

Discrete Mathematics Seminar

Time: Friday, 28 January 2011, 1:00-2:00 PM

Room: 238 Derrick Hall

Title: Data Mining Challenges in Facebook

Speaker: Dr. Ming Hua, Research Scientist, Facebook Inc.

Abstract:

Being the world's largest social network, Facebook provides various social utilities for more than 500 million users. The people, the friend connections, and the objects people interact with form a large dynamic social graph with rich information. Massive content is being generated on the large social graph. The scale of the social graph and the variety of user generated content pose grand data mining challenges in various services on Facebook, such as news feed, search, advertising and site integrity. This talk will discuss some interesting data mining problems we encounter in Facebook and share the insights we learnt.

Bio:

Ming Hua received her Ph.D. degree in Computing Science from Simon Fraser University, Canada, in 2009. She then joined Facebook as a Research Scientist. Her research is highly interdisciplinary and application-driven. She has the particular expertise in applying statistics in data mining and machine learning. Ming has published in premier journals including IEEE TKDE and the VLDB Journal, as well as premier academic conferences including ACM SIGKDD, VLDB, IEEE ICDE, and ACM SIGMOD. Ming is one of the Exhibits and Demos Co-Chairs for the 2011 IEEE International Conference on Data Mining (ICDM 2011). She was the publicity chair of the First ACM SIGKDD Workshop on Knowledge Discovery from Uncertain Data (U'09), in conjunction with SIG KDD 2009. She served in the Program Committees of numerous International Conferences such as SIGKDD, ICDM and PAKDD.