



Area of Excellence

CONTROL OF PANDEMIC AND INTER-PANDEMIC INFLUENZA

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and

Centre of Influenza Research

jointly present the following seminar

Using Internet Data for Applications Beyond Epidemic Monitoring

by

Dr Elad Yom-Tov

Principal Researcher, Microsoft Research Israel

3:00 pm on 26 September 2016 (Mon)

Mrs Chen Yang Foo Oi Telemedicine Centre

2/F William MW Mong Block, LKS Faculty of Medicine, HKU

Abstract:

For the past decade, Internet data, including social media postings, online advertisements, and search engine queries, have been used to monitor influenza epidemics. This monitoring is achieved by applying complicated statistical models to aggregated data. In my talk I will show how anonymized, non-aggregated data, can be used to investigate other aspects of epidemics. I will demonstrate how Internet data enabled us to measure the effect of a flu vaccination campaign for children in England, indicating a 25-30% reduction in illness. Additionally, I will discuss our work on computing the secondary attack rate of influenza from Twitter postings, and the link our results have to known virology of the flu.

Short Biography:

Elad Yom-Tov is a Principal Researcher at Microsoft Research. Before joining Microsoft he was with Yahoo Research, IBM Research, and Rafael. Dr. Yom-Tov studied at Tel-Aviv University and the Technion, Israel. He has published three books, over 60 papers (of which 3 were awarded prizes), and filed more than 30 patents (16 of which have been granted so far). His primary research interests are in large-scale Machine Learning, Information Retrieval, and Social Analysis. He is a Senior Member of IEEE and held the title of Master Inventor while at IBM. His latest book is *Crowdsourced Health: How What You Do on the Internet Will Improve Medicine* (MIT Press, 2016).

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