**THE DEPARTMENT OF COMPUTER SCIENCE & THE COMPUTER SCIENCE
GRADUATE STUDENT ORGANIZATION (GSOCS) PRESENT**

INVITED SPEAKER SERIES

iple forms, e 0 g 0 , video sharing, product

social net y orking, and revie y s 0 Y e focus on user revie y s 0 the Ynith cence of social media, entities (e 0 g 0 , hotels, restaurants, books)
in the form of revie y s 0 Many data-intensive applications collect and integrate such data from a variety of Y eb sources 0 A key task in this process is entity matching, y hich the problem of determining the records from these sources that refer to the same real / y orld entities 0 Traditional approaches use the record representation of entities to accomplish this task 0 Y e argue that this hitherto untapped source of entity information can be used in entity matching 0 In this talk, y e present opportunities, challenges, and preliminary results in entity matching y ith user generated content 0

Park, A   ticular emphasis on methodata bases 0 He is actively pursuing

pro l ects in Entity Mention Detection and Linking in Social Media, Web Data Cleaning, Sentiment Analysis, and Cyber / Infrastructure for Scientific Research 0