KDD 2014

2nd Workshop on
User Engagement Optimization

Organizer

Liangjie Hong - Research Scientist, Yahoo Labs
Shuang-Hong Yang - Research Scientist, Twitter Inc.
Amr Ahmed - Research Scientist, Google Research

Research in #UEO

Industry

Academic

Product

System

Machine learning

Theory
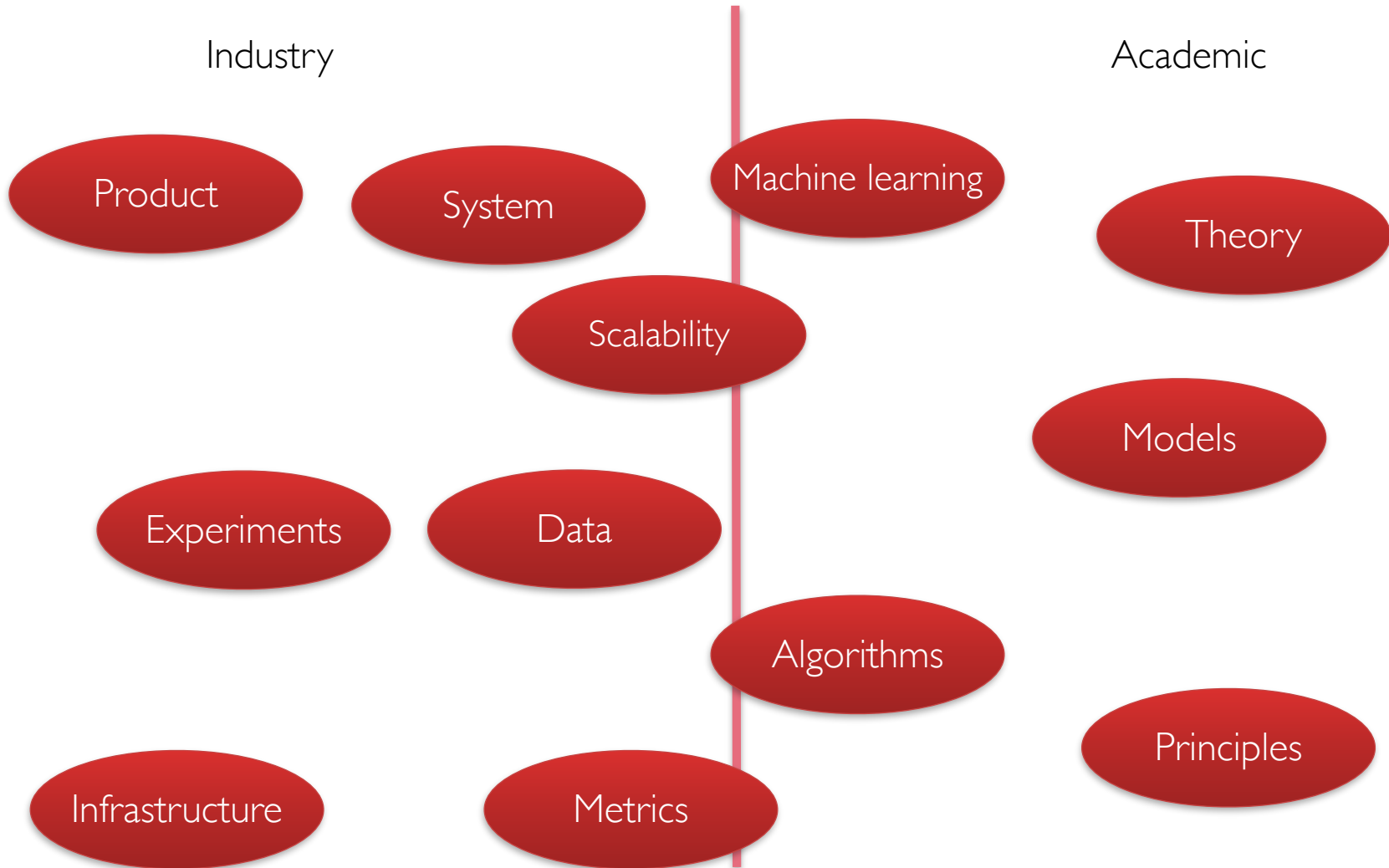
Scalability

Models

Experiments

Data

Algorithms

Infrastructure

Metrics

Principles

Research in #UEO

