Making Collective Wisdom Wiser

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Abstract:

Many popular sites, such as Wikipedia and Tripadvisor, rely on public participation to gather information—a process known as crowd data sourcing. While this kind of collective intelligence is extremely valuable, it is also fallible, and policing such sites for inaccuracies or missing material is a costly undertaking. In this talk we will examine how database technology can be put to work to effectively gather information from the public, efficiently moderate the process, and identify questionable input with minimal human interaction. We will consider the logical, algorithmic, and methodological foundations for the management of large scale crowd-sourced data as well as the development of applications over such information.

About the Speaker:

Tova Milo received her Ph.D. degree in Computer Science from the Hebrew University, Jerusalem, in 1992. After graduating she worked at the INRIA research institute in Paris and at University of Toronto and returned to Israel in 1995, joining the School of Computer Science at Tel Aviv university where she is now a full Professor and Department head. Her research focuses on advanced database applications such as data integration, XML and semi-structured information, Data-centered Business Processes and Crowd-sourcing, studying both theoretical and practical aspects. Tova served as the Program Chair of several international conferences, including PODS, ICDT, VLDB, XSym, and WebDB. She is a member of the VLDB Endowment and the ICDT executive board and is an editor of TODS, the VLDB Journal and the Logical Methods in Computer Science Journal. She has received grants from the Israel Science Foundation, the US-Israel Binational Science Foundation, the Israeli and French Ministry of Science and the European Union. She is an ACM Fellow and a recipient of the 2010 ACM PODS Alberto O. Mendelzon Test-of-Time Award and of the prestigious EU ERC Advanced Investigators grant.

All are welcome!
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