Digital Media Laboratory

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Abstract

1. Reddit project (Implement algorithm for categorical data)
2. Display Advertising project (Read some articles)

Description

1. **Reddit project (Implement algorithm for categorical data)**
   We implemented the algorithm on temporal data (user activity hours and days of week) but the results showed that this isn't a proper attribute to work with. We are working on network alignment using RNN embedding and clustering. When we finish this, we can start working on location (from twitter) as a proper categorical attribute.

2. **Display Advertising project**
   I read some papers for RTB project.

   Im waiting for a meeting with Pegah Co. to share my information and ask some important questions. I want to know more about the data they will provide. I also want to talk more specifically about my contribution. (I don't know what i should focus on: Another perspective on historical data? Another kind of model? A way to model visual attractiveness in predictions? Finding a way to confront Cold-Start problem?)

Next Week

- Reddit project (Meeting with Sina and Kevin - RNN and network alignment - Location attribute - find a way to treat continuous attributes)

- Display Advertising project (Meeting with Pegah Co, and looking at their data - Asking my expected contribution)

References