



# Using Big Data to Create Public Value: Opportunities, Challenges, and Strategies

26 - 28 November 2018



# USING BIG DATA TO CREATE PUBLIC VALUE: OPPORTUNITIES, CHALLENGES, AND STRATEGIES

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The rise of big data and evidence-based governance practices has the potential to radically transform government. This transformation presents opportunities to enhance the way government operates to improve decision-making, capture efficiencies, and improve overall effectiveness. Similarly, the use of big data practices can improve the design and delivery of public policies to create greater value for the public. While an era of big data promises to presents many benefits, it also brings many questions. What are the key components of big data systems and what social and technical factors must be considered? How can big data practices harness the power of information and new technologies to improve public value while avoiding potential pitfalls often associated with the adoption of this new governance paradigm. How does the use of big data differ across policy areas and government jurisdictions?



Our program in “Big Data and Public Policy: Opportunities, Challenges, and Strategies” seeks to provide participants with innovative knowledge regarding the use of big data to enhance public policy and governance. The program consists of several inter-related and interactive training sessions on big data topics of regional and global interest. Topics include state-of-the-art software technologies, managing information resources, and developing good practices required to effectively employ big data in the public sector. Participants will also be exposed to the latest thinking by leading academics and practitioners in the field, learn how to develop evidence-based big data practices, and gain practical appreciation for the factors that impact the success of big data programs.



## Objectives

- Examine the importance of big data and how its use is evolving in the public sector
  - Identify how big data can transform the public sector by assisting government create public value in key policy areas
  - Understand the interplay between big data practices, evidence-based policy-making, and public programs
  - Examine big data applications in different nations to highlight best practices within different contexts
  - Highlight effective strategies for utilizing big data to strengthen public policy and overcome social, technical, and cultural challenges

## Who Should Attend

The program is designed for senior executives and professionals in the government, non-profit and private sector, whether working at national or international levels. The program is well suited for senior civil servants across government agencies, as well as consultants and staff of international development agencies. Leaders from non-governmental organizations, think tanks, and corporations who are concerned with innovation and technology policy will also benefit from the program. Training in information technology, information management, or data science is not a requirement. Program participants

typically possess a broad cross-section of backgrounds, and have experience working in a variety of fields including: finance, economic and development planning, infrastructure development, industry, trade, science and technology, information and communications, education, health, environment, and regional development.

## Curriculum

- Big Data: What it is and Why it matters
- Using Big Data to Create Public Value
- Informational, Technical, and Social Components of Big Data Operations in Government
  - Enhancing Public Decision-Making through Big Data: Power and Peril
  - Open Data Policy in Government: Best Practices and Applications
  - Big Data for Smart Cities: Opportunities and Challenges in Hong Kong
  - Big Data for Sustainability: Opportunities and Challenges in Hong Kong
  - Big Data and the Development of Innovation and Technology Hub in Hong Kong
  - Facilitating Smarter Government and Enhancing Public Engagement
  - Understanding Critical Big Data Concerns – Security, Privacy, and Public Stakeholders
  - Big Data and the Transformation of Public Policy



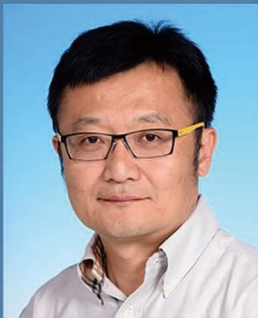
# PROGRAM FACULTY

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The program features world-class faculty from HKUST as well as leading international experts from among the most reputable overseas universities. Their expertise covers a wide range of topics in policies and practices in promoting sustainable development across different countries.



**Professor Chris Hinnant**  
Associate Professor  
School of Information  
Florida State University



**Professor Lei Chen**  
Professor  
Department of Computer Science  
and Engineering  
Acting Director  
HKUST Big Data Institute



**Professor Hong K. Lo**  
Chair Professor and Head  
Civil and Environmental Engineering  
Director  
GREAT Smart Cities Center



**Professor Masaru Yarime**  
Associate Professor  
Division of Public Policy  
HKUST



**Professor Joseph Lee**  
Professor Emeritus and  
Visiting Professor  
Division of Public Policy  
Department of Civil & Environmental  
Engineering  
Senior Advisor to the President



**Professor Kira Matus,**  
Associate Professor  
Division of Public Policy  
HKUST



**Professor Wilson Wong**  
Associate Professor  
Department of Government  
and Public Administration  
The Chinese University  
of Hong Kong

# PROGRAM INFORMATION & RUNDOWN

## Date and Duration

26 – 28 November, 2018

## Venue

HKUST Clearwater Bay Campus

## Application Deadline

20 November, 2018

## Program Fee

**HK\$15,000**

(Includes tuition, course materials, transportation to/from HKUST, lunch, refreshments and closing reception)

	Mon, 26 November	Tue, 27 November	Wed, 28 November
08:30 – 09:00	Registration and Welcome		
09:00 – 10:30	Using Big Data to Create Public Value Prof. Chris Hinnant	Enhancing Public Decision-Making through Big Data: Power and Peril Prof. Wilson Wong	Big Data and the Development of Innovation and Technology Hub in Hong Kong Prof. Masaru Yarime
10:30 – 10:45	Break		
10:45 – 12:15	Informational, Technical, and Social Components of Big Data Operations in Government Prof. Chris Hinnant	Big Data for Sustainability: Opportunities and Challenges in Hong Kong Prof. Joseph Lee	Facilitating Smarter Government and Enhancing Public Engagement Prof. Chris Hinnant
12:15 – 13:45	Lunch		
13:45 – 15:15	Big Data What It Is and What It Matters Prof. Lei Chen	Open Data Policy in Government: Best Practices and Applications Prof. Wilson Wong	Understanding Critical Big Data Concerns – Security, Privacy, and Public Stakeholders Prof. Kira Matus
15:15 – 15:30	Break		
15:30 – 17:00	Big Data What It Is and What It Matters Prof. Lei Chen	Big Data for Smart Cities: Opportunities and Challenges in Hong Kong Prof. Hong Lo	Big Data and the Transformation of Public Policy Prof. Chris Hinnant
17:00 – 18:00			Closing Reception

## About Leadership and Public Policy Executive Education

The Hong Kong University of Science and Technology (HKUST) Leadership and Public Policy (LAPP) Program is designed for senior executives and those who aspire to become the next generation of leaders to better serve society. Our executive education programs consist of thematic series of small seminars to enable deep and candid discussions in an intimate setting, and are based on the combined strengths of HKUST and expertise in the region and around the world. We emphasize critical thinking, analytical frameworks, comparative and international perspectives, and evidence-based approaches to policy issues. Areas we cover range from local and global economies to social development, governance, science and technology, and leadership. We also host open forums that encourage members of the public to join in the debate.

### Leadership and Public Policy Executive Education

The Hong Kong University of Science and Technology,  
Clear Water Bay, Kowloon, Hong Kong

T: +852 3469 2001/3469 2256

E: [LAPP@ust.hk](mailto:LAPP@ust.hk)

## About HKUST Big Data Institute

Leveraging on the existing strength and resources of the Hong Kong University of Science and Technology (HKUST), the Big Data Institute (BDI) was established upon the needs from both industry and society for a new model for managing multi-disciplinary focal points for Big Data research, by coordinating faculty's research on Big Data and Data Science at HKUST. BDI will provide a strong and highly visible leadership role in Big Data and Data Science research in Hong Kong and the world.