

# The Data Farm

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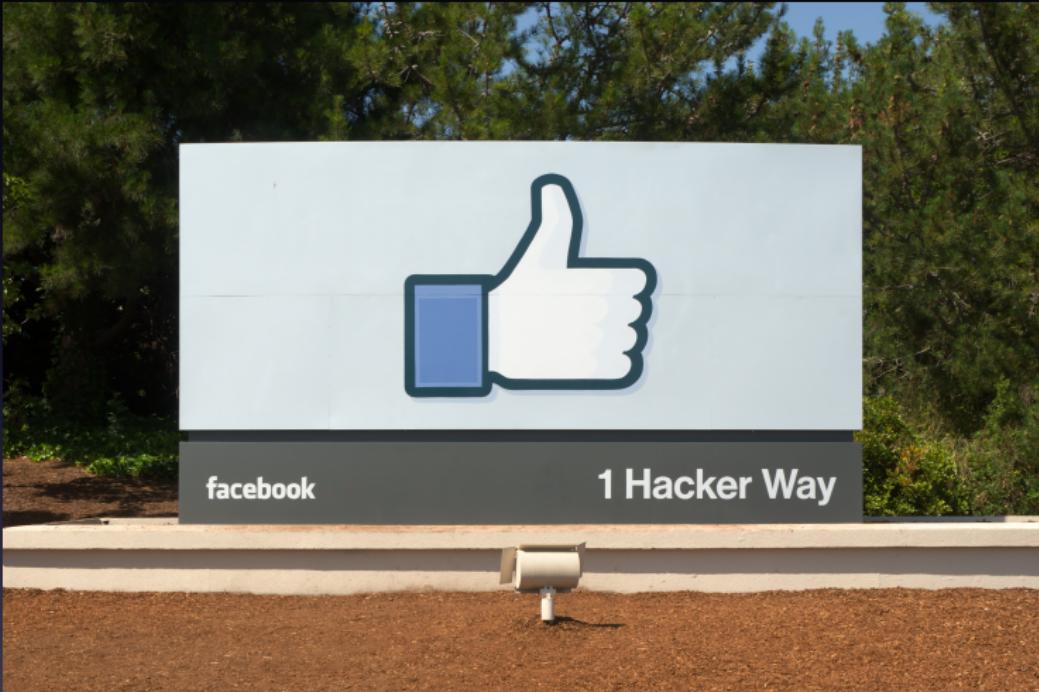
5th March 2015



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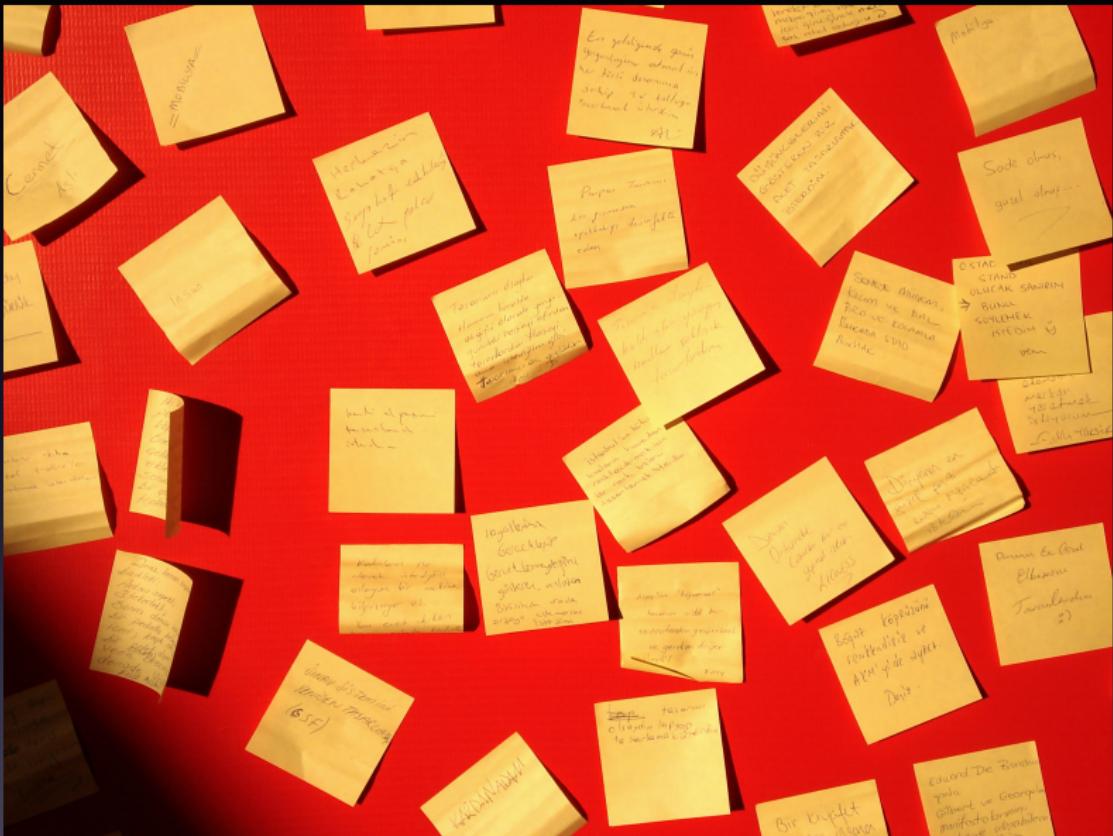






