issues

Residents can integrate the evidence of air pollution and their personal experiences into a story to **influence regulators' attitudes** and **increase the community's confidence**.



"But what I see in the video," the acting director of U.S. EPA Region III Air Protection Division said, referring to videos from the system that were projected on a screen at the front of the meeting room, **"is totally unacceptable."**



2015-05-27 12:44:10



2015-10-11 17:40:42



2015-06-15 17:44:21



2015-06-11 17:54:00







Smell Pittsburgh

Crowdsourcing and visualizing pollution odors

<https://smellpgh.org>

The screenshot shows the ACM Digital Library website. At the top, there are links for Journals, Magazines, Proceedings, Books, SIGs, Conferences, and People. A search bar allows users to search the ACM Digital Library or perform an Advanced Search. The main content area features a green banner for the journal "ACM Transactions on Interactive Intelligent Systems". Below the banner, the article title "Smell Pittsburgh: Engaging Community Citizen Science for Air Quality" is displayed, along with author information and social sharing icons.

RESEARCH-ARTICLE

Smell Pittsburgh: Engaging Community Citizen Science for Air Quality



Authors: [Yen-Chia Hsu](#), [Jennifer Cross](#), [Paul Dille](#), [Michael Tasota](#), [Beatrice Dias](#), [Randy Sargent](#),
[Ting-Hao \(Kenneth\) Huang](#), [Illah Nourbakhsh](#) [Authors Info & Affiliations](#)

Publication: ACM Transactions on Interactive Intelligent Systems • November 2020 • Article No.: 32
• <https://doi.org/10.1145/3369397>

0 25

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REPORT AN AIR QUALITY COMPLAINT FORM

Type what you're looking for 

[More How Do I... >](#)

» Health Department > Programs > Air Quality > Report an Air Quality Complaint Form

Report an Air Quality Complaint

Use this form to send us a comment or to register a complaint with the Health Department's Air Quality Program.

Enforcement inspectors respond to every citizen complaint received via the complaint line (412-687-ACHD) or this form. Please remember to include your name and email address if you wish to receive a response. Comments or complaints cannot be acknowledged without an email address.

Please note: Be as specific as possible. When filing a complaint about open burning or foul odors, please include the time, location (neighborhood or zip code), and a brief description of the odor or smoke associated with your complaint.

An asterisk (*) denotes a required field. Name and email are suggested.

Air Quality Program Office:

301 39th St.

Building 7

Pittsburgh, PA 15201

 [Google Directions](#)

Name:

Email:

Subject:

*Time, Location, Nature of Complaint:

* Denotes a required field.

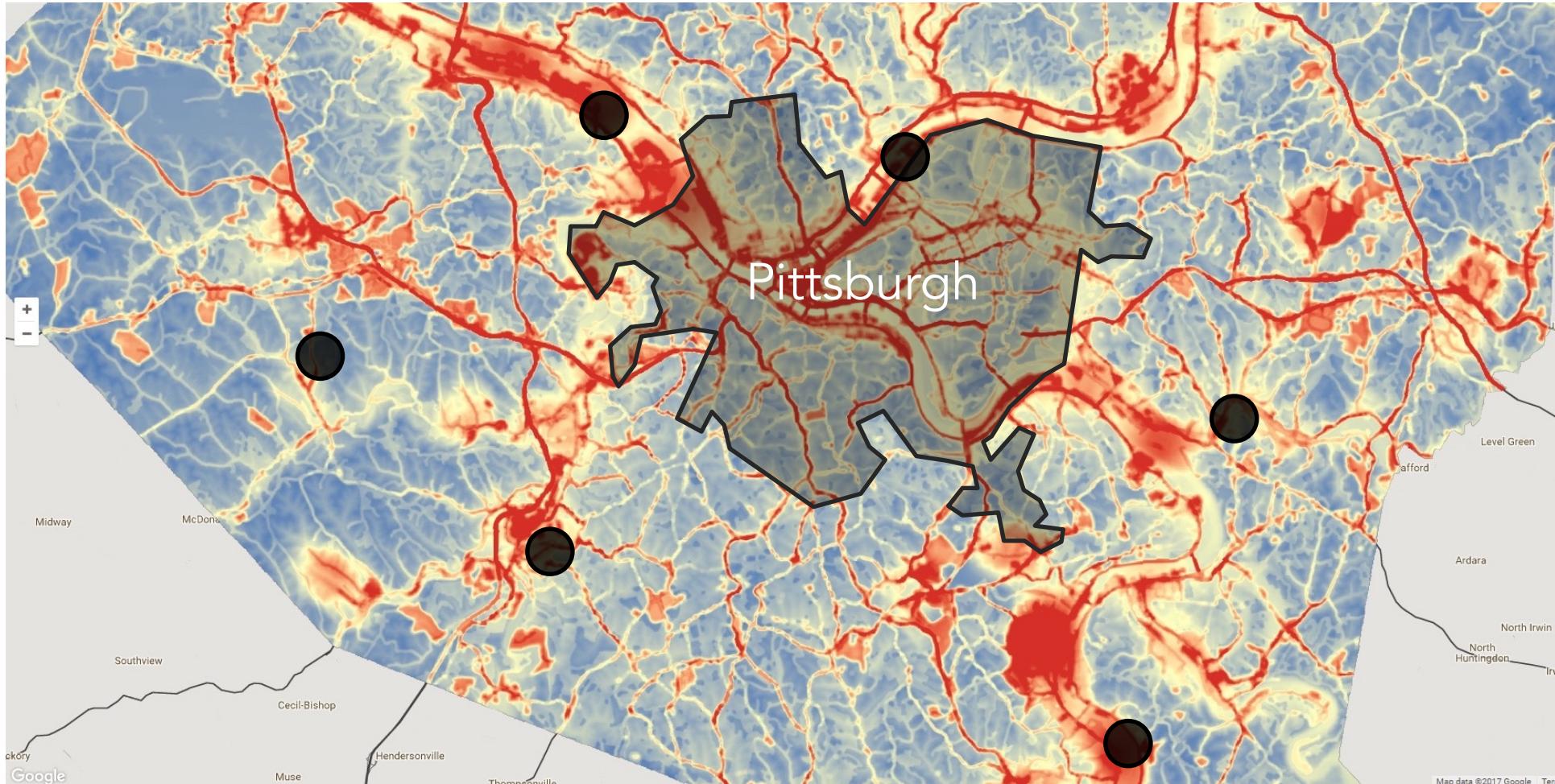
[Send Message](#)

The prior approach that asks citizens to report odor complaints post hoc via forms or phone calls suffers from:

- poor data quality
- non-transparency

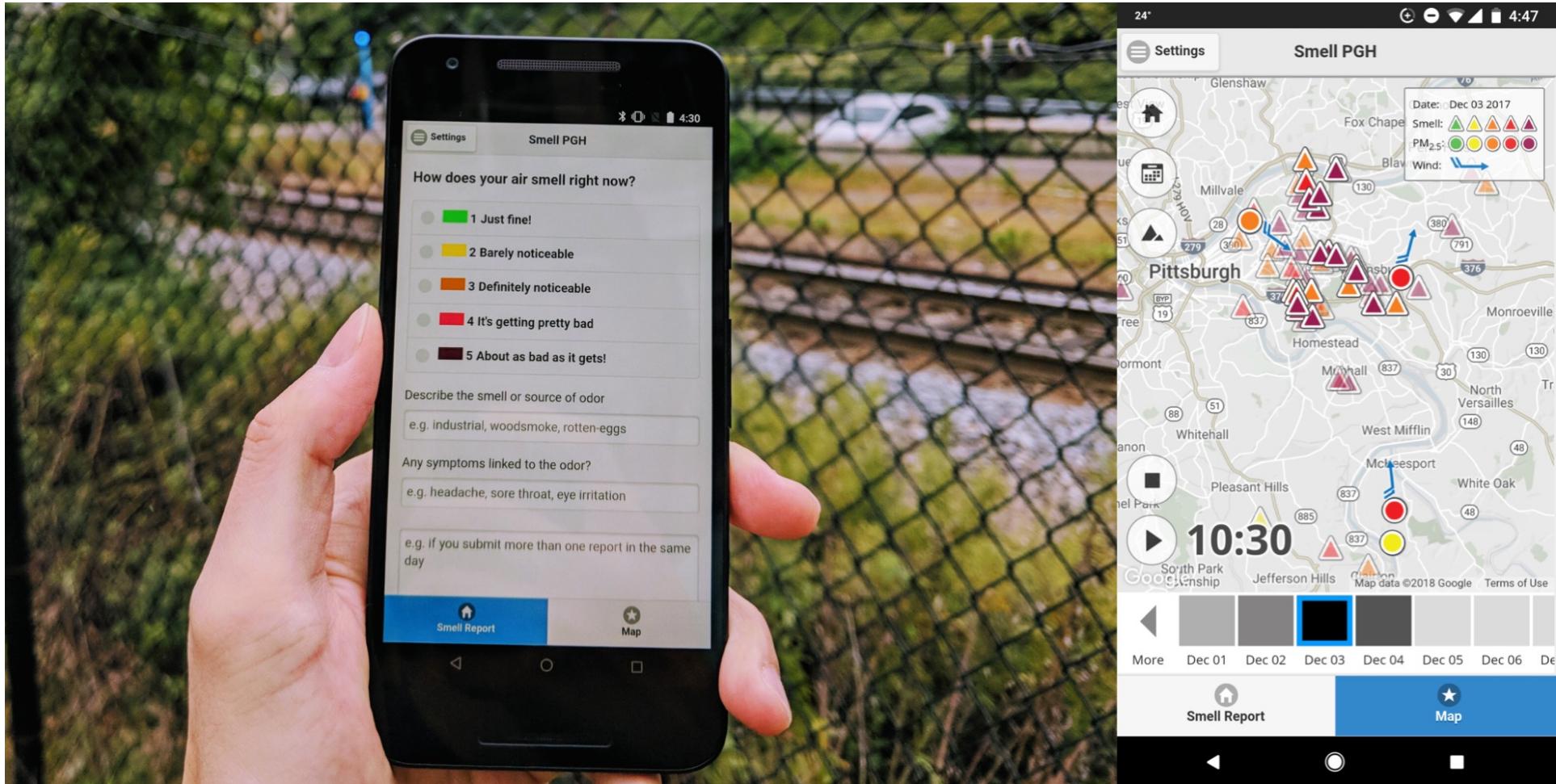
The odor reporting form -- <https://www.allegenycounty.us/Health-Department/Programs/Air-Quality/Report-an-Air-Quality-Complaint-Form.aspx>

How can we effectively collect the smell experiences on a **city-wide scale** with more than 300,000 residents and many pollution sources over many years?

