



The University of Chicago  
Department of Statistics  
STATISTICS COLLOQUIUM

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**DIANE LAMBERT**  
Google Research

## Statistics at Google Scale

**MONDAY, November 21, 2011, at 4:00 PM**

133 Eckhart Hall, 5734 S. University Avenue

*Refreshments following the seminar in Eckhart 110.*

## ABSTRACT

From the perspective of a statistician, Google is a big statistical analysis engine that collects, organizes, summarizes and analyzes data to provide users with information anywhere, any time. This talk will present some of the challenges in combining huge amounts of data (some of which would not traditionally be thought of as data) with well-established statistical principles and sometimes new twists to improve search, ads and apps in the search engine world.

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For further information and inquiries about building access for persons with disabilities, please contact Dan Moreau at 773.702.8333 or send him an email at [dmoreau@galton.uchicago.edu](mailto:dmoreau@galton.uchicago.edu). If you wish to subscribe to our email list, please visit the following website:  
<https://lists.uchicago.edu/web/arc/statseminars>.