## Little is Much: Bridging Cross-Platform Behaviors through Overlapped Crowds Meng Jiang, Peng Cui, Shiqiang Yang (Tsinghua U), Nicholas Jing Yuan, Xing Xie (MSRA) Q: Can we transfer the auxiliary big data A to improve the performance on sparse data B as good as richer but small data C?

## **Cross-platform:**

We register Uber with our Facebook accounts.
Can we improve the prediction with auxiliary data?

