

Industry Practice Expo Invited Talk

Targeting and Influencing at Scale: From Presidential Elections to Social Good

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ABSTRACT

If you're still recovering from the barrage of ads, news, emails, Facebook posts, and newspaper articles that were giving you the latest poll numbers, asking you to volunteer, donate money, and vote, this talk will give you a look behind the scenes on why you were seeing what you were seeing. I will talk about how machine learning and data mining along with randomized experiments were used to target and influence tens of millions of people. Beyond the presidential elections, these methodologies for targeting and influence have the power to solve big problems in education, healthcare, energy, transportation, and related areas. I will talk about some recent work we're doing at the University of Chicago Data Science for Social Good summer fellowship program working with non-profits and government organizations to tackle some of these challenges.

Categories and Subject Descriptors

H.2.8 [Database Management]: Data Mining.

General Terms

Algorithms, Performance

Keywords

Targeting, Social Networks, Randomized Experimentation.

Bio

Rayid is currently at the Computation Institute & Harris School of Public Policy at the University of Chicago and the co-founder of Edgeflip, an analytics startup focused on helping non-profits and social good organizations better use social networks and analytics. Rayid was the Chief Scientist at Obama for America 2012 campaign focusing on analytics, technology, and data. His work in the campaign focused on improving different functions of the campaign including fundraising, volunteer, and voter mobilization using analytics, social media, and machine learning. In addition, Rayid serves as an adviser to several start-ups, non-profits, and corporations, is an active organizer of and participant in academic and industry analytics conferences, and publishes regularly in machine learning and data mining conferences and journals.

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