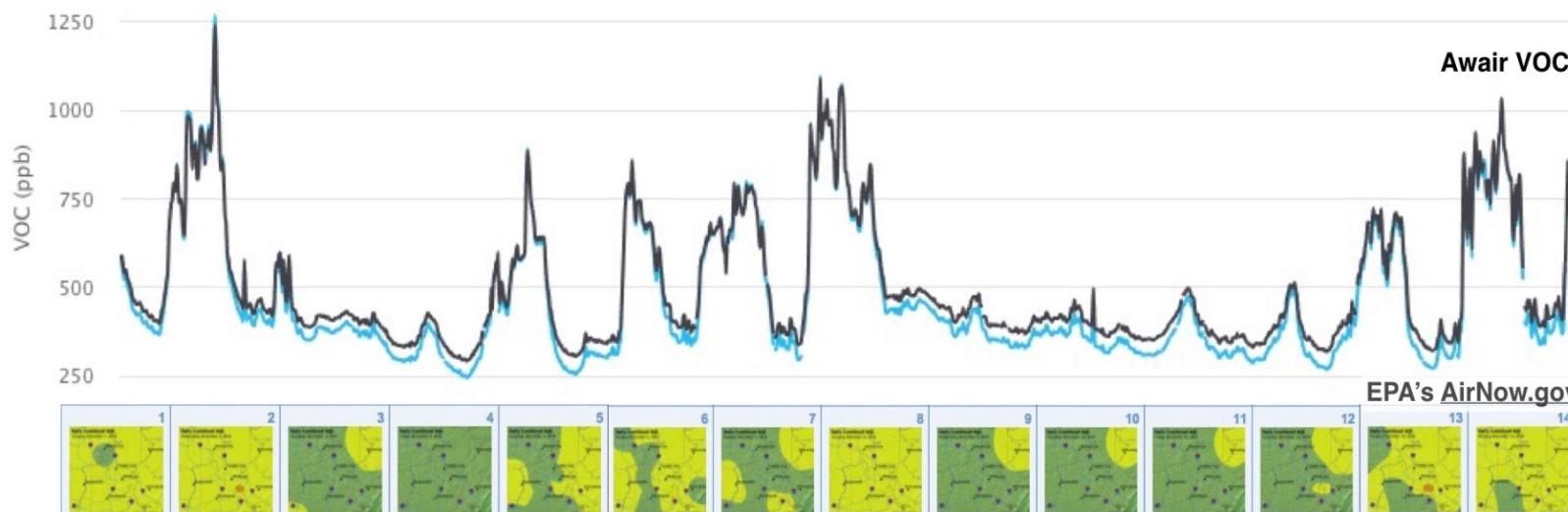
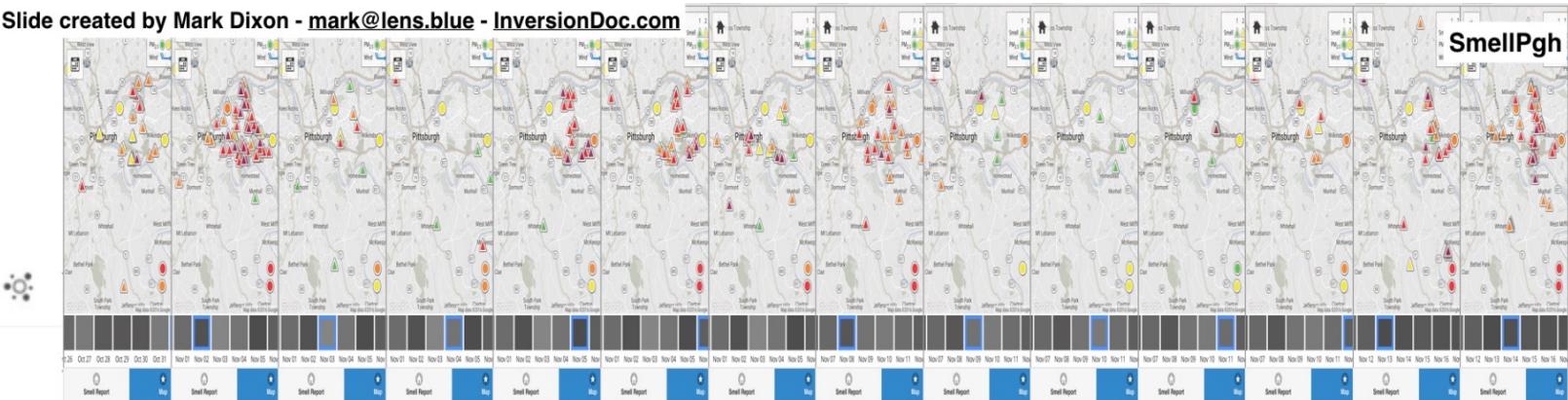


Pittsburgh pollution map -- <https://breathetheproject.org/pollution-map/>

Smell Pittsburgh enables communities to [collect data on a large scale](#). Also, visualizing multi-modal data in real-time can help communities understand local concerns.



Community members plot smell reports with self-operated VOC (volatile organic compounds) sensors to [find correlations](#) and inspect how pollution impacts them.



Decision-makers in the local health department mentioned that "Every aspect of the activity and operation of these coke plants will have a more stringent standard applied."

Monday, November 12, 2018, 12:09PM | 44°

Pittsburgh Post-Gazette

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Air advocates read 'scroll of smells' at health board meeting

Photo credit Don Hopey



Table 1: Distribution of Smell Reports

Smell Rating	Description	2022	2021	2020	2019	2018	2017
1	Just fine!	333 (3.6%)	707 (5.7%)	1,565 (8.2%)	1,711 (9.5%)	1,199 (13.0%)	1,658 (20.4%)
2	Barely noticeable	287 (3.1%)	447 (3.6%)	921 (4.8%)	798 (4.4%)	497 (5.4%)	665 (8.2%)
3	Definitely noticeable	1,922 (20.8%)	2,902 (23.3%)	4,436 (23.3%)	4,305 (23.9%)	2,649 (28.8%)	2,246 (27.7%)
4	It's getting pretty bad	3,185 (34.5%)	4,258 (34.2%)	6,014 (31.6%)	5,805 (32.3%)	2,932 (31.9%)	2,171 (26.8%)
5	About as bad as it gets!	3,506 (38.0%)	4,126 (33.2%)	6,082 (32.0%)	5,358 (29.8%)	1,918 (20.9%)	1,372 (16.9%)
Sum		9,233	12,440	19,019	17,977	9,195	8,112

Table 2: User Engagement with The Smell PGH App

Number of Unique Users	2022	2021	2020	2019	2018	2017
Submitted Reports	1,242 (37.0%)	1,804 (41.5%)	2,688 (46.8%)	3,274 (50.9%)	1,769 (66.9%)	1,308 (58.4%)
Used the Map	3,054 (90.9%)	3,919 (90.2%)	5,227 (91.0%)	5,708 (88.8%)	2,248 (85.0%)	1,949 (87.0%)
Participated (N)	3,358	4,347	5,743	6,429	2,645	2,239

Is smell data useful in predicting local air pollution events and identifying patterns?

Smell Pittsburgh predicts upcoming smell events (based on the collected reports) and send push notifications to inform users and encourage engagement.



