

DATE: 04/09/2021

Event Coordinator(s)

1. **Mr. Vijay Jumb**

Student Coordinator(s)

1. **Mr. Kevin Fernandes**

2. **Ms. Lincy Lois**

Time & Place:

Google Meet Platform

4th Sep, 2021

Department:

Computer Engineering

No of participants: 51

A guest lecture for Big Data Analytics, by Prof. Jaya Zalte from Computer Engineering Department, SAKEC, Mumbai on the topic "Advertising on the Web" was organized on Saturday, 4th Sep, 2021.

The guest lecture was conducted on Google meet platform from 11:30 am to 1 pm. Total 51 students attended the guest lecture and the objective of the guest lecture was to provide an insight about how algorithms are applicable in the placements of different advertisements on the web.

It was a very interesting and informative lecture covering many topics such as issues in on-line Advertising, classical model of algorithms, Online algorithms, Online Bipartite Matching, Online graph matching problem, Greedy algorithm, Performance based advertising, Ad-words problem. Overall the lecture was very insightful and gave a better understanding of these concepts. Overall, the session was interesting and motivating for students.

Student Feedback and Benefits: The students found the session very informative, helpful and excellent. It was a knowledge gaining session.




Mr. Vijay Jumb
Assistant Professor,
Computer Engineering



Dr. Saurabh Patil
HoD,
Computer Engineering

REC J Jaya Zalte is presenting



Advertising on the Web

Jaya Zalte

Janhvi Mathkar

Kevin Fernandes

Siddhesh Naikwadi

Srushti Rane

Rucha Tallur

Rachael Dsouza

Esther Saijarani Poo...

15 others

You

guqomux5wl

Microphone, Video, Chat, Hand, Share, More, End Call

25

Info, Participants, Chat, Screen, Lock

REC

Riju Bhattach...

Jaya Zalte

Kevin Fernan...

Esther Saijara...

Vivek Sharma

Godfrey Fons...

Sharon Mary ...

Rhea Dsouza

Janhvi Mathkar

Nikhil Lad

Bishal Nakoda

Jay Thanki

Srushti Rane

Rucha Tallur

Aditya Patole

Rutuja Chavan

Ishan Bangale

Jobin Joseph

Rachael Dsouza

Joshua Paul M...

Janice Pulikk...

Jay Thanki

Lincy Lois Bria...

Adrian Fernad...

Heeba Shaikh

Denzil Purattur

Siddhesh Naik...

Swarangi Gawli

Brettle Correira

Aniket Salunkhe

Nikshita Shetty

Clive D'Costa

Joshua Sequeira

Ainsley Cardozo

Abhiruchi Patil

Mahesh Poojari

Priya Sasithar

Priyanka Korade

Alen Koikkara

Isha Rane

Tejas Anchan

Ojas Vaze

Mahesh Poojari

4 others

You

guqomux5wl

Microphone, Video, Chat, Hand, Share, More, End Call

48

Info, Participants, Chat, Screen, Lock

REC | Jaya Zalte is presenting

Direct Placement of Ads

1. The position of the ad in a list has great influence on whether or not it is clicked. The first on the list has by far the highest probability, and the probability drops off exponentially as the position increases.
2. The ad may have attractiveness that depends on the query terms. For example, an ad for a used convertible would be more attractive if the search query includes the term "convertible," even though it might be a valid response to queries that look for that make of car, without specifying whether or not a convertible is wanted.
3. All ads deserve the opportunity to be shown until their click probability can be approximated closely. If we start all ads out with a click probability of 0, we shall never show them and thus never learn whether or not they are attractive ads.

Issues in displaying Ads--- eg "Sally likes golf"

Siddhesh Naikwadi has left the meeting

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Jaya Zalte

Sharon Mary Thomas

Rhea Dsouza

Janhvi Mathkar

Rachael Dsouza

Srushti Rane

Rucha Tallur

Kevin Fernandes

17 others

You

guqomux5wl

Meet - scd-whfr-ebe | meet.google.com/scd-whfr-ebe?authuser=1

REC | Jaya Zalte is presenting

Issues in On-Line Advertising

- Can post ad for a fee or a commission
- Display ads are placed on many Web sites. Advertisers pay for the display at a fixed rate per impression
- On-line stores such as Amazon show ads in many contexts. The ads are not paid for by the manufacturers of the product advertised, but are selected by the store to maximize the probability that the customer will be interested in the product.
- Search ads are placed among the results of a search query. Advertisers bid for the right to have their ad shown in response to certain queries, but they pay only if the ad is clicked on.

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Jaya Zalte

Vijay Jumb

Rhea Dsouza

Sharon Mary Thomas

Adrian Fernandes

Janhvi Mathkar

Siddhesh Naikwadi

18 others

You

11:45 AM | guqomux5wl

Activate Windows
Go to Settings to activate Windows

29°C AQI 108 | 11:45 AM 04-09-2021