

# HUDK 5053: FEATURE ENGINEERING STUDIO

9/11/18 12:32 PM

# In the news

**Chicago Tribune**

The most valuable college major? Actuarial science

**U.S. News & World Report Announces  
2019 Best Colleges Rankings**

**U.S. News**  
& WORLD REPORT

**c|net**

Teens pick texting over talking with friends in person, study finds

Most teens think tech companies manipulate them to spend more screen time, and Facebook has become less popular among teens.

**The New York Times**

**Polling the 2018 Midterm  
Elections in Real Time**

# Events

Title	Date	Link
HUD Dept. Meet, Eat, Drink & Mingle	3:00pm September 13	GDH 435B
Data for Good	1:00pm September 14	<a href="https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e25-658f087d-0165-91a9e5b4-000013a7events@columbia.edu&amp;recurrenceId=">https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e25-658f087d-0165-91a9e5b4-000013a7events@columbia.edu&amp;recurrenceId=</a>
C++: An Invisible Foundation	4:00pm September 13	<a href="https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e25-64bd60c9-0164-dc78bcca-000051e6events@columbia.edu&amp;recurrenceId=">https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e25-64bd60c9-0164-dc78bcca-000051e6events@columbia.edu&amp;recurrenceId=</a>
People centric approach to optimize Data Science, Commercial	10:30am November 14	<a href="https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e24-655b8449-0165-5e0ea7e9-00001957events@columbia.edu&amp;recurrenceId=">https://events.columbia.edu/cal/event/eventView.do?b=de&amp;calPath=%2Fpublic%2Fcals%2FMainCal&amp;guid=CAL-00bb9e24-655b8449-0165-5e0ea7e9-00001957events@columbia.edu&amp;recurrenceId=</a>
Data Driven NYC	6:00pm September 12	<a href="https://www.meetup.com/DataDrivenNYC/">https://www.meetup.com/DataDrivenNYC/</a>
LinkedIn NYC Tech Talks	6:00pm September 12	<a href="https://www.meetup.com/LinkedIn-NYC-Tech-Talks/">https://www.meetup.com/LinkedIn-NYC-Tech-Talks/</a>
Gigged: The End of the Job and the Future of Work	4:00pm September 19	<a href="https://datasociety.net/events/databite-no-113-sarah-kessler/">https://datasociety.net/events/databite-no-113-sarah-kessler/</a>