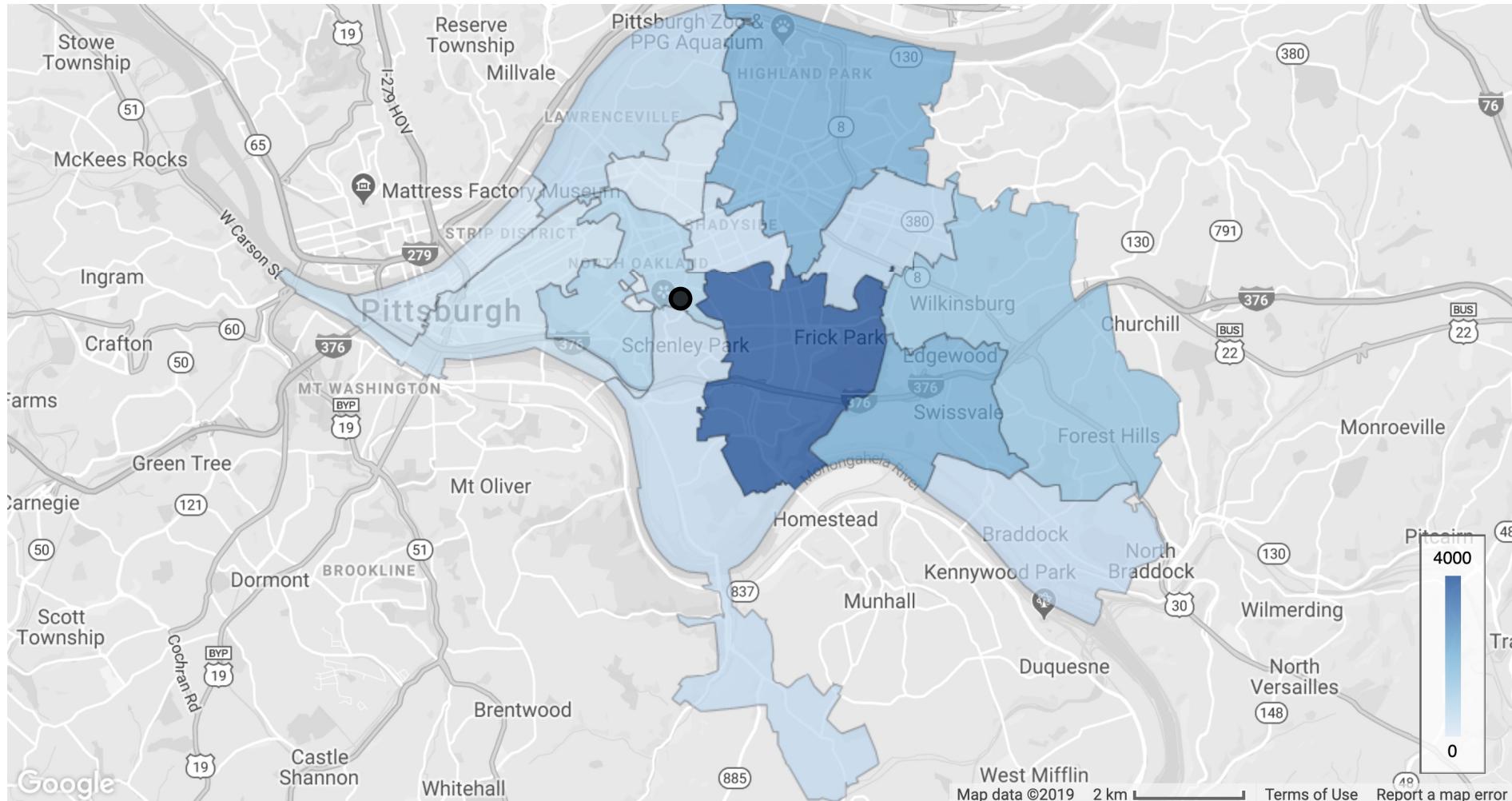
SMELL PGH

Smell Event Alert

Local weather and pollution data indicates there may be a Pittsburgh smell event in the next few hours.

Keep a nose out and report smells you notice!

A geographic region in Pittsburgh is manually selected when predicting the smell events. The black dot is Carnegie Mellon University.



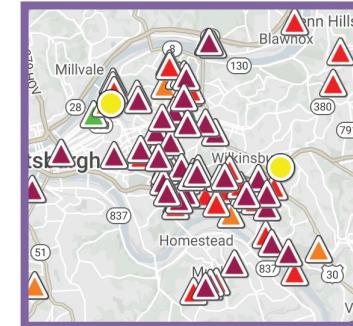
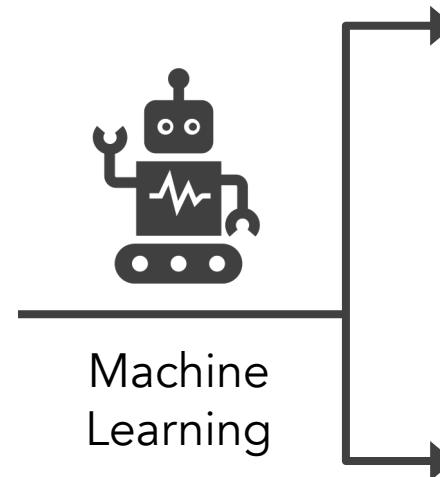
Number of smell reports aggregated by zip codes -- <https://smellpgh.org/analysis#figure9>

We use a Random Forest (a machine learning model) to predict smell events from air quality data (obtained from government-operated sensor stations).

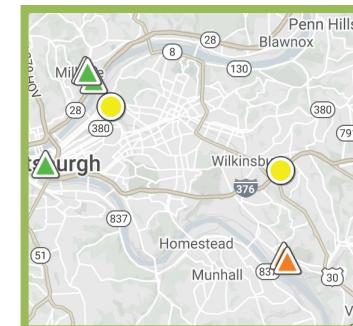
O ₃ : 26 ppb	CO: 127 ppb
H ₂ S: 0 ppb	PM _{2.5} : 9 µg/m ³
Wind: 17 deg	...
Observation 1	

O ₃ : 1 ppb	CO: 1038 ppb
H ₂ S: 9 ppb	PM _{2.5} : 23 µg/m ³
Wind: 213 deg	...
Observation 2	

⋮

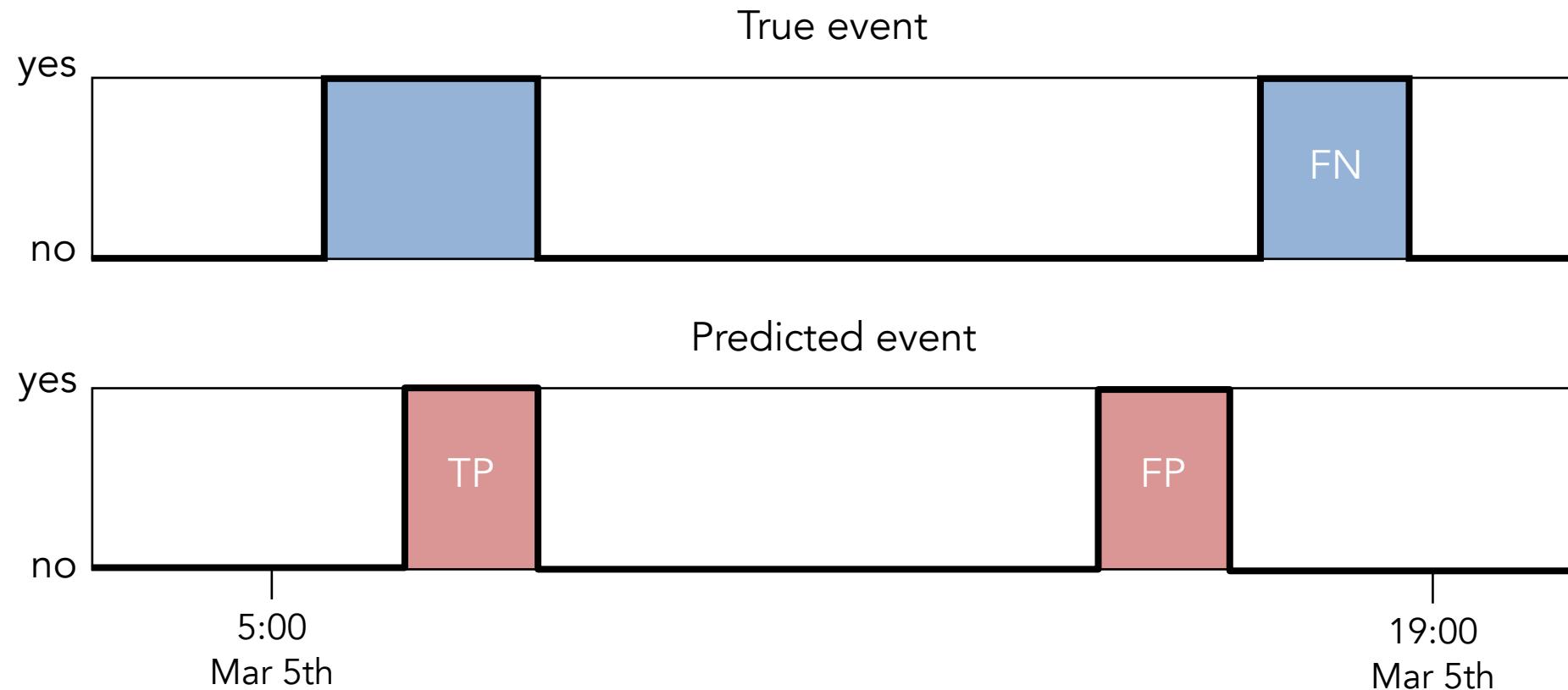


:(Has Event

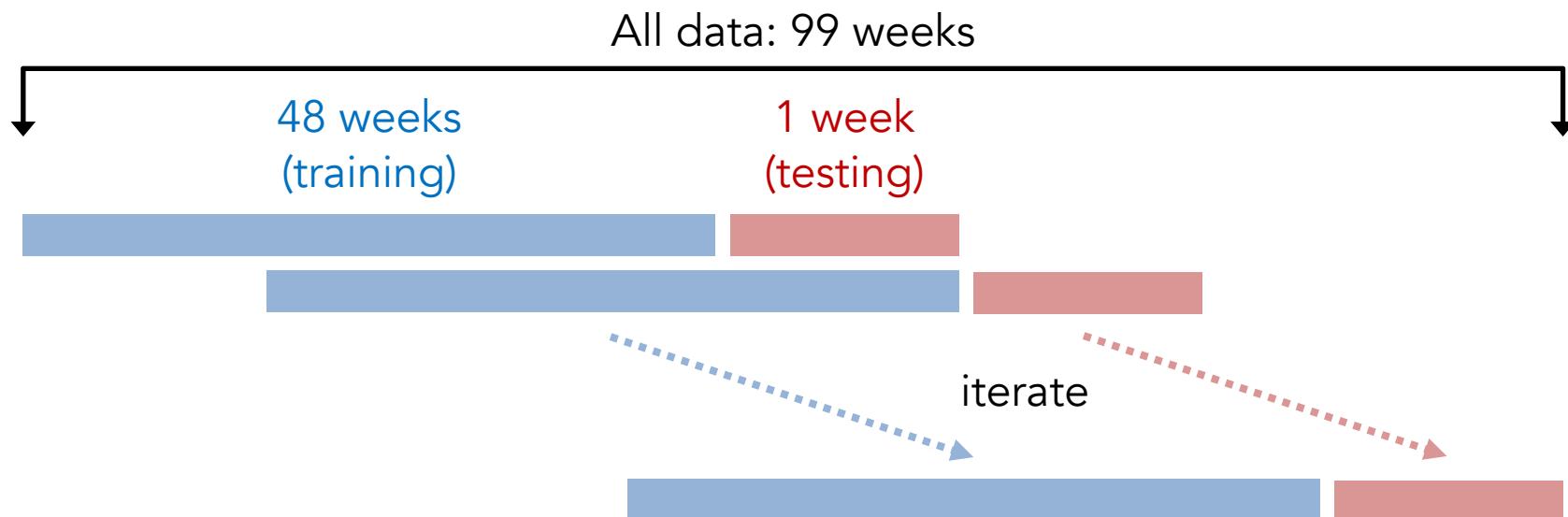


:> No Event

To evaluate models, we first compute **true positives (TP)**, **false positives (FP)**, and **false negatives (FN)** for smell events.

