UNIVERSITY AT ALBANY
State University of New York

College of Computing and Information
Department of Computer Science
Colloquium

Date: Monday, March 2, 2015
Time: 11:30 a.m. - 12:30 p.m.
Venue: BA 233
Title: **Sensing, Understanding, and Shaping Human Behavior**
Speaker: **Dr. Vivek K. Singh, Rutgers University**

Abstract: Today there are more than a trillion data points observing human behavior. This allows us to understand real-world social behavior at scale and resolution not possible before and at the same time brings up critical privacy challenges. This talk discusses multiple insights obtained at understanding social behavior based on multimodal interaction data (calls, bluetooth, sms, surveys) coming from a community of users. The obtained results demonstrate the value of such data for understanding human behavior in spending and emotional well-being settings. They also show the feasibility of automatically detecting "trusted" ties in social networks, which in turn can be critical for causing behavior change in health and wellness settings. Conversely, paying specific attention to the privacy aspect of such data, we will discuss a novel approach to measuring privacy, and also how users can be encouraged to alter their privacy behavior in social settings.

Speaker's brief bio: Dr. Vivek Singh is an Assistant Professor in the School of Communication and Information at Rutgers University. Before joining Rutgers, he was a post-doctoral researcher the MIT Media Lab. He holds a Ph.D. in Information and Computer Science from the University of California, Irvine. He obtained his bachelors and masters degrees in Computer Science from the National University of Singapore. His work has been published at multiple leading scientific venues (Science, Proceedings of the IEEE), has received significant media coverage (BBC, New York Times, Wall Street Journal, National Public Radio), and has received two best paper awards. He was selected as one of the 'Emerging Leaders in Multimedia Research' by IBM Research Labs in 2009 and he won the 2013 'Big Data for Social Good' datathon organized by Telefónica, the Open Data Institute and the MIT. His research interests lie at the intersection of Big Data, Computational Social Science, and Multimedia Information Systems.