Benchmarking the “Now”

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Recovering the “now” from the past

• Much of the data lives as text logs
• Logs document reaction of users to what was presented to them at the time
• A/B testing on a live system allows to test out different options
• Can we get close to it by analyzing only past data (even lots of it)?
Benchmarking adversarial problems

• Spam and abuse and their countermeasures continue to be of interest
• Historical patterns can be mined for patterns helpful in better detection system
• How to make them helpful in terms of finding robust solutions
• We only see how spammer reacted to countermeasure operating at the time, not future ones.
Privacy Issues

• A lot of data corresponds to user generated text and media
• The data is valuable for mining user interests, social phenomena, events etc
• Were the users aware they they were contributing these data?
• Would they have behaved differently if they were?