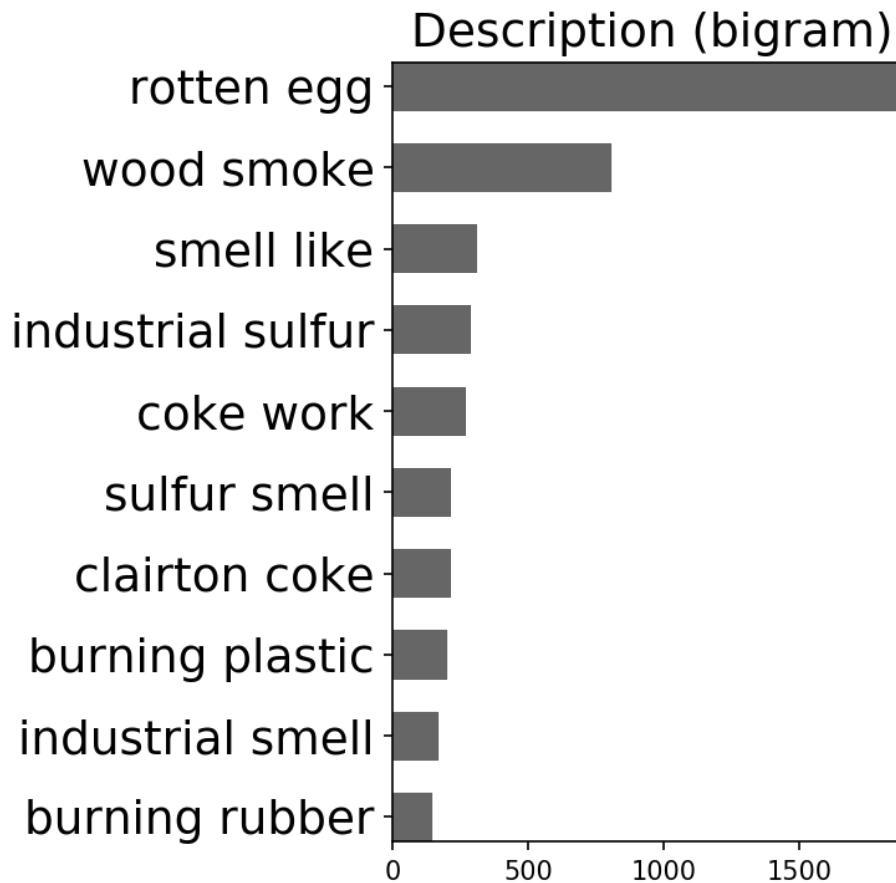
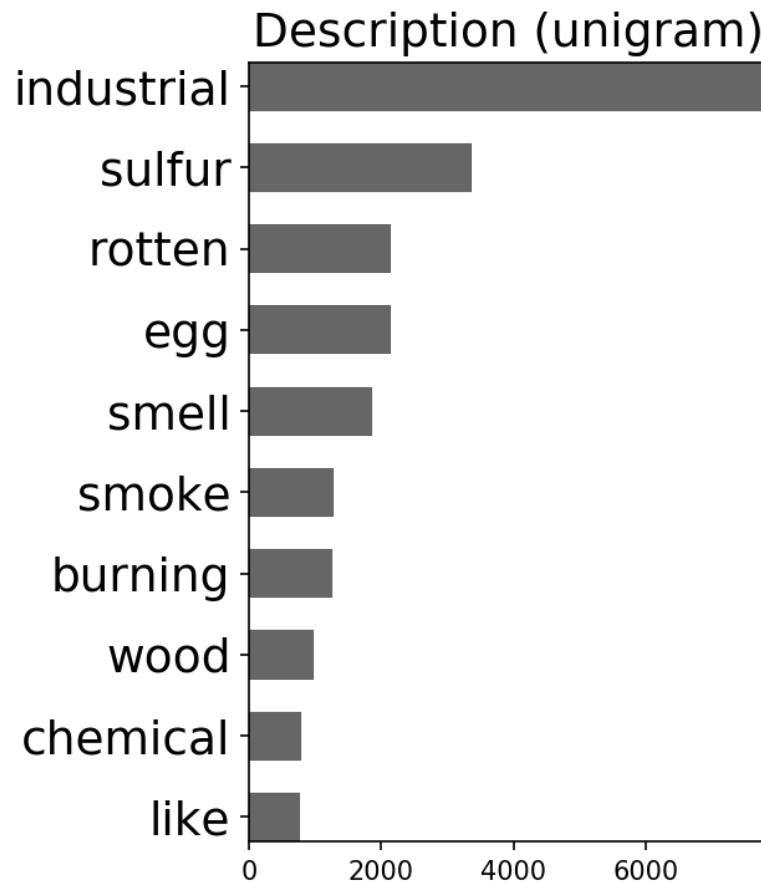


We apply time series cross-validation of several pairs of **training** and **testing** sets to evaluate the model performance.

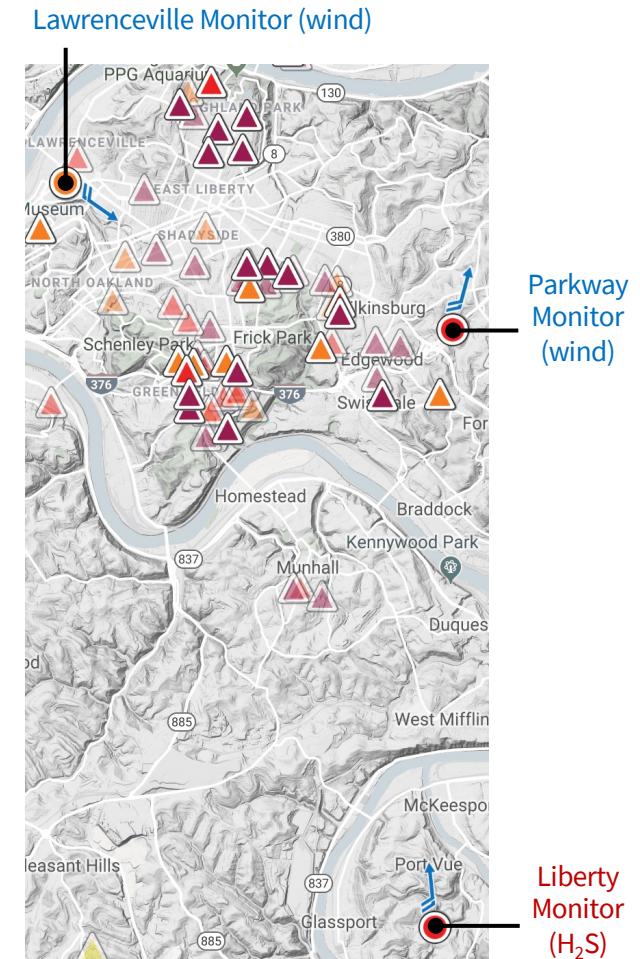
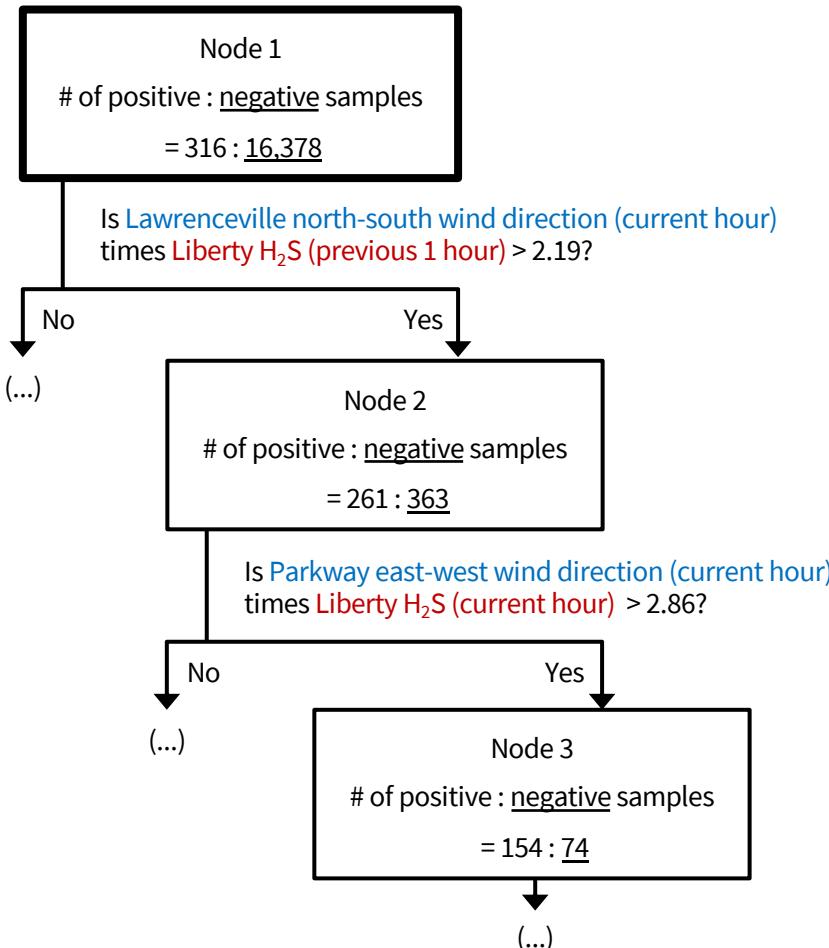


	Precision	Recall	F-score
Our best model	0.87 ± 0.01	0.59 ± 0.01	0.70 ± 0.01
Always yes	0.2	1	0.33

High-frequency words and phrases in smell reports mostly describe **industrial pollution odors**, like **hydrogen sulfide**.

