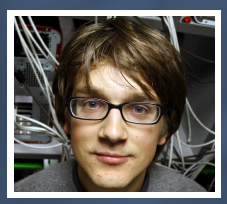
A Whole New World of Data Regarding Human Behaviors has Emerged with Social Media and Social Networks



Jure Leskovec
Assistant Professor, Computer Science

CURRENT RESEARCH

Data mining allows researchers to measure human interactions, draw conclusions and predictions for social good

Social sciences have always pondered the question; how do people get along? And until recently, studies to answer this question have come via controlled environments. However, with the explosion of social media and social networks on the Internet over the past 10 years, social scientists have found a looking-glass into human behaviors that provides natural and real-time behaviors on a large scale. As Dr. Jure Leskovec of Stanford University puts it, "with this large scale data on social interactions, we can now let the data speak for itself." Dr. Leskovec's research is combining large scale data analytics to build computational models of human behavior.

Dr. Leskovec's principal research interest is in large-scale data mining, focusing on the analysis of networks. Networks allow us to study phenomena across the social, technological, and natural worlds. Networks frame numerous research problems that lead to high-impact applications. For example, social networks on the Internet generate revenue of billions of dollars; detection of virus outbreaks in human networks can save lives; anomaly detection in computer-traffic networks is vital for security. His long-term research goal is to harness large-scale social and information networks to understand, predict, and ultimately, enhance social and technological systems. Dr. Leskovec aims to create explanatory and predictive models of actions of large groups of people and societies, and large technological systems.

Only a few years ago the goal of modeling large social and technological systems would be unattainable. However, in less than a decade the World Wide Web has been transformed from a large static library that people only browse, into a vast...

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AFFILIATION

Stanford University

EDUCATION

- Ph.D, in Machine Learning, 2008 , Carnegie Mellon University
- Postdoctoral Training, in Computer Science, 2009 , Cornell University

AWARDS

- Best paper runner-up award, ACM Intl. Conf. on World Wide Web, WWW, 2014
- Best paper award, ACM Intl. Conf. on World Wide Web, WWW, 2013
- Okawa Foundation Fellowship, 2012
- Alfred P. Sloan Fellowship, 2012
- Kavli Fellow, National Academy of Sciences, Frontiers of Science, 2011

RESEARCH AREAS

Technology, Informational Sciences / Internet

FUNDING REQUEST

Dr. Leskovec studies a phenomenon that was nearly invisible to us in the past. Due to the speed of social media his projects move fast; most are completed in a year. His team requires 15-20 postdocs, Ph.D. students, research scientists and assistants. Costs are near $1M per year. Your contributions will help continue his research and its collaborations with Stanford researchers (Linguistics, Social Science, Bioengineering), universities (Cornell, Harvard, Chicago, MIT) and Facebook and Twitter.

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