

Attending to What Matters

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ACM Reference Format:

Jaime Teevan. 2019. Attending to What Matters. In *The Twelfth ACM International Conference on Web Search and Data Mining (WSDM '19)*, February 11–15, 2019, Melbourne, VIC, Australia. ACM, New York, NY, USA, 1 page. <https://doi.org/10.1145/000000.000000>

ABSTRACT:

Online services are increasingly intelligent. They evolve intelligently through A/B testing and experimentation, employ artificial intelligence in their core functionality using machine learning, and seamlessly engage human intelligence by connecting people in a low-friction manner. All of this has resulted in incredibly engaging experiences – but not particularly productive ones. As more and more of people’s most important tasks move online we need to think carefully about the underlying influence online services have on people’s ability to attend to what matters to them. There is an opportunity to use intelligence for this to do more than just not distract people and actually start helping people attend to what matters even better than they would otherwise. This presentation explores the ways we might make it as compelling and easy to start an important task as it is to check social media.

SPEAKER:

Jaime Teevan is Chief Scientist for Microsoft’s Experiences and Devices, where she is helping Microsoft create the future of productivity. Previously she was the Technical Advisor to Microsoft CEO Satya Nadella and a Principal Researcher at Microsoft Research AI, where she led the Productivity team. Dr. Teevan has published hundreds of technical articles, books, and patents, and given keynotes around the world. Her research earned her the Technology Review TR35 Young Innovator, Borg Early Career, Karen Spärck Jones, and SIGIR Test of Time awards. She holds a PhD from MIT and a BS from Yale, and is an affiliate professor at the University of Washington.



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WSDM '19, February 11–15, 2019, Melbourne, VIC, Australia

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ACM ISBN 123-4567-24-567/08/06...\$15.00

<https://doi.org/10.1145/000000.000000>