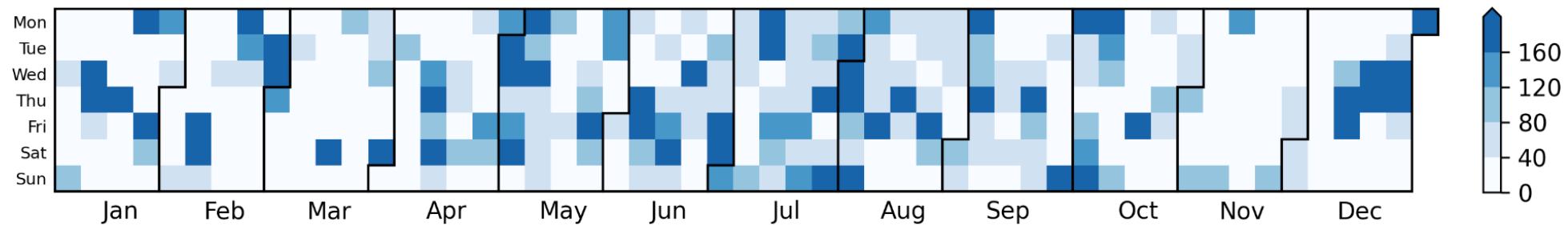


We also use Decision Tree (a machine learning model) to explain about 30% of the smell events, which is a joint effect of wind information and hydrogen sulfide.

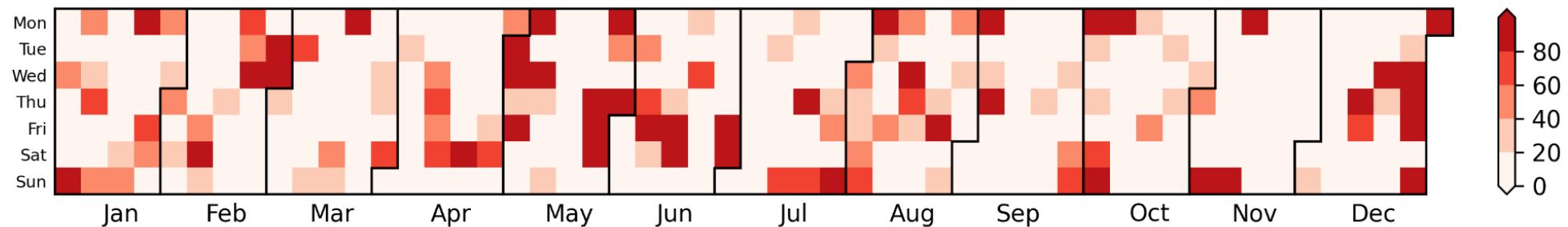


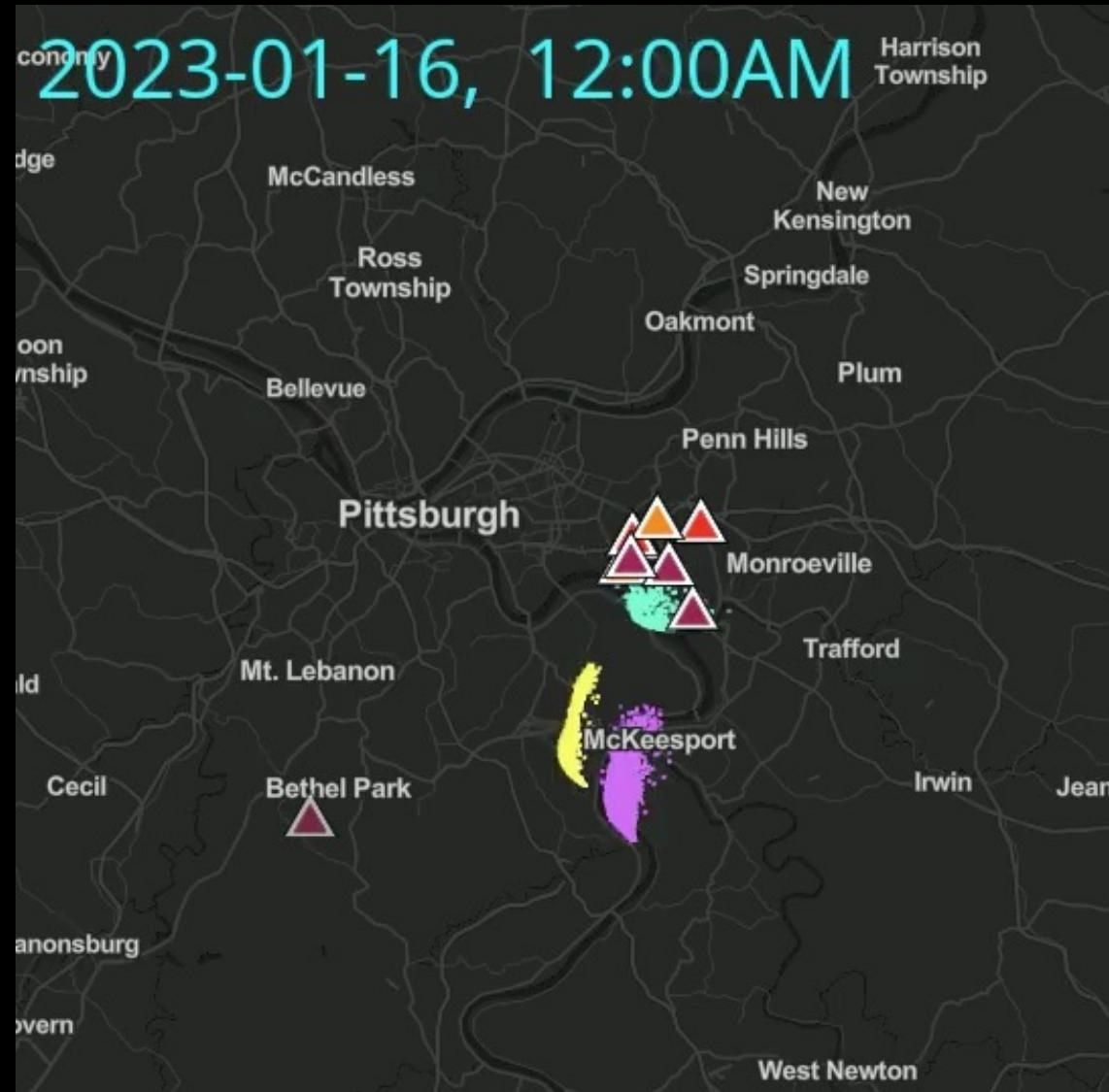
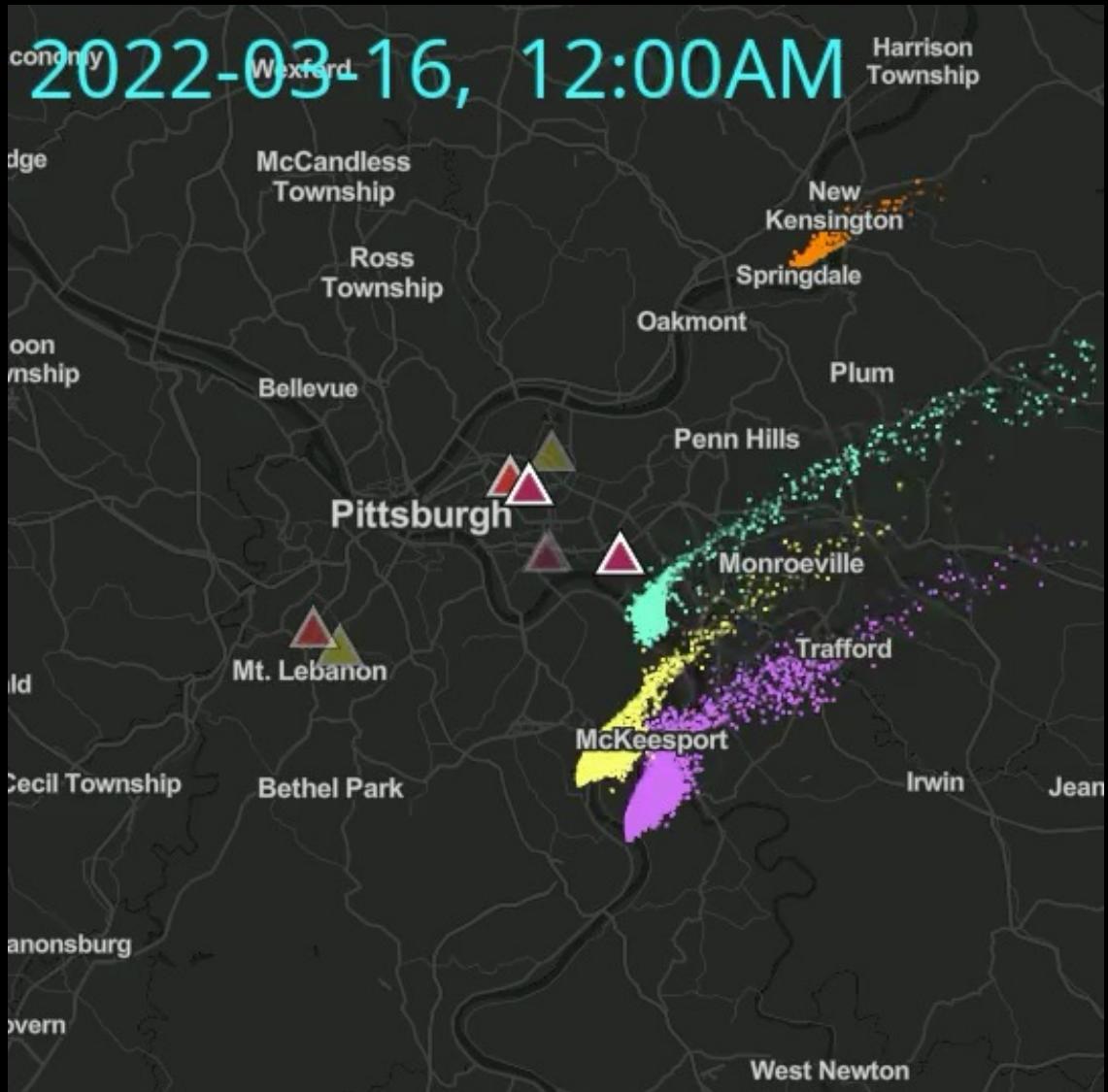
We further compute and visualize the relationship between the sum of smell ratings and the maximum concentration of weighted hydrogen sulfide for each day.

