MID-AMERICA CLUB IT CONNECT
OCTOBER 19, 2016
RECOMMENDATION ENGINES
The Rise of Decision-Aiding Algorithms

Traditionally, people have used a variety of strategies to make decisions when faced with a problem which required decision making. Problems such as "Which TV should I buy?", "Which movie should I watch?", "Where should I vacation?"

People have traditionally relied on recommendations from friends, online reviews, hiring an expert and other methods.

The rise of online shopping has only made this decision-making process more complex since the shopper is now faced with many more choices. The internet has transformed us from an era of scarcity to an era of abundance!

Recommendation engines are tools that help us in our decision-making process. From recommending products, movies to watch, friends to friend on Facebook, news articles to read, search engine optimization, restaurants, to many more. In a way, these algorithms are altering our decision making process.

In this presentation we will talk about the science behind recommendation engines algorithms, how we are all using these algorithms in our everyday life, and to what extent are these algorithms altering our lives.

Get Recommended. Join us at Mid-America Club IT Connect on October 19, 2016. Enjoy a presentation from a thought-leader in tech and our spirited Q&A afterwards!

Speaker: Dr. Aous Abdo, Ph.D., Lead Data Scientist at JLL

MID-AMERICA CLUB IT CONNECT MEETINGS

We meet in the Mid-America Club on the 80th floor of the Aon building in downtown Chicago. Please RSVP with the Club at **312-861-1100** or online at **midamclub.com.** Limit **3 guests** per membership. Members must register their guests with the Membership Department. Mid-America Club IT Connect is presented by Polymorphic Systems, Inc.

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