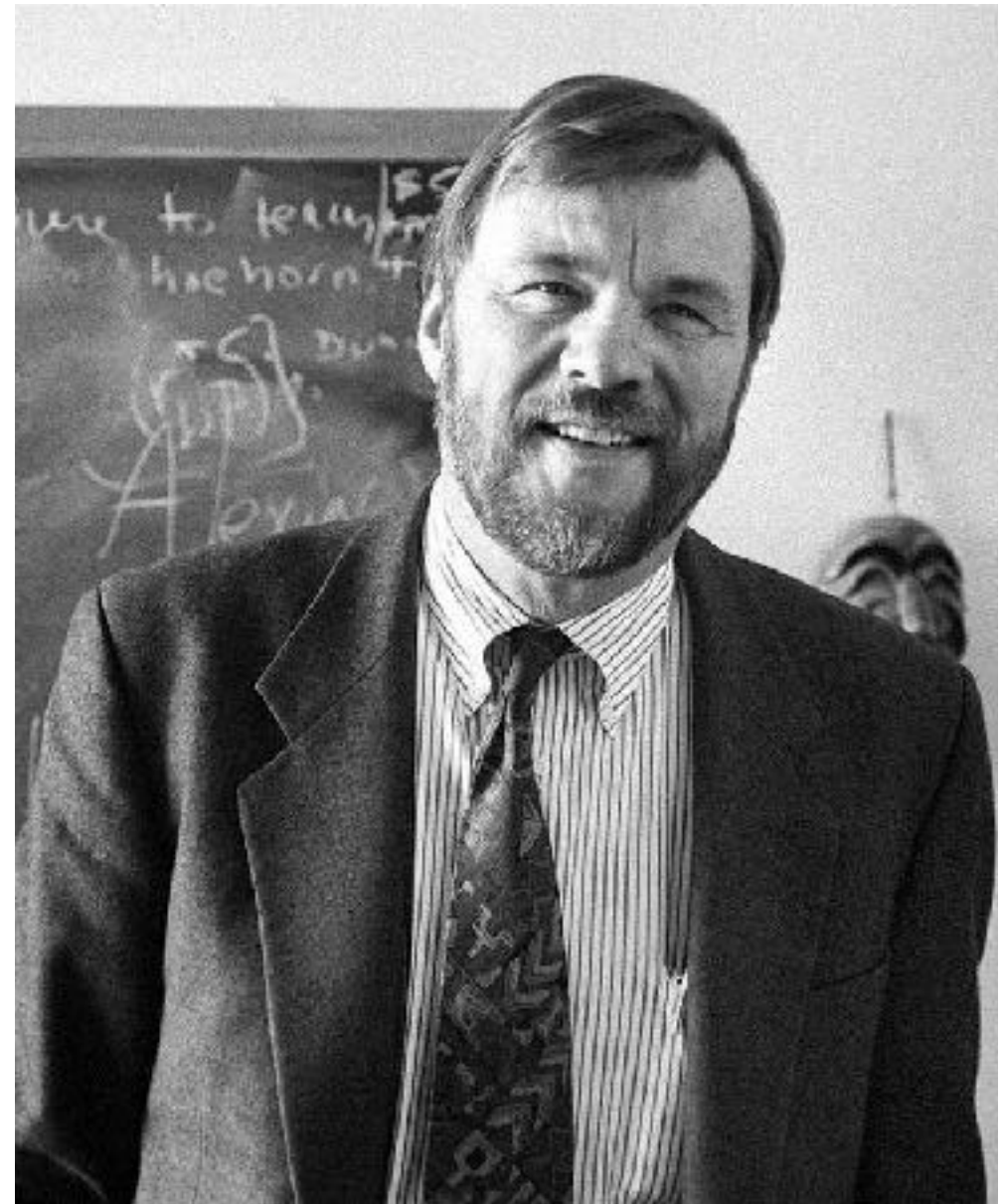
Please Sign Up Now On  
Github

[https://github.com/feature-engineering-  
studio/syllabus](https://github.com/feature-engineering-studio/syllabus)

