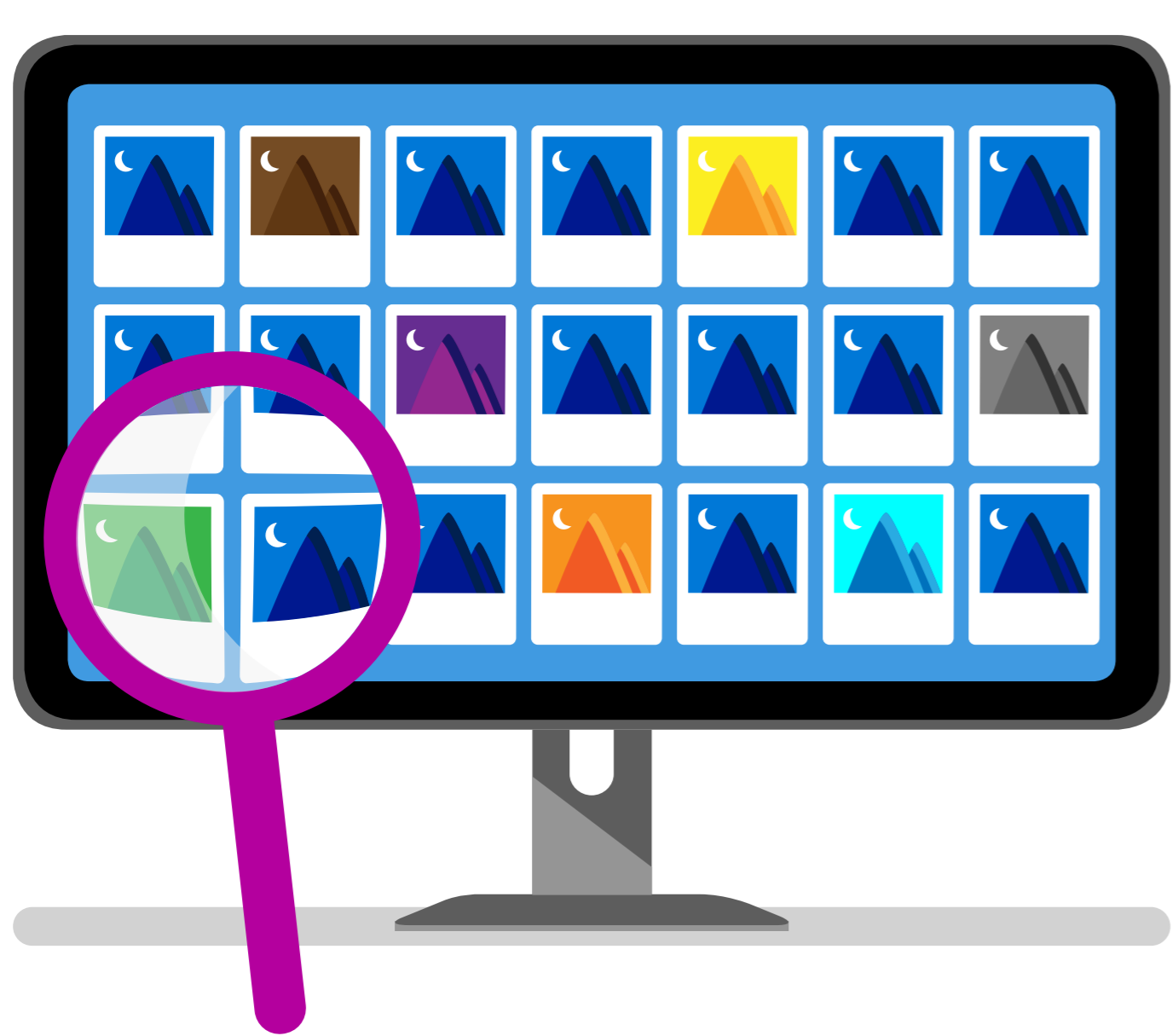


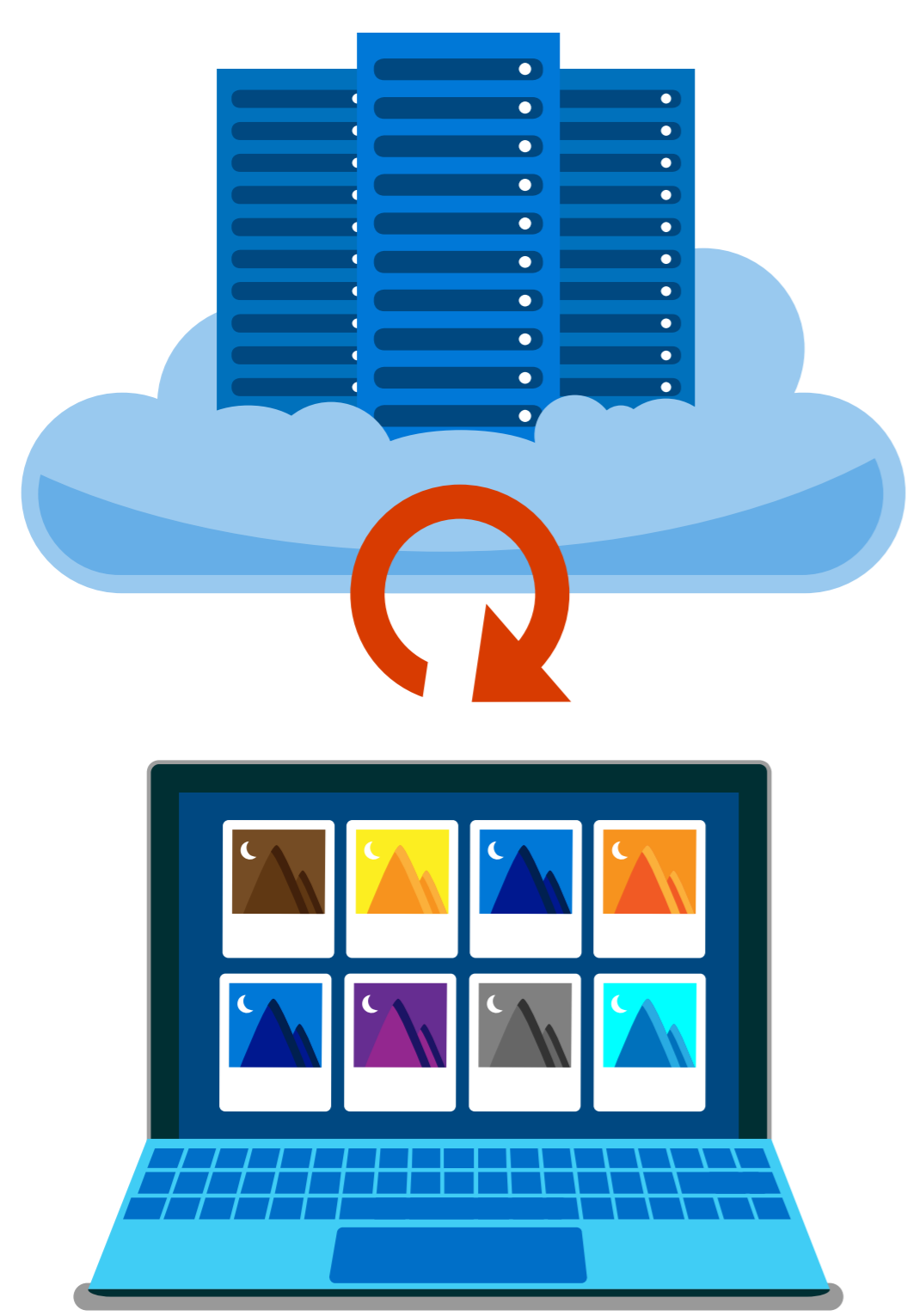
Expanding the horizons of scientific inquiry

At the Alan Turing Institute, researchers in the emerging discipline of computational social science are tapping the ease of use and scalability of Azure. They are able to analyze vast numbers of images correlated with geo-mapped location data to infer human behavior. More than saving weeks of computational time, researchers are tackling questions that would be impossible to explore otherwise.



Research found protest outbreaks could be identified by analyzing the contents of **25 MILLION** images on online photo-sharing sites.

Merve Alanyali, doctoral research fellow, experienced a **98 PERCENT** reduction in the time to process all those images.



According to Alanyali, image processing would have taken **10 months** on a local machine, but with Azure Batch Shipyard, it only took a **WEEK**.

Chanuki Seresinhe analyzed **3 years** of happiness measurements from **more than 15,000 people**, combined with **nearly a million** ratings of the scenicness of **over 100,000** locations in England, mapped to a one kilometer resolution.