Industry

Research in #UEO

Industry

Research in #UEO

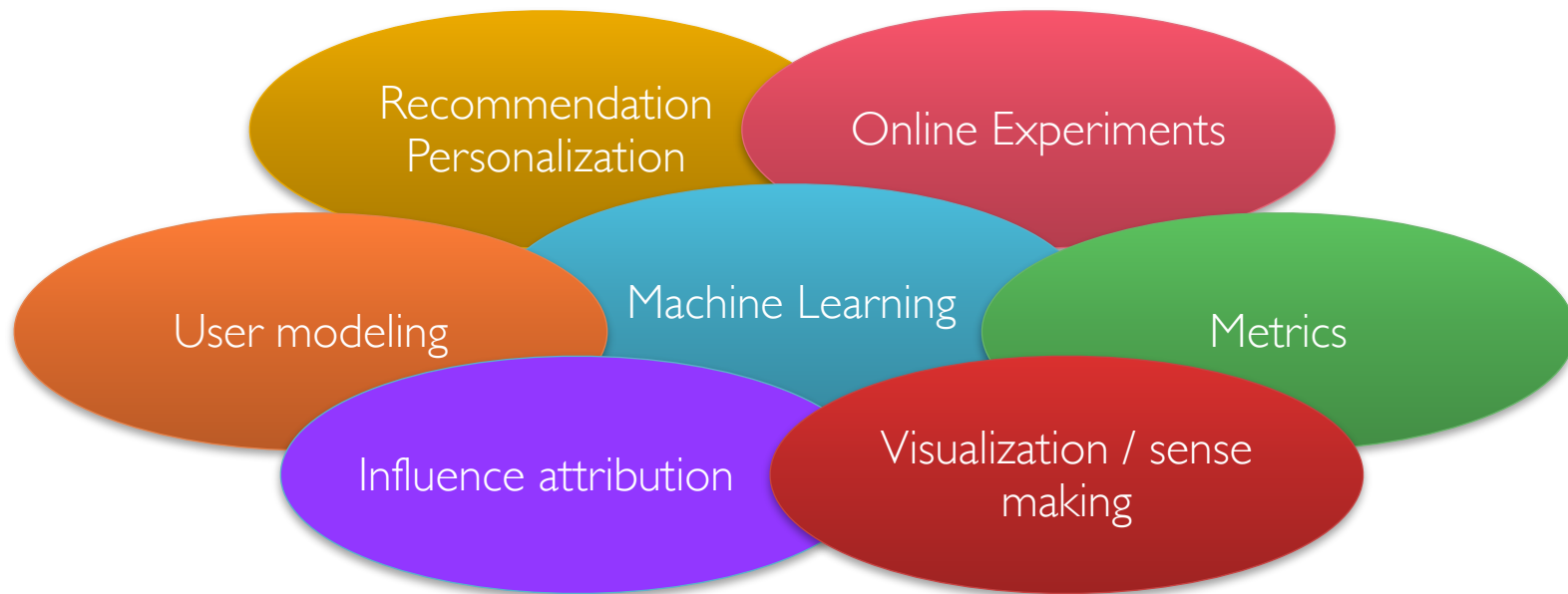

Industry

Academic

#UEO Workshop

The 1ˢᵗ UEO Workshop at CIKM 2013 Invited Speakers

Deepak Agarwal, Director of Engineering, Machine Learning - LinkedIn Corp.
Recommending Items to Users: An Explore/Exploit Perspective

Alek Kolcz, Senior Staff Data Scientist - Twitter Inc.
Understanding Twitter Users by Understanding Twitter Content