# Teams

When people work together to build a house, will the job probably

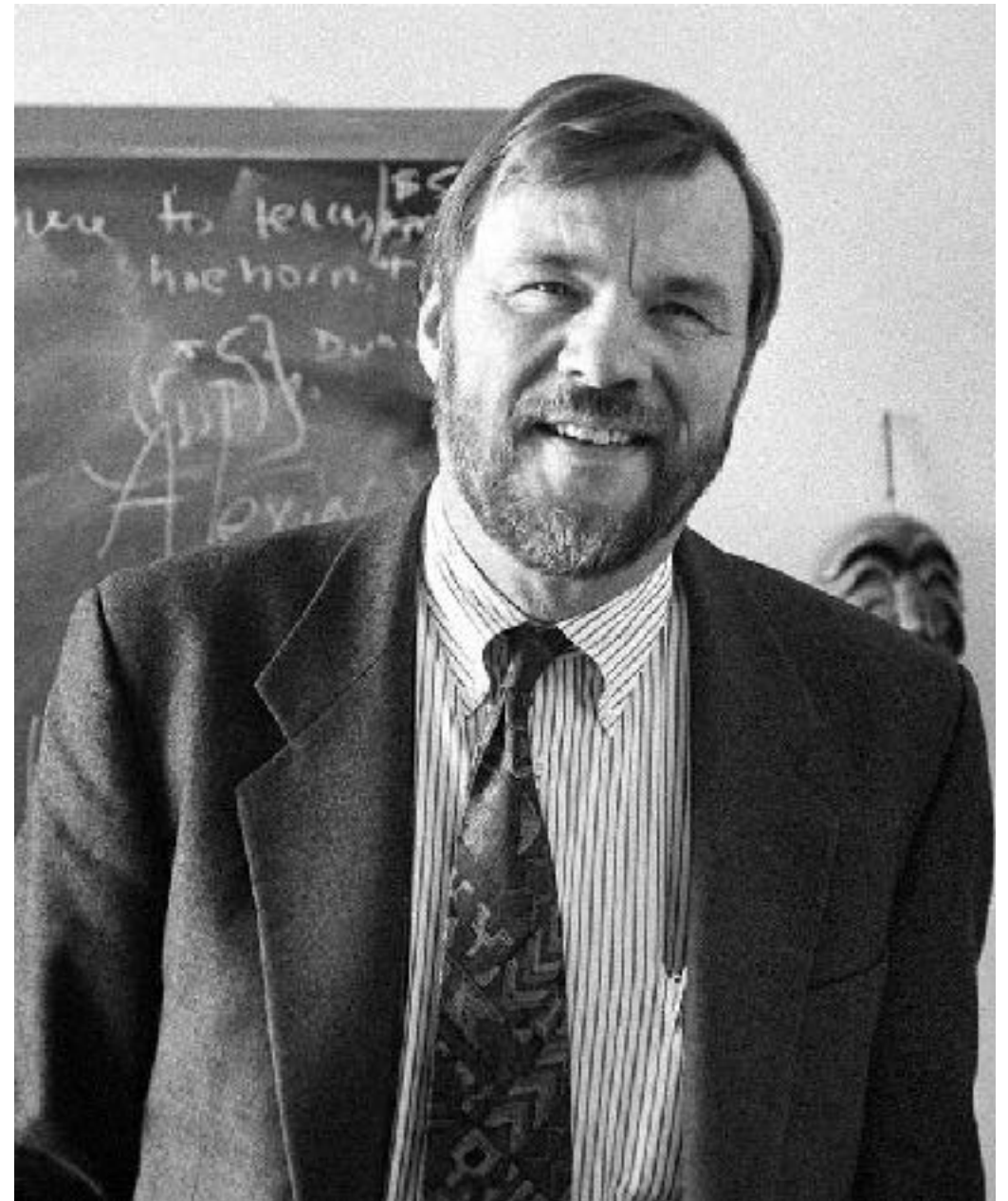
- (a) get done faster
- (b) take longer to finish, or
- (c) not get done



**Richard Hackman**

# Teams

- Make sure you know who is on the team?
- Compelling direction
  - Involves authority/ Emotionally demanding/angst
- Harmony  $\neq$  Harmony
- The first few minutes of the first meeting set up the team for success or failure
- Group size  $< 6$



**Richard Hackman**

# Meetings

## Why have them?

### **Optimist:**

- Disseminate information
- Build mutual understanding
- Group problem solve

### **Pessimist:**

- Disperse responsibility
- Dilute authority
- Delay decisions

### **Realist:**

- People are social and understand things socially
- Group identity



# Meetings

How to have a meeting:

- 4 Ps
  - ▶ Purpose
  - ▶ Process
  - ▶ Preparation
  - ▶ Pacing





# Notes

## YOU WILL TAKE NOTES IN YOUR MEETINGS

- Signals that you are invested
  - Therefore, do it visibly (not on a phone)
- Allows you to stay on track
- Allows you to follow up
- Every person should take notes because no one will cover everything
- One person should collect notes and send a summary
- Note taking resource: [http://hilt.harvard.edu/files/hilt/files/notetaking\\_0.pdf](http://hilt.harvard.edu/files/hilt/files/notetaking_0.pdf)

# Authority

- Be mindful of exerting authority
- There is always a risk causing angst
- Always ask yourself, “Why do I care?”

# Exercise

**The theatre department of a prestigious college is interested in “Learning Analytics”. The dean of the department believes analytics “is the future” and is “vitally important” to the survival of the theater program. They currently make available to their faculty a learning management system but it is under utilized. Several faculty have completed interesting programing using technology with their students.**

**The head of IT has approached you to work on learning analytics for the theater department.**

**Strategize with your group about how to approach your first meeting with the head of IT. What information would you be looking to gain? What problems do you foresee? What ideas, if any, would you float?**