# Personalization Technology

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Personalization technology is a set of web-based software technology: it helps humans make better use of the wide variety of content on the Internet. The personalization engine collects information about you and your preferences, either by recording what you buy and what you click on, or by asking you to fill out a questionnaire. The personalization engine is then able to recommend products which might match your interests.

The most common approach to making recommendations is "collaborative filtering" – where the personalization engine suggests products based on a statistical analysis of what other customers' choices. ("Customers who bought this book also bought…") There are now newer techniques, such as the personalization methods used in AOL's MyBestBets service, which attempt to incorporate content-specific knowledge into the recommendation process.

**Jayendu Patel** is the Chief Scientist of ChoiceStream, Inc. He leads ChoiceStream's team of research scientists who are recognized leaders in the fields of econometrics, choice modeling, collaborative filtering, library science/taxonomy and search. Prior to joining ChoiceStream, Dr. Patel was a professor for 15 years at Boston University and Harvard University. His current interests span both the application and the foundations of the psychology of judgment and decision-making and of behavioral economics. He was the recipient of the 1999 Merton Miller prize for best paper in the Journal of Business.

> Date: Thursday, November 18, 2004, 8:00 pm (Refreshments at 7:30 pm)
> Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ
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> On-line info: **http://www.acm.org/chapters/princetonacm**

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A pre-meeting dinner with the speaker is held at 6:00 p.m. at Ruby Tuesday's Restaurant on US 1. Please send email to **princetonacm@acm.org** in advance if you plan to attend the dinner.