

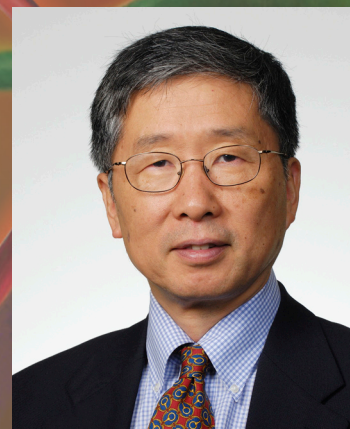


THE UNIVERSITY OF MASSACHUSETTS AMHERST

DISTINGUISHED FACULTY LECTURE SERIES

WILL the INTERNET soon OUTSMART HUMANS

Weibo Gong, Department of Electrical and Computer Engineering



In one field, the human brain still outstrips the prodigious ability of Internet search engines to search content. That's because the brain engages in "creative searching," connecting different types of knowledge stored in different regions. Professor Gong will argue that the means exist to tap the enormous capacity of the Internet to make creative connections efficiently, that this will likely happen soon, and we should be prepared for the consequences.

M O N D A Y F E B . 2 3 2 0 0 9

Massachusetts Room, Mullins Center

4 P.M.

Free and open to all. Reception follows the lecture.

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