

COMPUTER SCIENCE COLLOQUIUM

“EXTRACTING MEANING FROM ONLINE BEHAVIOR DATA”

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Abstract

The increasing reach of the Web enables billions of people around the world to create, share, and find information online. These activities provide digital traces that can be mined to better understand, model, and improve content creation, organization, and retrieval. This talk will focus on acquiring and mining search behavior data for improving web search. For example, capturing and analyzing user interactions such as mouse cursor movement and scrolling, makes it possible to infer the searcher's attention and interests, in turn enabling precise analysis of result quality and search effectiveness. The resulting techniques have broad applications, notably to cognitive psychology and neurology: I will describe our collaboration with the Emory School of Medicine to develop a web-based behavioral test for early detection of Alzheimer's disease.

Biography

Dr. Eugene Agichtein is an Associate Professor in the Math & CS department at Emory University, where he founded and leads the Emory Intelligent Information Access Laboratory (IR Lab). The active projects in IR Lab include mining searcher behavior and interactions data for improving web search, modeling social content creation and sharing, large-scale text mining and information extraction, and applications to medical informatics. Dr. Agichtein obtained a Ph.D. in Computer Science from Columbia University, and did a Postdoc at Microsoft Research. He has published extensively on web search, information retrieval, and web and data mining. Dr. Agichtein's work has been supported by DARPA, NIH, NSF, Yahoo!, Microsoft, and Google, and has been recently recognized with the A.P. Sloan Research Fellowship and the 'Best Paper' award at the SIGIR 2011 conference.

Date: Friday, November 9nd, 2012

Time: 10:00am to 11:00am

Location: ECS South 2.410

Refreshments will be served at 9:45am