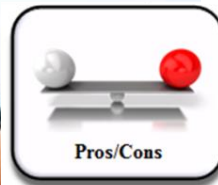




# Decision Making Social Networks

The Role of Crowd Sourcing in Decision Making

[www.ahoona.com](http://www.ahoona.com)



Pros/Cons



Weight & Rate



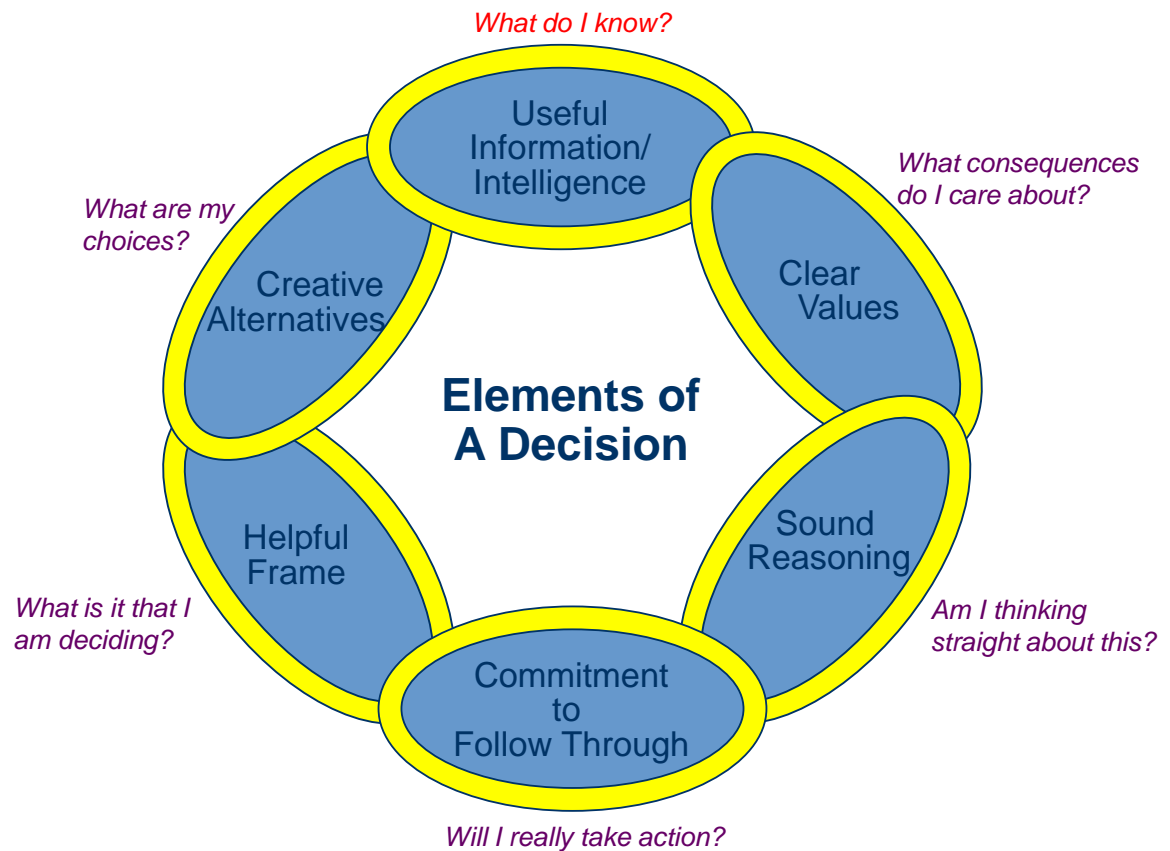
Decision Trees



Lead Investigator: Ali E. Abbas, PhD

# Briefly Describe Areas of Research

Crowd sourcing  
decision-analysis  
using six elements of  
a decision  
and building a  
database of decisions  
to assist  
in decision making  
and to predict societal  
decision making  
behavior.