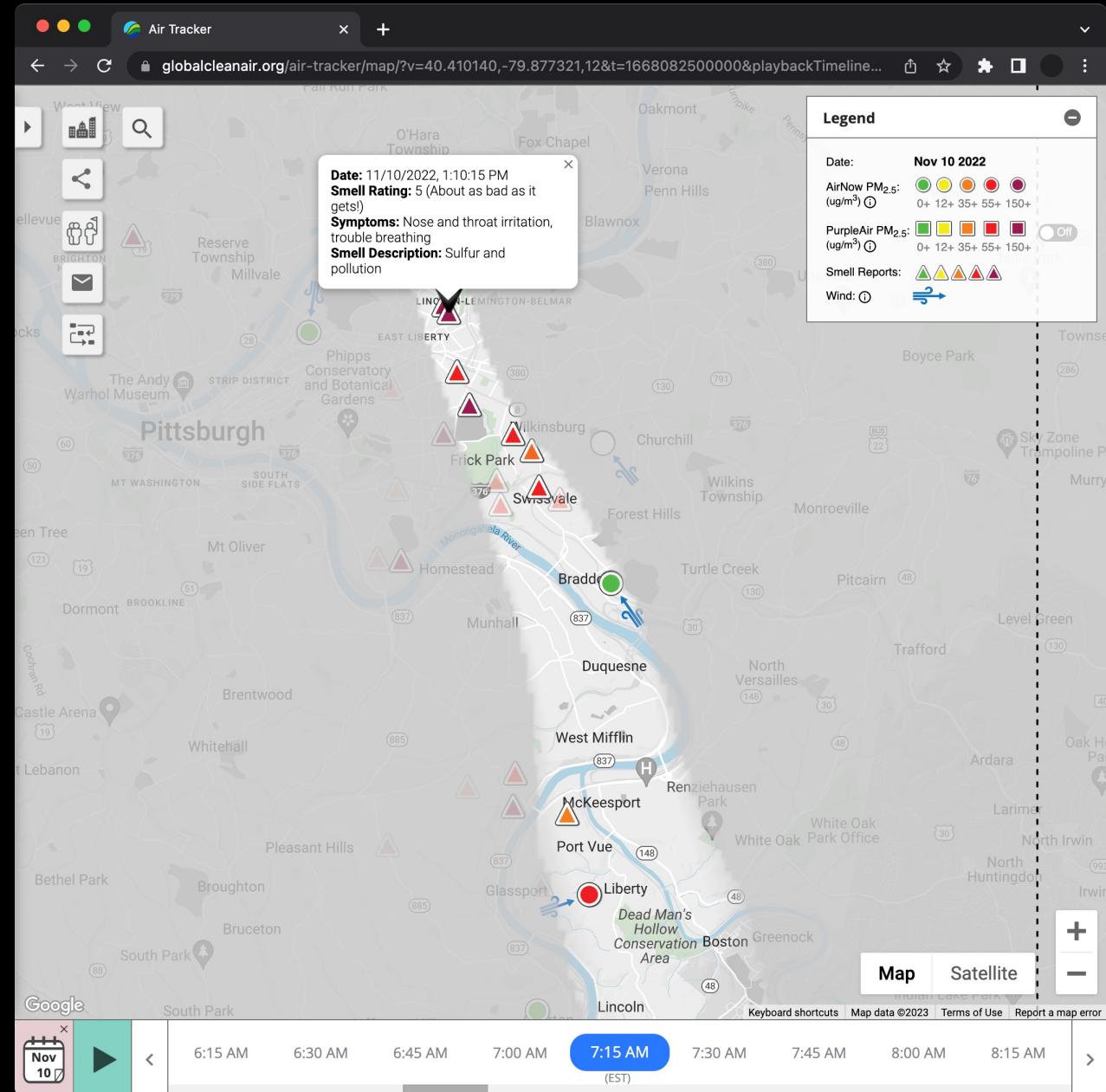
Sum of smell ratings by date (2018)



Maximum of weighted hydrogen sulfide concentration by date (2018)



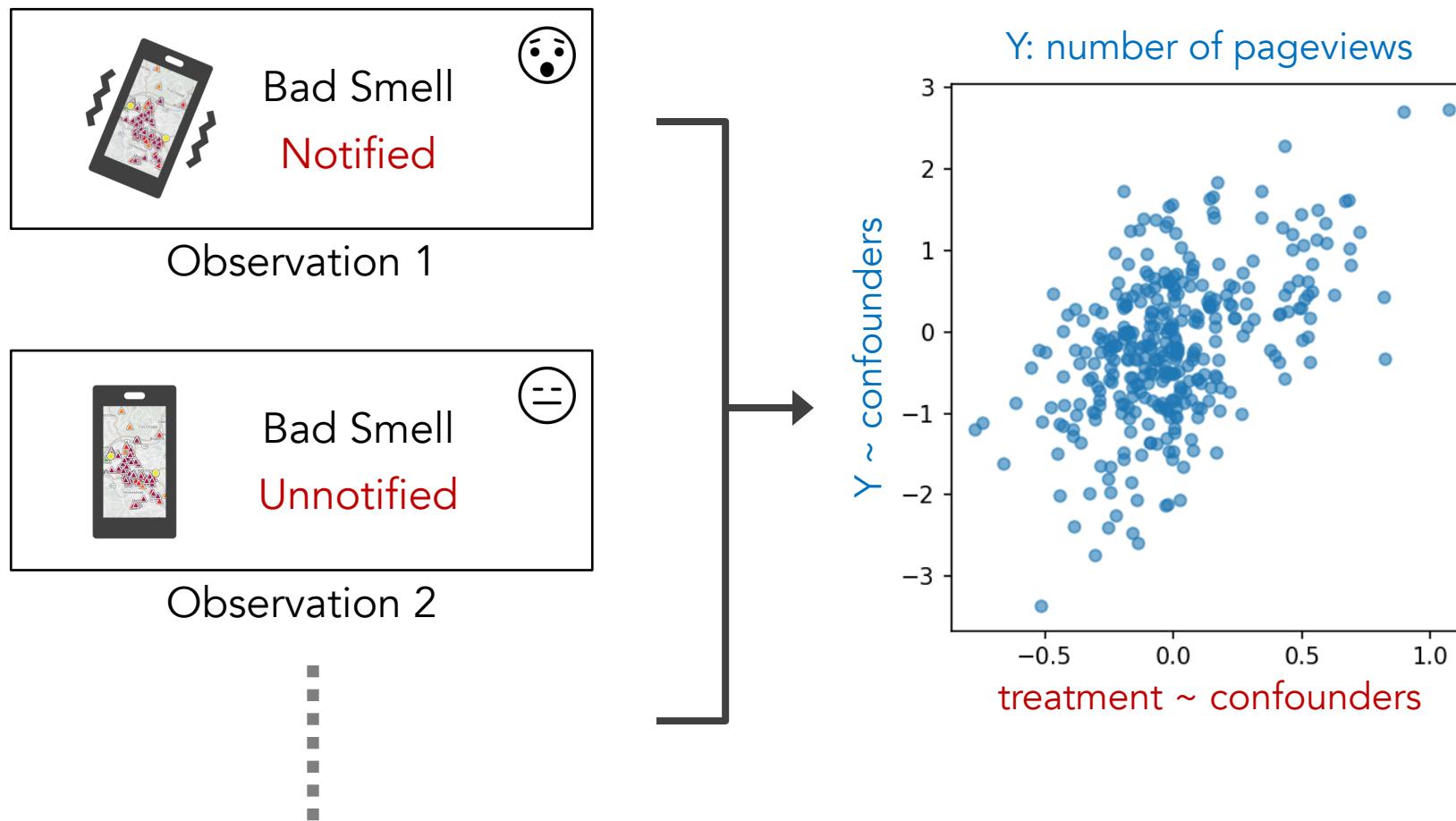




Track potential air pollution sources -- <https://globalcleanair.org/air-tracker/map/>

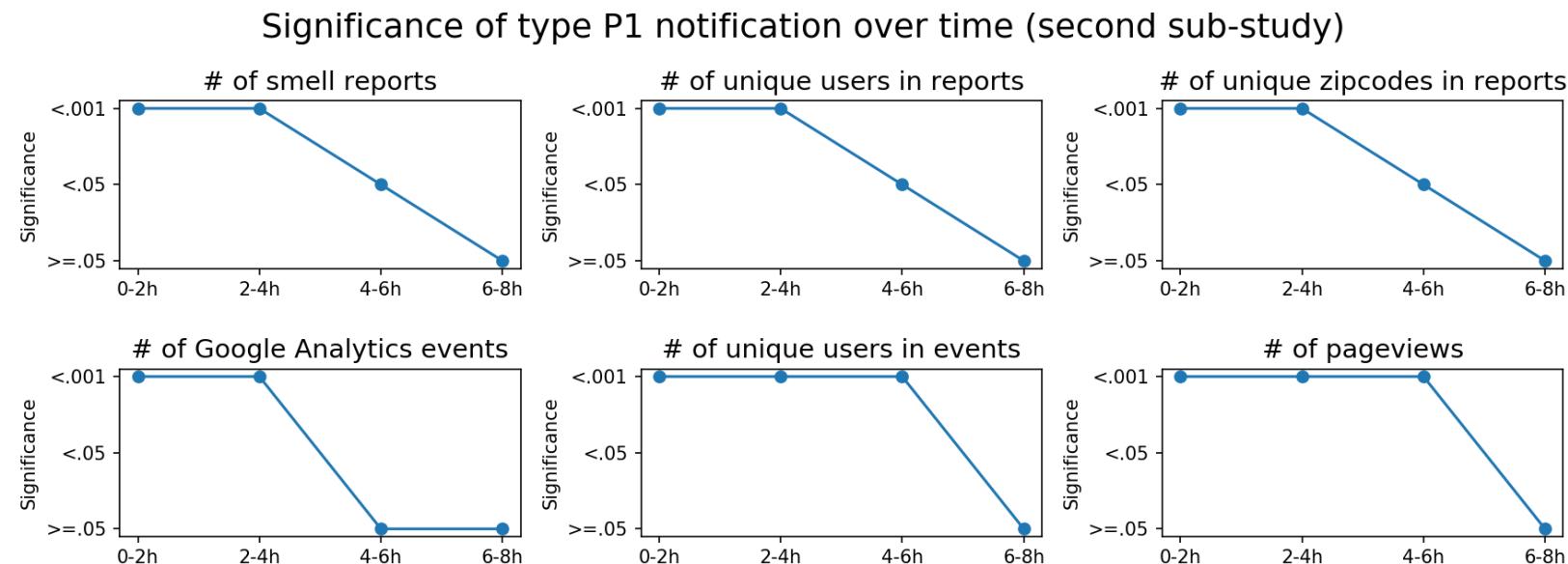
Does sending predictive push notifications of
bad smell events affect user engagement?

