Discovering medical information from user-generated content

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Abstract: Collecting medical information from large cohorts is expensive and is frequently biased by the difficulty people experience in reporting effects which have late onset, are due to several confounding effects, or are related to sensitive subjects. In this talk, I will show that specific types of User Generated Content (UGC) are less influenced by such biases, and are thus a low-cost alternative for extracting medical information from very large populations. I will demonstrate our approach to learning from UGC using examples from post-market drug surveillance, understanding childhood obesity, and information seeking by cancer patients.

Short Bio:
Elad Yom-Tov is a Senior Research Scientist at Yahoo Research. Before joining Yahoo in 2010, he was with IBM Research and Rafael. Dr. Yom-Tov studied at Tel-Aviv University and the Technion, Israel. His primary research interests are in large-scale Machine Learning, Information Retrieval, and Social Analysis. He has published two books, over 50 papers, and filed more than 30 patents (10 of which have been accepted so far).

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