



COMPUTER SCIENCE

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DISTINGUISHED LECTURE SERIES

Semester 2

2011/12

From Recommendation to Reputation: Information Discovery Gets Personal



By

Prof Barry Smyth

Friday 22 April 2011

Physics Building (Lecture Theatre B), North Haugh, St Andrews
Purdie Building (Lecture Theatre A), North Haugh, St Andrews

Biography

Prof. Barry Smyth holds the Digital Chair of Computer Science in University College Dublin. He is the Director of CLARITY: The Centre for Sensor Web Technologies, a €25m research centre hosting more than 100 PhD and Post-Doctoral level researchers. Barry's research covers a broad set of topics within Artificial Intelligence including Case-Based Reasoning, Machine Learning, User Modeling and Recommender Systems, which looks at ways of combining ideas from these areas to develop information systems that automatically learn about, and adapt to, the needs of individual users. His research has been successfully commercialized. In 1999 Barry co-founded Changing Worlds to bring personalization technologies to the mobile sector and in 2008 he co-founded HeyStaks in order to bring social search technologies to mainstream search engines. Changing Worlds was acquired by Amdocs Ltd in 2008 and HeyStaks has recently launched its social search technology, having raised \$1.4m in venture capital funding in 2010.

Programme

Abstract

These lectures will focus on how personalization techniques and recommender systems are being used in response to the information overload problem that face web users every-day. Personalization research brings together ideas from artificial intelligence, user profiling, information retrieval and user-interface design to provide users with more proactive and intelligent information services that are capable of predicting the needs of individuals and adapting to their implicit preferences. We will review core ideas from recommender systems research, drawing on the many practical examples that have underpinned modern web success stories, from e-commerce to mobile applications. In addition we will explore how the next generation of web search is likely to be influenced by recommender systems techniques that can facilitate a more social and collaborative approach to web search, which complements the purely algorithmic focus of contemporary search engines.

FRIDAY 22 April 2011

10.30 – 11.00	Coffee & Tea with Biscuits
Physics Building (Lecture Theatre B)	Break
11.00 – 12.00	Lecture 1: Information Overload & the Attention Economy
Physics Building (Lecture Theatre B)	Case-Study 1: Personalizing the Mobile Web
14.00 – 15.00	Lecture 2: Conversational Recommender Systems
Purdie Building (Lecture Theatre A)	Case-Study 2: Recommending Complex Products
15.00 – 15.30	Coffee & Tea with Biscuits
Purdie Building (Lecture Theatre A)	Break
15.30 – 16.30	Lecture 3: Reputation & Ranking in Social Web Search
Purdie Building (Lecture Theatre A)	Case-Study 3: Adding Social Search to Mainstream Search Engines