Beyond Search: Social and Personal Ways of Finding Information

Tuesday, April 11, 2006
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:
Beyond Search: Social and Personal Ways of Finding Information
Panel moderated by Rashmi Sinha

Neil Hunt, Netflix
David Porter Live365
Tom Conrad, Pandora

Recently, there have been several exciting developments in using social search and personalization to help users find information. The more interesting developments have to do with recommendations based on personal tastes, social trends, tags, ratings, popularity, and friends tastes. All these methods go beyond the classic search paradigm of relevance and flat lists of results, resulting in different types of user experience challenges. This panel will explore some recent trends in this area by bringing together panelists from Netflix, Live365 and Pandora.

Neil Hunt has served as chief product officer at Netflix since 1999. Neil’s team is responsible for the design and implementation of the Netflix e-commerce store.

Neil holds a B.S. from the University of Durham, U.K., and a Ph.D. in computer science from the University of Aberdeen, U.K.

David Porter is general manager of Business Development for Live365. He is responsible for strategy, business development, and consumer broadcasting for Live365. Mr. Porter maintains many of Live365’s key relationships with distribution and content partners, including Apple, Microsoft, Philips, Motorola, TiVo, and D-link.

David holds a BS in Accountancy with highest honors from the University of Illinois at Urbana-Champaign and an MBA from the University of California at Berkeley, including an exchange at Columbia Business School in New York.

Tom Conrad is CTO of Pandora, where he is responsible for the product, engineering, and technical operations teams. Tom has led numerous engineering and user experience groups across a wide range of applications, including operating systems, enterprise software, video games, and consumer web sites.

Tom holds three U.S. patents and a B.S. in Computer Engineering from the University of Michigan.

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