

Asia Society Hong Kong Center March 2010 Program

How Social Computing Impacts Society

A Luncheon Presentation by Dr. IRWIN KING, Department of Computer Science and Engineering, The Chinese University of Hong Kong

Thursday, March 11, 2010

NEW PROGRAM

Hong Kong Club, Harcourt Room, 1 Jackson Road, Central

Registration at 12.15 p.m., Luncheon at 12.30 p.m., Close at 2.00 p.m.

\$390 Asia Society members/ Full-time students; \$490 Non-members (Priority for members)

Technological advances have drastically changed the nature of communication and socialization. Social networking has connected people at low cost, allowing individuals to interact through websites and mobile devices. It has also proved beneficial for entrepreneurs and small businesses to expand their contacts base. However, unsavory consequences have also emerged, such as cyberbullying, online predation and privacy concerns. Social computing studies social behavioral data collected from social media platforms such as blogs, wikis, emails, instant messages and tags. For example, Google used search behavior data to predict influenza outbreaks. How does social computing impact our culture, commerce and community? How can it be used to predict behavior? Can companies use this data to enhance their competitiveness? Irwin King is Associate Professor in the Department of Computer Science and Engineering at the Chinese University of Hong Kong, and his research interests include machine learning, web intelligence and social computing. Dr. King received his B.Sc. degree from the California Institute of Technology, Pasadena and his M.Sc. and Ph.D. from the University of Southern California, Los Angeles.

RESERVATIONS: All reservations must be made in writing, either by fax or email. ASHK cannot guarantee a seat without advance payment. Checks should be made payable to **The Asia Society Hong Kong Center Limited** and mailed to **Programs Department, 13/F, Baskerville House, 13 Duddell Street, Central**. Credit card payments may be faxed to **2524 1099**.

CONFIRMATIONS: Please consider your registration confirmed unless notified otherwise. No tickets will be issued. Your name will be held on a list at the door, and your name badge may be collected on the day of the program.

CANCELLATIONS: Please note that no-shows will be charged. Any cancellation must be made in writing, either by fax or email. Individual cancellations will not be accepted less than two working days before the program. Table cancellations will not be accepted less than four working days before program.

MAR 11 (THU) A LUNCHEON PRESENTATION BY IRWIN KING

Hong Kong Club, Harcourt Room, 1 Jackson Road, Central *(Please note, no jeans, sneakers or sportswear)*

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Asia Society members/ Full-time students	<input type="checkbox"/> vegetarian	@\$390=
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Please check if you would like to receive an official receipt, to be sent within two weeks after the program.

To register, please return this form by fax 2524 1099 or email hk@asiasoc.org.

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