

DEPARTMENT OF COMPUTER SCIENCE

SEMINAR

2024 SERIES

# Being Data-Driven is Not Enough: Considering User Needs, Privacy, and Bias in NLP Applications

## DATE & TIME

11 JUN 2024 (TUE) 10:00 – 11:00 AM

## VENUE

Cheung Ching Lan Diana Memorial Lecture Theatre (WLB 204)  
The Wing Lung Bank Building for Business Studies, Shaw Campus



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### ABSTRACT

In the rapidly evolving field of Natural Language Processing, the traditional data-driven approach has led to significant advancements. However, to truly harness the potential of NLP technologies, it is imperative to move beyond a purely data-centric perspective. This talk explores the integration of user-centric design, privacy safeguards, and bias mitigation. We will examine personalized NLP systems, innovative recommender techniques, and media bias detection methods. Additionally, we will discuss machine unlearning to protect user data. By adopting a holistic approach that considers user needs, data characteristics, privacy, and bias, we can develop responsible, effective, and user-centered technologies.



SPEAKER'S  
BIOGRAPHY



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