

Recommendations in the context of a Social Network

(Keynote)

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ABSTRACT

Recommender systems that arise in the context of social networks have characteristics that give rise to new technical challenges. I will provide an overview and discuss using two examples from LinkedIn – a)People recommendations and b)Feed optimization. The talk would focus both on scientific methodologies and engineering challenges that are necessary to deploy and maintain such systems in a large scale industrial environment like LinkedIn.

Biography

Deepak Agarwal leads the relevance and machine learning team at LinkedIn, which is responsible for optimizing and personalizing user experience across all consumer and enterprise products. Prior to that, he was a Principal Research scientist at Yahoo! research, where his work on optimizing content on Yahoo! front page won him the Yahoo! super star award. He is the Fellow of the American Statistical Association and serves on the board of SIGKDD. He is an associate editor for two top-tier statistical journals and regularly serves on the program committee of major data mining and machine learning conferences. He was a program co-chair of 2012 ACM SIGKDD conference. Most recently, he has co-authored a book on Statistical Methods for Recommender Systems, published by Cambridge university press.

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