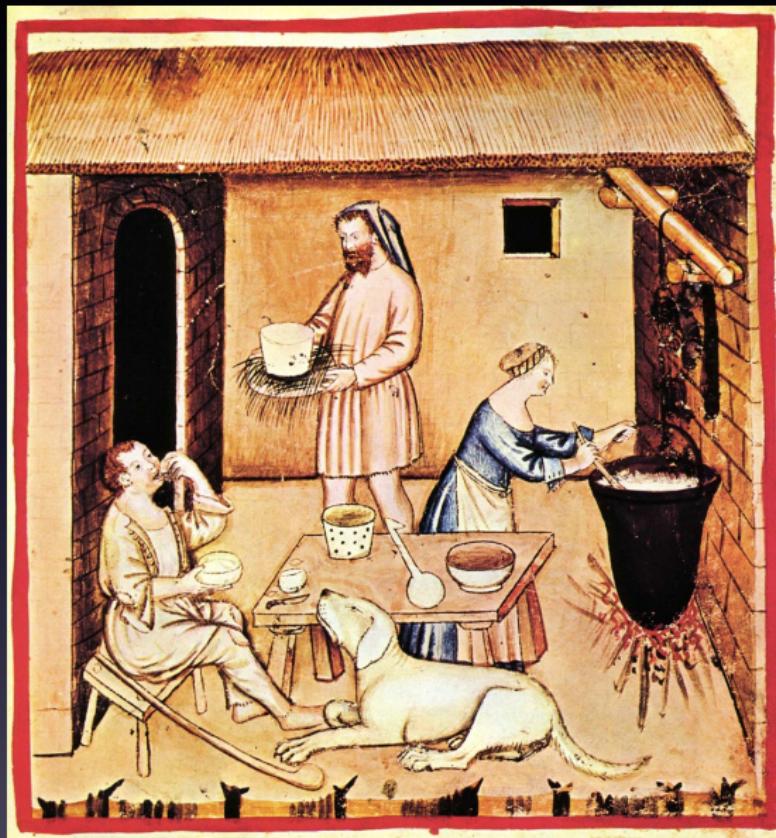










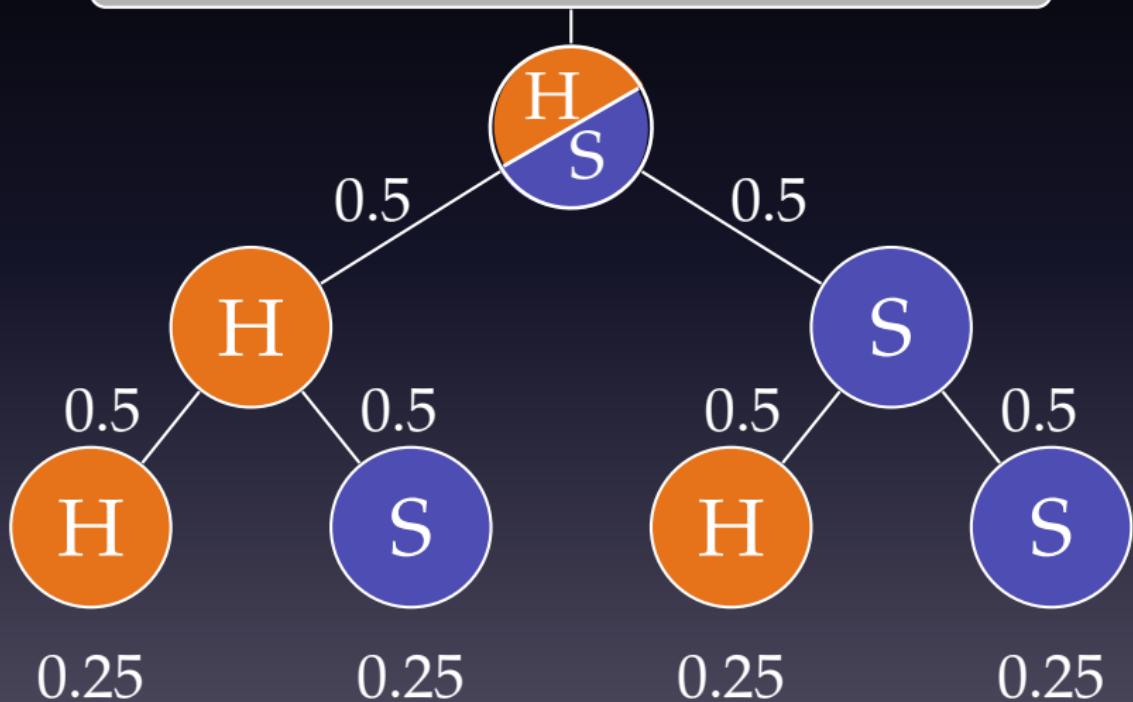








## coin flipping







# Computer-based personality judgments are more accurate than those made by humans

Wu Youyou<sup>a,1,2</sup>, Michal Kosinski<sup>b,1</sup>, and David Stillwell<sup>a</sup>

