AI in Human Language for Social Good

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CURRENT RESEARCH

Algorithms that read subtext and visuals

An Age has come where online reviews build credibility, whether it's for products, restaurants, companies, or retailers. However, what happens when companies talk up an otherwise poor product by devising a number of enticing fake reviews? Furthermore, what if there were reputation-enhancement services out there that companies can hire to generate deceptive online reviews? Dr. Yejin Choi, Assistant Professor of Computer Science & Engineering at the University of Washington, develops natural language processing (NLP) algorithms to improve the quality of information on the Internet. Dr. Choi was one of the first collaborators to introduce algorithms for detecting deceptive reviews in 2011, which have drawn much attention from both media and academia as well as the law enforcement. This awareness has visibly gained momentum, as the New York law enforcement announced in September, 2013 that it caught and charged 19 firms $350,000 for servicing fake reviews! As she continues her work on detecting subliminal message underlying online text, Dr. Choi expands her influence in exposing fake reviews, predicting the success of novels, and enhancing computer image search.

The human mind tends to focus on a few cues in wordings, while computers can crawl through hundreds of small and big evidences simultaneously and draw correlations between these evidences to make predictions. Devoid of cognitive bias, computers can be trained in a particular domain to decipher distribution and choices of words people use to pick up subtle cues about the intent of the author. Such is the power of NLP algorithms, where the science of artificial intelligence merges with that of human linguistics. With a talented team of Ph.D....

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AFFILIATION

W University of Washington

EDUCATION

- Ph.D. in Computer Science 2010,Cornell University

AWARDS

- Marr Prize (Best Paper Award) at ICCV, 2013

RESEARCH AREAS

Technology, Computational Sciences / Mathematics, IOT, Devices, Data, Women in STEM

FUNDING REQUEST

Your contributions will support Dr. Yejin Choi at University of Washington as she develops natural language processing algorithms to improve the quality of information presented on the Internet. Donations will help fund the annual $75K/project required to support personnel and equipment, and enhance statistical models to incorporate linguistic patterns that current models are limited to. Partner with Dr. Choi in providing clean, poetic, and accurate content in the web space that we all share!