



New York Chapter of IEEE Systems, Man, Cybernetics (SMC) Society Present

How to reveal anyone's interests on Twitter using social network analysis



Brian Lee Yung Rowe
Founder of Zato Novo



September 26, 2014, Friday, Time: 6:00 to 8:00 PM
at Long Island University, Brooklyn Campus, New York, (Seminar Room: HS 118)

Abstract

This talk introduces graph analysis and how it can be used to infer a Twitter user's interests. Activities such as marketing, promotion, and outreach all require a level of intimacy with an individual's interests to make a lasting, positive impression. Few organizations have the resources to achieve personalized service and often have to rely on lower resolution demographic data coupled with surveys. Social media data heralds a new era of personalization, where any organization can access an individual's interests .



Brian Lee Yung Rowe is the founder and CEO of Zato Novo, which licenses quantitative models as a service. At Zato Novo, he developed a suite of social network models that analyze and predict user interests and influence. Brian has developed models for the financial industry to forecast individual consumer spending, construct portfolios of consumer loans, and optimize portfolios. In the legal industry, Brian has created models to classify contracts according to their semantic structure.

Brian is also an adjunct professor in the M.S. Data Analytics program at CUNY, School of Professional Studies, where he teaches courses in mathematics and machine learning. He is authoring a book entitled "Modeling data with functional programming in R", to be published by Chapman & Hall/CRC Press. Brian also writes both technical articles and commentaries on his blog at <http://cartesianfaith.com>. Prior to founding Zato Novo, Brian was Chief Scientist and CTO of Cashpath Financial, a mobile banking startup, where he created numerous models to analyze and predict consumer spending. Before that, he was the Head of Product and Engineering at the TrueEX Group, where he built an electronic exchange for interest rate swaps and credit default swaps. He has previously worked at Merrill Lynch and Bridgewater Associates, the world's largest hedge fund. Brian holds a B.S. double major in Electrical Engineering and Mathematics from the University of Alaska Fairbanks.

Location:

Long Island University, Brooklyn Campus, New York, Room HS 118
1 University Plaza, Brooklyn, NY 11201-5372

Directions: <http://www.liu.edu/Brooklyn/About/Visit/Directions.aspx>

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