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Judging others' personalities is an essential skill in successful social living, as personality is a key driver behind people's interactions, behaviors, and emotions. Although accurate personality judgments stem from social-cognitive skills, developments in machine learning show that computer models can also make valid judg-

psychological traits (11). We used LASSO (Least Absolute Shrinkage and Selection Operator) linear regressions (16) with 10-fold cross-validations, so that judgments for each participant were made using models developed on a different subsample of participants and their Likes. Likes are used by Facebook



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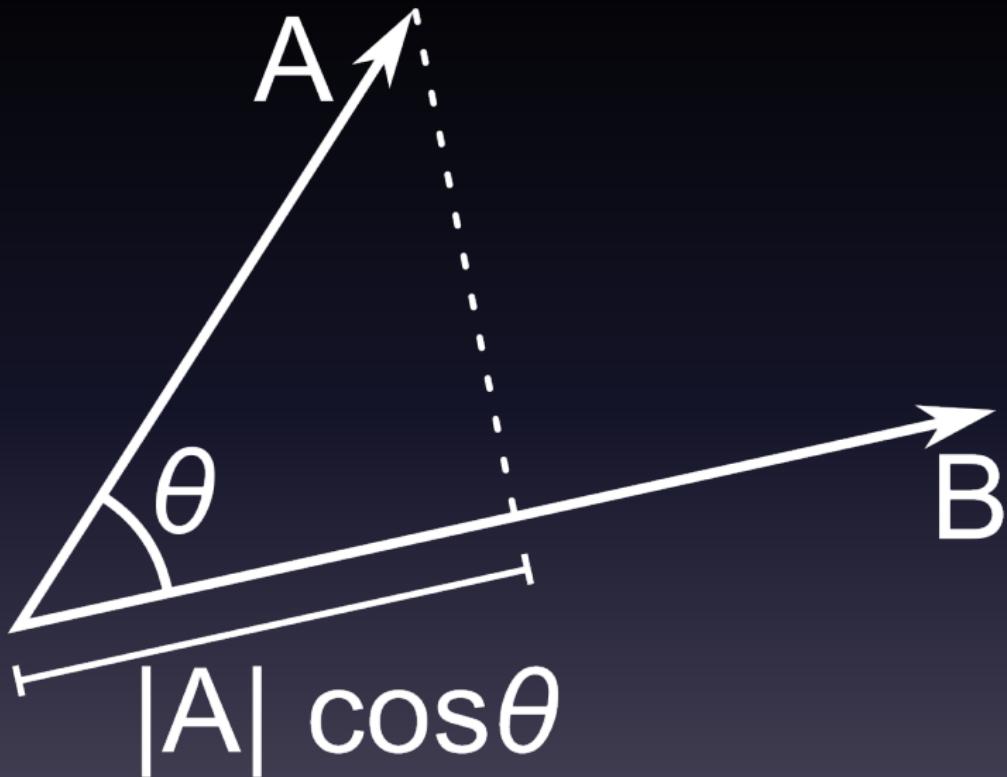
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# The Data Farm: Science Week Presentation

## Learning from Data

[Neil D. Lawrence](#) and the [Sheffield Machine Learning Research Group](#)

5th March 2014

This notebook has been made available as part of our [Open Data Science](#) agenda. If you want to read more about this agenda there is a [position paper/blog post available on it here](#).

This session is about 'learning from data'. How do we take the information on the internet and make sense of it. The answer, as you might expect, is using computers and mathematics. Luckily we also have a suite of tools to help. The first tool is a way of programming in python that really facilitates interaction with data. It is known as the "[Python Notebook](#)", or more recently as the "[Jupyter Project](#)".

## Welcome to the IPython Notebook

The notebook is a great way of interacting with computers. In particular it allows me to integrate text descriptions, maths and code all together in the same place. For me, that's what my research is all about. I try to take concepts that people can describe, then I try to capture the essence of the concept in a mathematical model. Then I try and implement the model on a computer, often combining it with data, to try and do something fun, useful or, ideally, both.

For the Science Week lecture on "The Data Farm" we are looking at [recommender systems](#).

## Recommender Systems

Do you watch Netflix? Have you ever rated a movie there? Do you buy books or electronics on Amazon? How about grocery shopping? All these companies want you to buy more, watch more or listen more. The best way of getting you to do that is by showing you more of what you like. But what do you like? What sort of person are you? Can the computer tell? It can certainly try! And it does so with a "Recommender System". Recommender systems are so important to Netflix that they offered a [\\$1 million dollar prize](#) for improving theirs.



‘Leave the THINKING to US.’

THE OLIGARCHY



‘Indeed it has been said that  
democracy is the worst form of  
Government except for all those  
other forms that have been tried  
from time to time.’

Winston Churchill 11th November 1947

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**Neil Lawrence**

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**Matthew Hook**

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