## Event Engagement

### Networking Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Profile Views</td>
<td>39,163</td>
</tr>
<tr>
<td>Total Messages Sent/Received</td>
<td>2,968</td>
</tr>
<tr>
<td>Total Business Cards/Contact Info Exchanged</td>
<td>289</td>
</tr>
</tbody>
</table>

### Photos

- Total Photos Shared: 227

### Downloads

- Total Number of Downloads: 1,504 (out of 1,780 attendees, 84%)

### Breakdown by Device

- iOS: 813 (54%)
- Android: 691 (46%)

### Tweets

- Total Tweets: 470

### Agenda

- Total Session Views: 61,017

#### Top 3 Sessions

1. Keynote 1: "Data as a Mirror of Society: Lessons from the Emerging ..."
2. Keynote 2: "When the Computers Spot the Lie (and People Don’t)"
3. Keynote 3: "Leaving the Lab: Building NLP Applications that Real Pe..."

### Personalized Agenda

- Number of Attendees with Personalized Agenda: 988

### Organizer Appreciation

- Appreciation Messages: 1

#### Attendees Appreciate Your Efforts

- Marti Hearst, UC Berkeley: Great conference. I learned a lot!

### Sponsors

- Total Sponsor Impressions: 153,801

### Meeting Schedule

- Total Number of Meetings Scheduled: 33
## Event Management

### Announcements

<table>
<thead>
<tr>
<th>NUMBER OF ANNOUNCEMENTS SENT</th>
<th>OPEN RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>83%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Community Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF MESSAGES IN COMMUNITY</td>
</tr>
<tr>
<td>2,436</td>
</tr>
</tbody>
</table>

## Attendees Breakdown

### Attendees Breakdown - Top 5 Active Attendees

<table>
<thead>
<tr>
<th>TOP 5 MOST ACTIVE ATTENDEES BY APP ACTIONS (Excluding Event Organizers):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shumin Deng - 3650 Zhejiang University</td>
</tr>
<tr>
<td>Jiatong (Jennifer) Li - 2791 Rutgers University</td>
</tr>
<tr>
<td>Marcus Nero - 1780 Amazon</td>
</tr>
<tr>
<td>Richie Yueqi Feng - 1169 Twilio Inc.</td>
</tr>
<tr>
<td>Shijia Liu - 1052 Johns Hopkins University</td>
</tr>
</tbody>
</table>

### Attendees Breakdown - Country

**BREAKDOWN BY COUNTRIES**

- **Total number of countries:** 36
- **TOP 5 COUNTRIES:**
  1. United States (690)
  2. UK (36)
  3. Canada (30)
  4. Israel (29)
  5. Germany (28)

### Attendees Breakdown - State (in the United States)

**BREAKDOWN BY STATES (in the United States)**

- **Total number of states:** 29
- **TOP 5 STATES:**
  1. California (133)
  2. Washington (77)
  3. New York (72)
  4. Massachusetts (61)
  5. Pennsylvania (36)
Attendees Breakdown - Affiliation

BREAKDOWN BY AFFILIATION
Total number of affiliations: 849

TOP 5 AFFILIATIONS:
1. Carnegie Mellon University (34)
2. University of Washington (33)
3. Google (30)
4. Johns Hopkins University (26)
5. Amazon (25)

Attendees Breakdown - Industry

BREAKDOWN BY INDUSTRY
Total number of industries: 14

TOP 5 INDUSTRIES:
1. Computer Software (21)
2. Research (13)
3. Higher Education (7)
4. Information Technology and Services (5)
5. Internet (3)