Yi Zhang, Associate Professor of Computer Science – UCSC
Personalized Recommendation: Machine Learning and Economics

Ronny Kohavi, Partner Architect – Microsoft's Online Services Division
Online Controlled Experiments: Introduction, Insights, Scaling, and Humbling Statistics

Caitlin Smallwood, Director of Consumer Science and Analytics – Netflix
Netflix Optimization: A Confluence of Metrics, Algorithms, and Experimentation

The 1ˢᵗ UEO Workshop at CIKM 2013 Contributed Presentations

Janette Lehmann, Mounia Lalma, Ricardo Baeza-Yates, Elad Yom-Tov
Yahoo Labs
Networked User Engagement

Jia Huang, Xiaohua Hu
Drexel University
Information Passing in Online Recommendation

Ariyam Das, Harish Ranganath
Yahoo Labs
When Web Personalization Misleads Bucket Testing

Marina Danilevsky, Eunyee Koh
Adobe Lab
Information Graph Model and Application to Online Advertising

Balaji Vasan Srinivasan, Anandhavelu Natarajan, Ritwik Sinha, Vineet Gupta, Shriram Revankar, Balaraman Ravindran
Adobe Lab
Will your Facebook post be engaging?

The 2nd UEO Workshop at KDD 2014 Invited Talks

Lihong Li, Researcher at Microsoft Research
Multi-armed Bandits on the Internet: Successes, Lessons and Challenges
8:45AM – 9:30AM

Alex Smola, Researcher at Google and Professor at Carnegie Mellon University
Least mean squares matrix completion considered harmful or
Do you really need to know how much I hate ''Notting Hill''?
10:30AM – 11:15AM

Lars Backstrom, Engineering Manager at Facebook
Generating a Billion Personal Newspapers: News Feed Ranking at Facebook
2:00PM – 2:45PM

Suju Rajan, Senior Manager of Personalization Sciences at Yahoo Labs
Making the Stream a Daily Habit : Optimizing for Long Term Behavior
4:00PM – 4:45PM

The 2ⁿᵈ UEO Workshop at KDD 2014 Contributed Presentations

Luo Lu – Twitter Inc., Chang Liu – Twitter Inc.
Separation Strategies for Three Pitfalls in A/B Testing

Pengyuan Wang – Yahoo Labs.
A Unified Framework for Evaluating Online User Treatment Effectiveness, with Advertising Application

Amit Goyal et al. – Twitter Inc
Detecting User Interests on Twitter via Seed Set Expansion

Eunyee Koh – Adobe, Neha Gupta – Adobe
An Empirical Evaluation of Ensemble Decision Trees to Improve Personalization on Advertisement

Athanasios Noulas – Booking.Com, Mats Einarsen – Booking.Com
User Engagement through Topic Modelling

El Mehdi Rochd et al. – Aix-Marseille University
A Topic Model-based Personalization Over Time

Krishna Kamath et al. – Twitter Inc.
RealGraph: User Interaction Prediction at Twitter

Arvind Agarwal – Palo Alto Research Center, Saurabh Kataria – Palo Alto Research Center
Multi-Task CRF Model for Predicting Issue Resolution Status in Social Media based Customer Care

(Coffee) Break

10:00AM – 10:30AM - Morning Break
12:25PM – 2:00PM   - Noon Break
3:35PM – 4:00PM   - Afternoon Break

Program Committee

Mounia Lalmas – Principle Research Scientist, Yahoo Labs
Georges Dupret — Senior Research Scientist, Yahoo Labs
Hongning Wang — Assistant Professor, University of Virginia
Jian Wang — Senior Applied Researcher, LinkedIn
Gungor Polatkan — Senior Research Scientist, Twitter Inc.
Dan Zhang — Research Scientist, Facebook
Praveen Bommannavar — Data Scientist, Twitter Inc.
Bo Long — Staff Researcher Scientist, LinkedIn
Pengyuan Wang – Research Scientist, Yahoo Labs
Luo Lu — Data Scientist, Twitter Inc.