

Title: Post Facto Cambridge Analytica: AI for Social Good

Speaker: Dr. Amitava Das Lead Scientist, Wipro AI Lab, Bangalore.

Abstract:

The election that stunned the world - despite losing popular votes, Donald Trump defeated Hillary Clinton, is one of the biggest upsets in the history of democracy. The whole warfare was based on user profiling and targeting people with pinpoint accuracy to influence their voting decisions. Facebook and the data analytics company called Cambridge Analytica are at the center of a dispute over the harvesting and use of personal data. Make us afraid and concerned about our digital well being and data privacy. The question comes - what to learn from history? and what to look forward towards the future of AI for social good.

As the aftermath, many companies, governments, and organizations are now using social feedback from both inside and outside the enterprise/organization to inform strategic decisions, execute on organizational objectives, marketing plans, product road-maps, sales process, and more. Therefore, Social Computing has been emerging as an inter-disciplinary research problem, mostly deals with the data-driven understanding of complex social networks, which often requires knowledge about graph analysis, data mining, natural language processing, and machine learning.

I am an NLP researcher, and currently exploring inter-disciplinary areas like psycho-socio linguistics and their applications in social computing. In this talk I will be describing how NLP techniques could be used to infer the cultural identity of people in terms of their values and ethics and further will elaborate how such profiling techniques could be used to solve various real-world problems like community detection, group level optimism/pessimism, and modeling information diffusion in social network.

Bio:

Presently, since July 2019 Dr. Amitava Das is working as a Lead Scientist at the newly built Wipro AI lab, Bangalore. Earlier he worked at the IIIT Sri City, Andhra Pradesh, India as an Assistant Professor during 2015-2018. He has experienced two academic postdocs: in Europe and in the USA. In the USA he worked as a Research Scientist with Prof. Rodney Nielsen in the Human Language Technologies (HiLT) lab at the University of North Texas, USA. During summer 2014 he worked at James Pennebaker's lab, the University of Texas-Austin as an Invited Researcher. Earlier, he spent one year working as a European Research Consortium for Informatics and Mathematics (ERCIM) Post-Doctoral Fellow at the Norwegian University of Science and Technology (NTNU), Norway. He has also worked for industry. Before moving to the USA, he worked for Samsung Research India, Bangalore as a Chief Engineer. He has obtained Ph.D. (Engineering) from Jadavpur University, India. During his doctoral study, he worked for an Indo-Japan collaborative project entitled "Sentiment Analysis where AI meets Psychology" with the Tokyo Institute of Technology, Japan.