

Keynote Speech

Title: Industrial Perspectives on Social Networks

Keynote speaker: Dr. Atefeh Farzindar, NLP Technologies Inc.

Abstract:

Social media data is the collection of open source information that can be obtained publicly via the Web and social networks. Social information intelligence refers to an emerging data and semantic infrastructure that will enable organizations to create a new generation of business applications. This new class of applications will build on the rich set of assets already available within the organization. Social media has become a primary source of intelligence for Security Intelligence and Business Intelligence. Social data intelligence combines social media aspects and analytics to give important business insights, and is a convergence of several trends. Business intelligence from open intelligence incorporates knowledge management, social networking, plus social media monitoring and analytics, all combined into a new interface in the business intelligence environment.

In the context of analyzing social networks, finding powerful methods and algorithms to search for relevant data in large volumes, and various free formats from multiple sources and languages is a scientific challenge. Automatic processing of such data needs to evaluate the appropriate research methods for information extraction, automatic categorization and clustering, indexing data, generating automatic summaries, and statistical machine translation. With respect to machine learning approaches, we must consider developing innovative tools and integrating appropriate linguistic information in the fields of security and defence, and industry business intelligence.

There is great interest for social media data monitoring in the industry. Social media data can dramatically improve business intelligence and help both international and local markets. Businesses could achieve several goals by integrating social data into their corporate BI systems, such as branding and awareness, customer/prospect engagement and improving customer service.

Biography:

Dr. Atefeh Farzindar is the founder of NLP Technologies Inc., a company specializing in natural language processing, automatic summarization, statistical machine translation and social media solutions. Dr. Farzindar received her Ph.D. in Computer Science from the Université de Montréal and Paris-Sorbonne University. She is an adjunct professor at the Department of Computer Science at the Université de Montréal. As president of NLP Technologies, she has managed multiple collaborative R&D projects with various industry and university partners. She is the chair of the language technologies sector of the Language Industry Association Canada (AILIA) and a board member of the Language Technologies Research Centre, co-chair of the Canadian Conference on Artificial Intelligence 2010 and industry chair for Canadian AI'2011 and AI'2012.