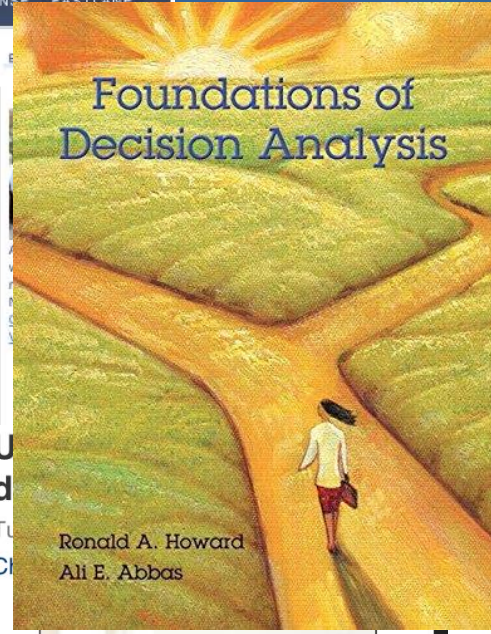


# Summary of Qualifications

**Professor of Decision Making**  
**Numerous publications/Books**  
**Media Coverage, TEDx**

**Discovery**  
**Helping People through the Decision-Making Process Using a Web-Based Application**

**Researcher was part of inaugural group of NSF Innovation Corps awards in 2011**



Select a category:  go

**Decision ahead? U of I prof hopes site can help**



**The Chicago Tonight Show**



**ALI ABBAS**  
 UNIVERSITY OF ILLINOIS



**TEDxUIUC** IN PUR...  
 x = independently organized TED event April 8<sup>th</sup> 2014

- 
 Ali Abbas  
 Associate Professor at Illinois  
 Founder & CEO of Ahoona
- 
 Cole Hoover  
 Director  
 of Global Brigades Institutes
- 
 Connor O'Leary  
 Professional Cyclist

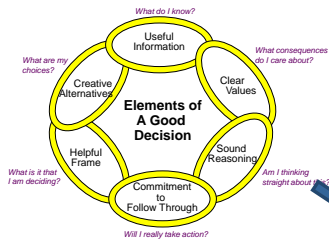
# Type of Research Group You seek to Join

Predictive Analytics  
Data Mining  
Artificial Intelligence



## Historic Decision Posts

1. Alternatives
2. Uncertainties
3. Preferences
4. Frame
5. Pros/Cons



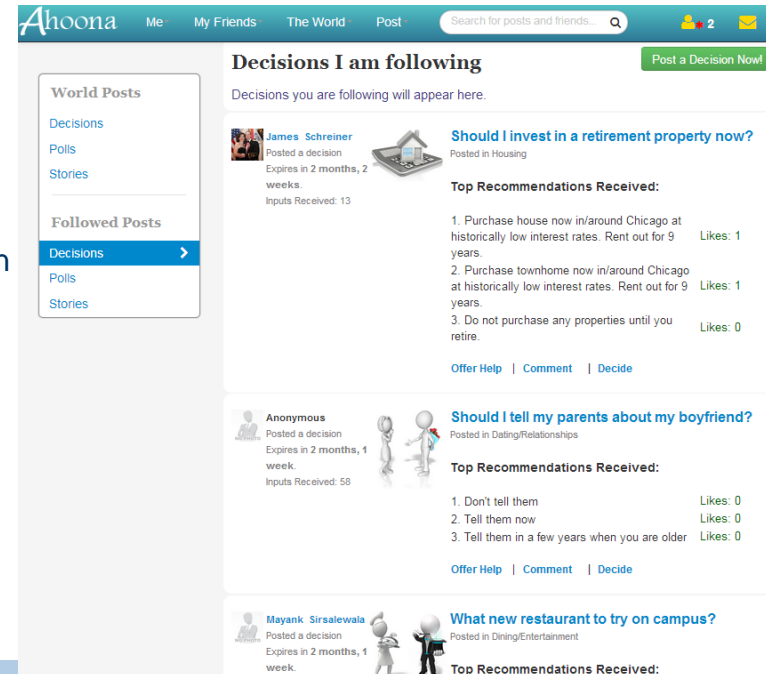
WWW  
Input from User

Normative Decision Models

Recommendation

Core Technology:  
Decision Making Algorithms

Posting/  
Instant  
Messaging



## Categorized Decision Chats

Career, Employment, Entertainment, Vacation, Purchases, Education, Fitness

# Ahoona

## Contact Information



# Ahoona



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