Regression analysis shows notifying users (treatment) is related to user engagement increase after confounders adjustment.



After four hours, the coefficient β_1 of the treatment factor X_1 becomes statistically insignificant using Wald test. The null hypothesis is that the coefficient β_1 is zero. A low p-value ($p < .05$) indicates that changes in X_1 are related to changes in Y .

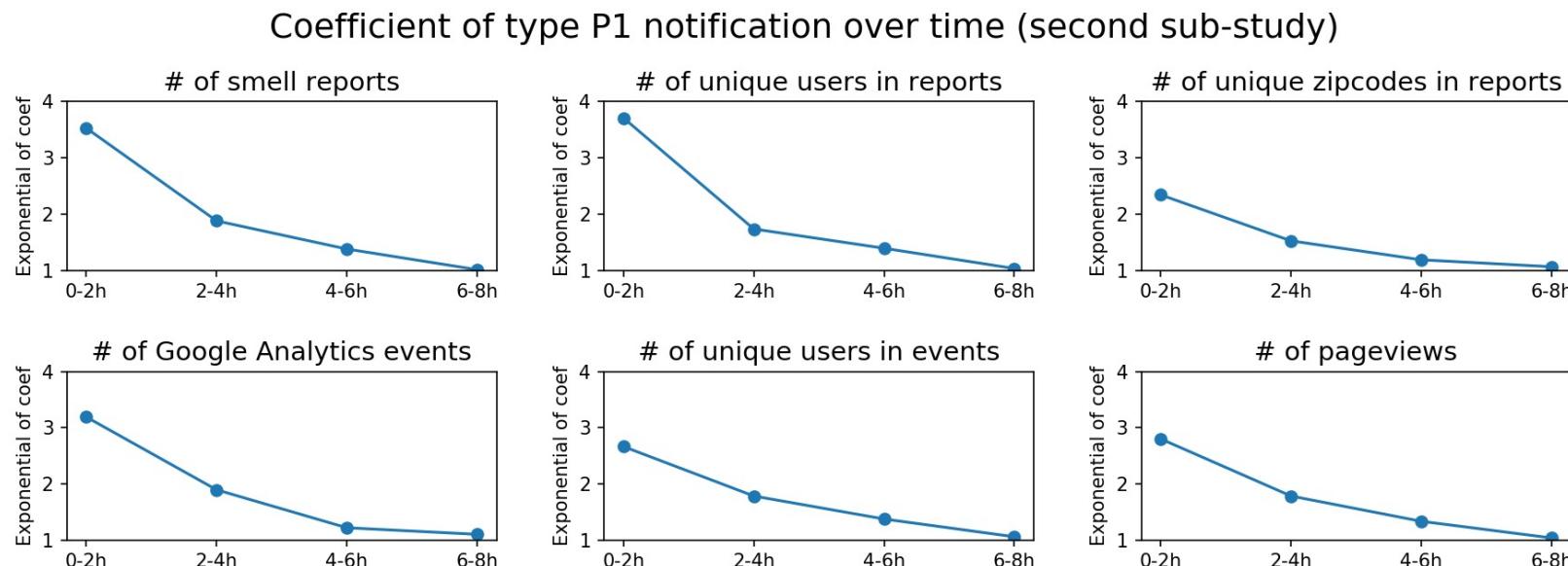
$$g(E(Y|X)) = \beta^T X = \beta_0 + \boxed{\beta_1 X_1} + \beta_2 X_2 + \dots + \beta_{m-1} X_{m-1}$$



After four hours, the magnitude of the effect of sending the predictive notification drops to near 1 (i.e., no effect). Notation $g(\cdot)$ means the natural log function, $E(\cdot)$ means the expected value, \tilde{Y} means the increased response (e.g., page views).

$$g(E(Y|X)) = \beta^T X = \beta_0 + \boxed{\beta_1 X_1} + \beta_2 X_2 + \dots + \beta_{m-1} X_{m-1}$$

$$\tilde{Y} = \exp\left(\dots + \beta_k(X_k + 1) + \dots\right) = \exp(\beta_k) \cdot \exp\left(\dots + \beta_k X_k + \dots\right) = \boxed{\exp(\beta_k)} \cdot Y$$



Project RISE

Recognizing Industrial Smoke Emissions

<https://smellpgh.org>

Proceedings of the AAAI Conference on Artificial Intelligence

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Project RISE: Recognizing Industrial Smoke Emissions

Yen-Chia Hsu
Carnegie Mellon University

Ting-Hao (Kenneth) Huang
Pennsylvania State University

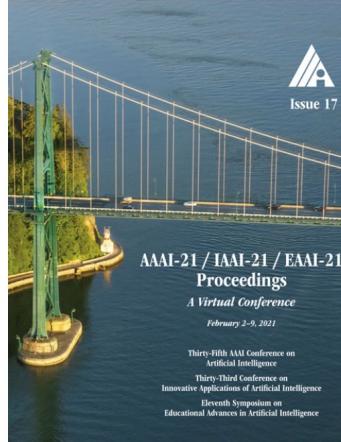
Ting-Yao Hu
Carnegie Mellon University

Paul Dille
Carnegie Mellon University

Sean Prendi
Carnegie Mellon University

Ryan Hoffman
Carnegie Mellon University

Anastasia Tsuhlares
Carnegie Mellon University

The image shows the front cover of the proceedings. It features a photograph of a suspension bridge, likely the Golden Gate Bridge, spanning a body of water. The title "AAAI-21 / IAAI-21 / EAAI-21 Proceedings" is at the top, followed by "A Virtual Conference" and the date "February 3–9, 2021". The AAAI logo is in the top right corner, and "Issue 17" is written below it.

Information

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PKP|PS

This project aim to [recognize industrial smoke emissions](#) automatically on the videos obtained from a camera monitoring network.



<http://smoke.createlab.org>



Has smoke



No smoke



Has smoke



Has smoke

We invite communities to annotate if the videos have industrial smoke emissions using a web-based tool.



Project RISE

So far, 22929 (23.91%) out of 95879 videos are fully labeled, and 3403 (3.55%) videos are partially labeled (learn more). You have reviewed 431 pages, of which (researcher) have passed the quality check (learn more).

Sign Out Interactive Tutorial My Contribution

Each video is 3 seconds. Click or tap to select videos that have smoke. Click or tap again to deselect. Skip a video if you are not sure whether it has smoke.

1

2

A screenshot of a web browser window titled "Project RISE". The URL is "smoke.createlab.org/label.html". The page contains a header with the project name and a navigation menu icon. Below the header is a message about labeling progress and quality. Three buttons are available: "Sign Out", "Interactive Tutorial", and "My Contribution". A main instruction text explains the labeling process. Below the text are four video thumbnail images. The first thumbnail is highlighted with a red border and the number "1" below it. The other three thumbnails are numbered "2", "3", and "4" respectively. Each thumbnail shows a different scene of an industrial facility with smokestacks emitting smoke against a hilly background.



19
Views



The data [enables Computer Vision applications using deep neural networks](#), and our baseline model (I3D+Timeception) can find emissions with reasonable performance.

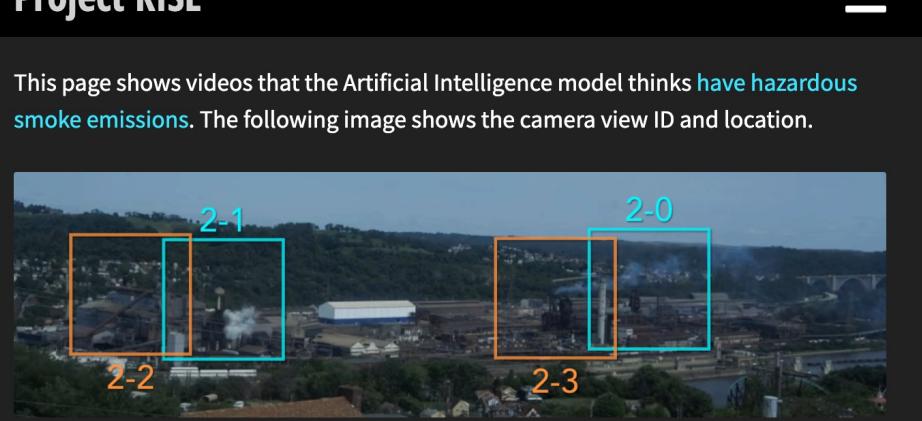


	Precision*	Recall*	F-score*
Our best I3D model	0.86	0.79	0.82
Always yes	0.41	1	0.58

*Average of the metric for all data splits (training, validation, and test)

