

## **The Data Deluge Selected as the Theme for Mathematics Awareness Month April 2012**

**ALEXANDRIA, VA (PRWEB) JANUARY 9, 2011** -- The Joint Policy Board for Mathematics (JPBM) today announced its selection of "Mathematics, Statistics, and the Data Deluge" as the theme for Mathematics Awareness Month (MAM), April 2012.

Every day, massive amounts of data are collected, often from information we have provided to the services we use regularly. Scientific data are generated daily from sensor networks, astronomical numbers of instruments, biometric devices and other sources, in amounts we almost cannot fathom – and all that data need to be sorted out. In addition, personal data from numerous sources, including Google searches, Facebook and Twitter activities, credit card purchases, and airline and hotel reservations, are being mined for information and insight. All of these data sets provide great opportunities for marketers and others, but they create potential dangers as well.

The JPBM's goal for MAM 2012 is to show how mathematics and statistics provide the tools to understanding these data and to helping mitigate against their misuse.

In addition to the MAM website, [www.mathaware.org](http://www.mathaware.org), a number of other resources, for this year's observance, including articles and essays, will be provided to help explain how these data are collected, mined, used and misused. Activities for Mathematics Awareness Month generally are organized on local, state and regional levels by college and university departments, institutional public information offices, student groups, and related associations and interest groups. Individuals and organizations will find more information on participating in MAM on the website.

Mathematics Awareness Month, held each year in April and sponsored by the JPBM, was established by presidential proclamation in 1986 to increase public understanding of and appreciation for mathematics. The JPBM is a collaborative effort of the American Mathematical Society (AMS), the American Statistical Association (ASA), the Mathematical Association of America (MAA), and the Society for Industrial and Applied Mathematics (SIAM).

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