

Probability Seminar

Organizer: Christian Gromoll & Tai Melcher

Monday, 2:00–3:00pm, Kerchof 326

Nov 22 **Sharad Goel**, Yahoo Research

Large-scale measurement of human behavior

With the increasing availability of network and behavioral data—from what we buy, to where we travel, to whom we know—we are now able to observe and quantify social processes to a degree that would have seemed impossible just a decade ago. These new microscopes into human activity not only have substantive implications for economics, sociology, and psychology, but also raise challenging computational questions in large-scale data analysis. In this talk I'll present several illustrative examples from this emerging discipline of computational social science.