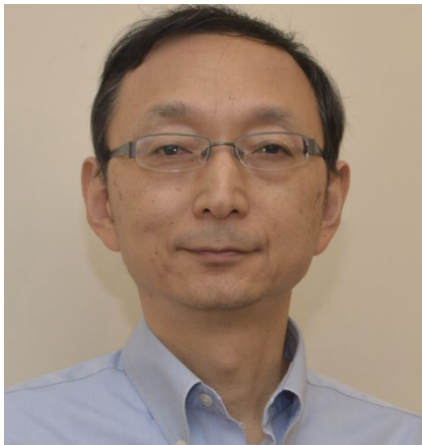


Data Science Seminar Series

What's in a Name? Deciphering Names Through Machine Learning



Yifan Hu, Ph.D.

**Senior Director of Research
Head of the Data Science Research Group
Yahoo Research**

Date: Wednesday, September 9th, 2020

Time: 4:00 PM – 5:00 PM EDT

Location: Zoom Virtual Room

Web Link: <https://njit-institute-for-data-science.eventbrite.com>

Yahoo Research Data Science group researches and develops machine learning algorithms, and applies them to Internet-scale data to tackle important business problems. I will introduce the rich and challenging sets of problems we face, from natural language processing to image processing, graph mining, and anomaly detection. I will then focus on a concrete area: what can be learnt from a person's name, and how can we generate names with certain characteristics? While these questions superficially appear to have no relation to any real world utilities, they originated from actual applications in security and machine learning fairness. Understanding and solving these require unconventional use of algorithms such as word2vec, LSTM, BERT, and visualization.

Yifan Hu is a Senior Director of Research and head of the Data Science Research group at Yahoo Research. Prior to joining Yahoo, he worked at AT&T Labs, Wolfram Research, and Daresbury Laboratory. He received his B.S. and M.S. in applied mathematics from Shanghai Jiao-Tong University, and Ph.D. in optimization from Loughborough University. His research interests include data mining, machine learning and visualization. He is a co-author of a number of best papers, including the 2017 ICDM 10-year highest impact award paper on recommender systems. He is the author of a number of functions in Mathematica and contributes to the open source software Graphviz.