MID-AMERICA CLUB
ITCONNECT

NOVEMBER 17, 2021 | 12:00PM | THE MID-AMERICA CLUB
HOSTED BY ACM CHICAGO | CO-HOSTED BY POLYMORPHIC SYSTEMS, INC.

UNDERSTANDING, PREDICTING & CHANGING **EATING HABITS ON THE WEB**

TOPIC:	**Understanding, Predicting & Changing Eating Habits on the Web**
SPEAKER:	**Pr. Christoph Trattner** **Center Director** **Research Centre for Responsible Media Technology & Innovation — SFI MediaFutures**
WHEN:	**November 17, 2021 – 12:00 PM**
WHERE:	**Zoom Online Presentation** **RSVP** or call **312.861.1100**

Pr. Christoph Trattner, a new ACM Distinguished Speaker, is a Full Professor at the University of Bergen, Norway, and Center Director of the Research Centre for Responsible Media Technology & Innovation — SFI MediaFutures. He is a founder of the DARS research group at UiB and and a Research Professor at one of Norway's largest research institutions and he is an Lecturer at MODUL University Vienna. His research focuses on Behavioral Data Analytics and Recommender Systems. His work has been published over 100 scientific articles in top venues.Trattner has been a chair or organizer of workshops and conferences including ACM RecSys in 2018 — 2020 and ACM SIGIR 2020 — 2021. He is also a member of the editorial board of Elsevier's journal, *Online Social Networks and Media*, the Open Access Journal, *Future Internet, Frontiers in Big Data*, Springer's *Journal of Intelligent Information Systems*, and *AI and Ethics*.

Food Decision-Making Online

According to the World Health Organization, around 80% of cases of heart disease, strokes, and type 2 diabetes could be avoided if people were to implement a healthier diet.

Computational data analytics approaches have been touted as a valuable asset in achieving the ambitious goal of understanding user behavior and being able to develop intelligent online systems, which can positively influence people's food choices.

This talk will explore data science approaches to understand, predict, and potentially change food decision-making in an online context. Further, we will examine what extent online food interactions may be linked to real-world health issues such as obesity on a large-scale. Additionally, we will consider how people upload, bookmark or rate online recipes in large online food communities and how contextual factors and biases such as seasonality, temporality, social context or presentation of recipes have an impact on popularity and how they are perceived.

Join Us As We Consider Food Choices

Listen as Pr. Trattner discusses how we may model and predict online food choices and attempt to nudge people towards food choices.

ABOUT THE UNIVERSITY OF BERGEN
The University of Bergen and the Research Centre for Responsible Media Technology & Innovation — SFI MediaFutures explore themes in the field of media audience understanding, modelling and personalisation, media content production & analysis, media content interaction and accessibility, and language technology.

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Polymorphic Systems offers application development services to help clients design, develop, and maintain their solutions.