COLLOQUIUM
Center for Embedded Computer Systems

Presents

Introduction to Consumer Computing

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Abstract: How many innovative ideas and knowledge is there among consumers of software artifacts in the world? What would consumers be able to do with all this knowledge automated in new software artifacts? Imagine an innovation eco-system that enables consumers to seamlessly automate their knowledge into new software artifacts without help from professionals and bootstraps a society of equality, where the digital world is built piece by piece, by each and every person, regardless of their vocation, each contributing with their knowledge, needs, beliefs, and hope in a better future.

  In this talk, we introduce Consumer Computing, a research discipline focusing on combining human intelligence, as the plural wisdom of the crowd, with artificial intelligence into a symbiotic relationship that will bootstrap consumer-centered innovation through software artifact creation. To demonstrate Consumer Computing at work, we will show you how our Tile-Up and Play-App platform facilitates consumers to seamlessly automate their app consumption knowledge melding app creation into app consumption, thus enabling consumers to use app consumption skills to automate their app consumption knowledge. Since the scope of this research exceeds capabilities of any single research institution, the Consumer Computing Lab is open for collaboration in interdisciplinary research of collective-knowledge-driven and consumer-centered innovation eco-systems.

Biography: Sinisa Srbljic is a Professor at the University of Zagreb, School of Electrical Engineering and Computing, and head of Consumer Computing Lab. His career also spans Silicon Valley where he worked with GlobalLogic Inc, San Jose, with Futurewei Technologies, Inc., Center for Innovations, Corporate Research US Huawei, Santa Clara, with AT&T Labs, Internet Platform Organization, San Jose, and with the Advanced Technology Group of AT&T, San Mateo. As a visiting scientist, he worked with the UC Irvine, USA, and with the University of Toronto, Canada. As part of a Google Research Award grant, he led a research team which designed a consumer programming platform Geppeto. Motivated by scalability, sustainability, and equality within the digital world, his research interests span consumer computing, collaborative, collective, and global intelligence, programming language translation, and theory of computing.

Monday, February 4, 2013
11:00am-12:00pm
Harut Barasmian Colloquia Room (EH 2430)
CECS Host: Daniel Gajski, gajski@uci.edu

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