Πρόσκληση

«Data Science Methods for Treatment Personalisation in Persuasive Technology»

12 Απριλίου 2019
11 πμ - 12 μμ

Αίθουσα Διαλέξεων 6
Κτήριο Τάσσος Παπαδόπουλος
Τεχνολογικό Πανεπιστήμιο Κύπρου
Θέμιδος και Ιφιγενείας γωνία, Λεμεσός

Τεχνολογικό
Πανεπιστήμιο
Κύπρου

Το Τμήμα Επικοινωνίας και Σπουδών Διαδικτύου του Τεχνολογικού
Πανεπιστημίου Κύπρου σας προσκαλεί σε διάλεξη με θέμα:

«Data Science Methods for Treatment Personalisation in Persuasive Technology»

Speaker:
Maurits Kaptein

Abstract: In this talk Maurits will focus on the problem of personalization: how do we choose an intervention or message for the current user. Abstractly, this is a problem encountered broadly: in marketing we select products for customers, and in healthcare we select treatments for patients. Maurits will discuss the contextual multi-armed bandit problem as a formalization for the personalization problem and he will highlight several methodological approaches well-suited to address this challenge. Maurits will present several experiments, both in persuasive technology and e-commerce, in which we show that personalized messages can be more effective than non-personalized ones. Finally, Maurits will discuss on the use of existing (both experimental and observational) data to derive personalized allocation rules.

Bio: Maurits Kaptein is a professor of Data Science and Health at the University of Tilburg (the Netherlands) and at the Jheronimus Academy of Data Science (JADS, a inter-university research institute between the university of Tilburg and Eindhoven University. Maurits is the PI of the computational personalization lab at JADS, and his research work focusses on theoretical and applied statistical methods for treatment personalization. Maurits his work has been published in influential journals (such as Bayesian Analysis, ACM Interactions, and the Journal of Statistical Software), and Maurits is the author of two popular science books: "Persuasion Profiling" and "Hallo Wereld, Hallo Computer" (in Dutch).