

# 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?