

## Keynote Speakers

### **Speaker Name: Dr. Latanya Sweeney**

[www.dataprivacylab.org/people/sweeney/](http://www.dataprivacylab.org/people/sweeney/)



#### **Title: Trustworthy Paradigms for the Nationwide Health Information Network**

**Abstract:** The American Recovery and Reinvestment Act of 2009 ("ARRA" or the stimulus bill) aims to build a Nationwide Health Information Network (NHIN) by 2015 and provides an abundance of funds, political will and policy attention but little computational reasoning, so it is not surprising current approaches have grave privacy concerns and poor utility. A preferred NHIN maximizes utility while providing guarantees of privacy protection. This talk describes ARRA's financial incentives, assesses promoted NHIN approaches and introduces innovative architectural paradigms --all aimed at encouraging participation from the computing field.

**Bio:** Latanya Sweeney, PhD is a Distinguished Career Professor of Computer Science, Technology and Policy in the School of Computer Science at Carnegie Mellon University, Director and founder of the Data Privacy Lab, and is currently a visiting faculty member at Harvard and MIT. She was recently appointed to the Privacy and Security Seat of the Federal Health Information Technology Policy Committee, the federal advisory committee established by Congress in the stimulus bill to offer advice on electronic medical record adoption and the nationwide health information network. She is a computer scientist with a long history of resolving real-world technology-privacy clashes through technology design. Her work has received numerous awards and patents and been heavily cited. More information about Dr. Sweeney is available at [dataprivacylab.org/people/sweeney/](http://dataprivacylab.org/people/sweeney/)

## **Speaker Name: Dr. Noshir Contractor**

<http://nosh.northwestern.edu/>



### **Title: From Disasters to WoW: Multi-theoretical Multilevel Models to Understand and Enable Networks**

**Abstract:** Recent advances provide comprehensive digital traces of social actions, interactions, and transactions. These data provide an unprecedented exploratorium to model the socio-technical motivations for creating, maintaining, dissolving, and reconstituting multidimensional social networks. Multidimensional networks include multiple types of nodes (people, documents, datasets, tags, etc.) and multiple types of relationships (co-authorship, citation, web links, etc). Using examples from research in a wide range of activities such as disaster response, public health and massively multiplayer online games (WoW - the World of Warcraft), Contractor will outline a multi-theoretical multilevel model to help advance our ability to understand and enable multidimensional networks.

**Bio:** Dr. Noshir Contractor is the Jane S. & William J. White Professor of Behavioral Sciences in the McCormick School of Engineering & Applied Science, the School of Communication and the Kellogg School of Management at Northwestern University, USA. He is the Director of the Science of Networks in Communities (SONIC) Research Group at Northwestern University. He is investigating factors that lead to the formation, maintenance, and dissolution of dynamically linked social and knowledge networks in a wide variety of contexts including communities of practice in business, translational science and engineering communities, public health networks and virtual worlds. His research program has been funded continuously for over a decade by major grants from the U.S. National Science Foundation with additional current funding from the U.S. National Institutes of Health (NIH), Air Force Research Lab, Army Research Institute, Army Research Laboratory and the MacArthur Foundation.

## **Speaker Name: Dr. Alex (Sandy) Pentland**

<http://web.media.mit.edu/~sandy/>



### **Title: Kith and Kin: How Social Networks Make Us Smart**

**Abstract:** Professor Pentland's research shows that the attitudes and actions of peers, rather than logic or argument, usually dominates people's beliefs and actions. The mechanism appears to be based on learning by example from kithmates (a set of peers relevant to the problem at hand) rather than being based on information, friendship ties, or social influence. The prevalence of this type of learning-from-example has important implications for the interpretation of social network phenomena, and may demand a rethink of much of the conventional wisdom about how social networks function.

**Bio:** Professor Alex ("Sandy") Pentland is a pioneer in organizational engineering, mobile information systems, and computational social science. Sandy's focus is the development of human-centered technology, and the creation of ventures that take this technology into the real world. He directs the Human Dynamics Lab, helping companies to become more productive and creative through organizational engineering, and the Media Lab Entrepreneurship Program, which helps translate cutting-edge technology into real-world impact around the world. He is among the most-cited computer scientists in the world, and in 1997 Newsweek magazine named him one of the 100 Americans likely to shape this century.