Project RISE

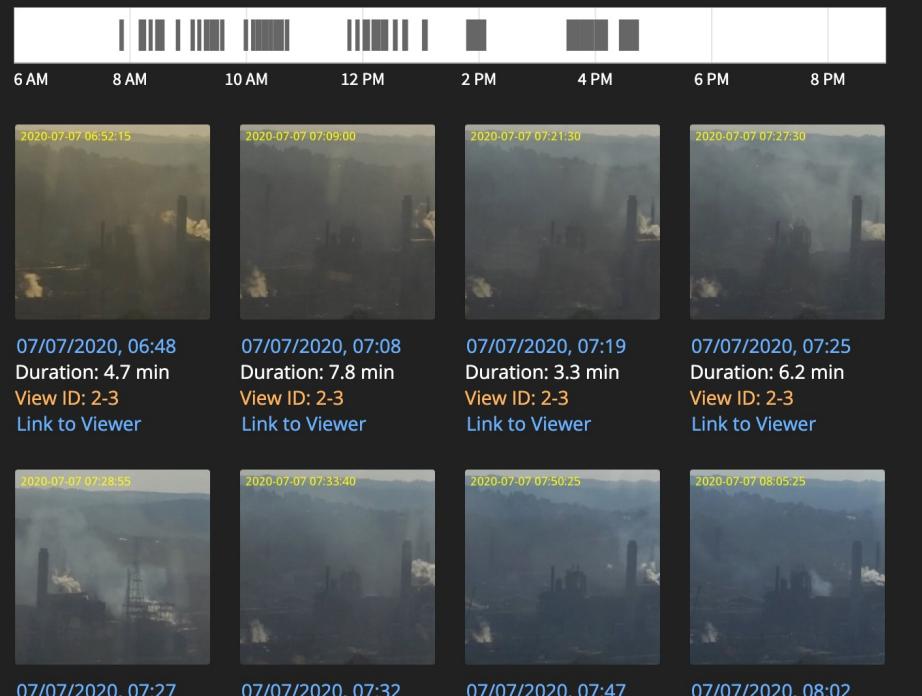
smoke.createlab.org/event.html?date=2020-07-07&...



This page shows videos that the Artificial Intelligence model thinks **have hazardous smoke emissions**. The following image shows the camera view ID and location.

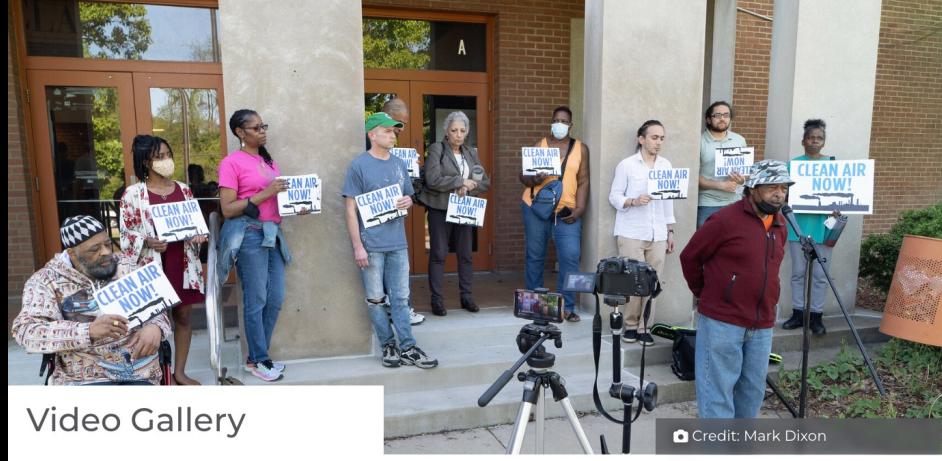


The timeline below shows smoke events ([learn more](#)), where the x-axis means hour of day. To show videos, select a date **2020-07-07** and compare the events with [Smell Pittsburgh](#). Also, select a camera ID **2** and view ID **all** to filter videos.



BREATHE PROJECT About Resources Tech Tools Take Action News & Events Sign Up

Search...



Credit: Mark Dixon

Video Gallery

Search and Filter

Search Videos

Filter by Community: Breathe Cam

CLEAR FILTERS



Clairton Coke Works – Thanksgiving Day, Nov. 24, 2022

From Breathe Cam

[WATCH IN NEW TAB](#)



Edgar Thomson Brown Plume – June 17, 2020

From Breathe Cam

[WATCH IN NEW TAB](#)



Metalico Scrap Metal Fire, Neville Island – April 14, 2021

From Breathe Cam

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From Breathe Cam

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From Breathe Cam

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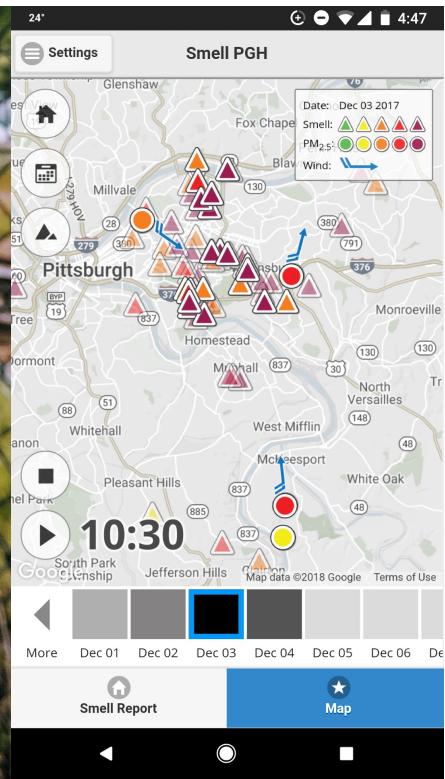
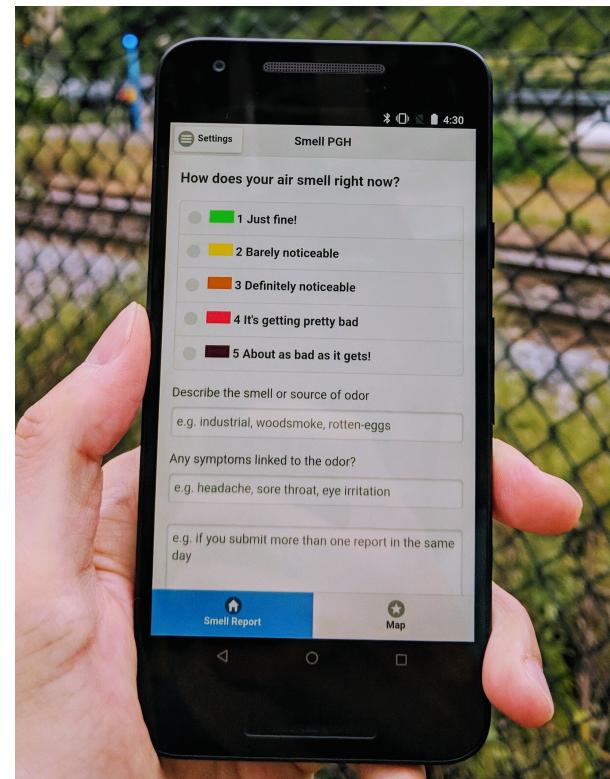
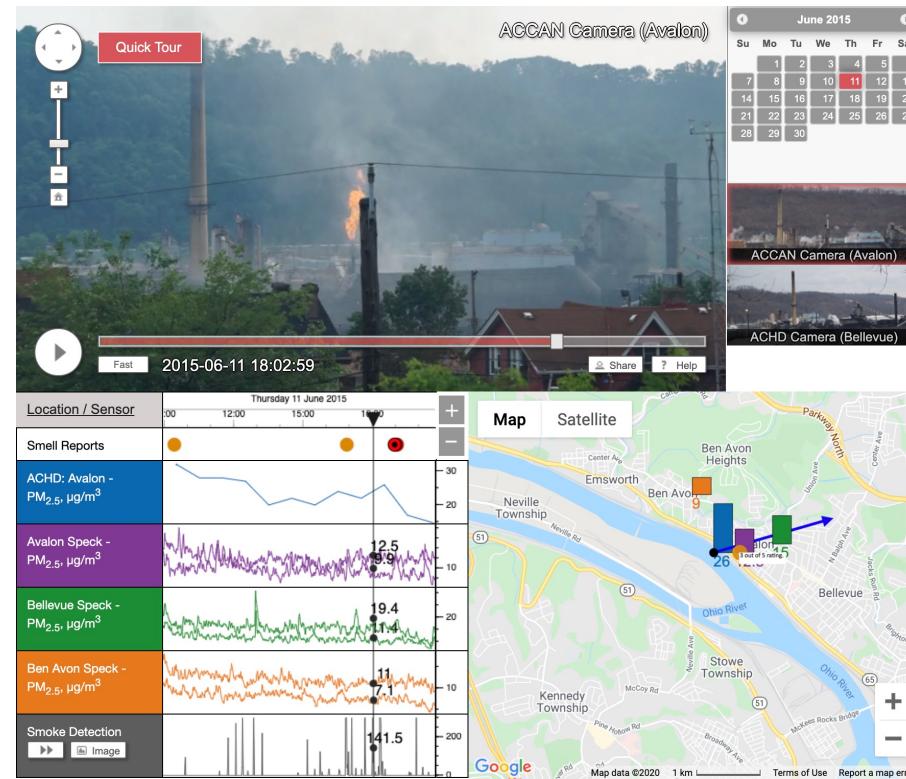


From Breathe Cam

[WATCH IN NEW TAB](#)

Questions?

- Yen-Chia Hsu – <http://yenchiah.me>
- Air Quality Monitoring – <http://shenangochannel.org>
- Smell Pittsburgh – <https://smellpgh.org>
- Project RISE – <https://smoke.createlab.org>



Project RISE

About Learn Label Gallery Event FAQ

So far, 12666 (13.21%) out of 95879 videos are fully labeled, and 11304 (11.79%) videos are partially labeled (learn more).

Sign In Interactive Tutorial My Contribution

Each video is 3 seconds. Click or tap to select videos that have smoke. Click or tap again to deselect. Skip a video if you are not sure whether it has smoke.

1 2

3 4