Can You Beat the System?
Human vs. Algorithm

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The Human vs. The Algorithm

- Identifying a problem or opportunity
- Gathering information
- Analyzing the situation
- Developing options
- Evaluating options
- Selecting a preferred alternative
- Acting on the decision

Diagram:

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PLACE PHONE CALL

HOME?

WON'T YOU LIKE TO SHARE A MEAL?

LEAVE MESSAGE

WHAT IS THE RESPONSE?

WAIT FOR CALLBACK

PIECE TOGETHER

WHAT IS THE RESPONSE?

BEGIN FRIENDSHIP!
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- Recreational activity
- Tell me one of your interests
- DO YOU WANT TO SHARE YOUR INTERESTS?
- Don't do that together
- Choose least objectionable interest

Flowchart:

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**PLACE PHONE CALL**

**HOME?**

**WON'T YOU LIKE TO SHARE A MEAL?**

**LEAVE MESSAGE**

**WHAT IS THE RESPONSE?**

**WAIT FOR CALLBACK**

**PIECE TOGETHER**

**BEGIN FRIENDSHIP!**

**RECREATIONAL ACTIVITY?**

**TELL ME ONE OF YOUR INTERESTS?**

**DO YOU WANT TO SHARE YOUR INTERESTS?**

**DIDN'T WE DO THAT TOGETHER?**

**CHOOSE LEAST OBJECTIONABLE INTEREST**
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The Human

- Behavioral Economics
- Decisions based on immediate vs. long-term objectives
- Calculating multiple variables is difficult and tedious
- Influence of recent memories and experiences
- Rules of Thumb
- Emotions: impact on decision-making and the ability to interpret
- Asking questions to get additional information
- Decision variables are inconsistent between people
You are buying an 8 oz. cup of coffee for $1.00. You have two options. You can:

A. Get 50% more coffee for the same price?

B. Get a 50% discount on the same cup of coffee?

Which choice would you make?
Decision

Starting point: 8 oz. coffee priced at $1.00 = $.125/oz.

Choice A: At 50% larger the same $1.00 coffee would = 12 oz. and would cost $.0833/oz.

Choice B: At 50% less the same 8 oz. coffee cost $.0625/oz.
The Algorithm

- Relevant variables used consistently and timely
- Automates a tedious processes
- Can make decisions with long-term benefits
- Emotions do not impact decision-making
- Time and resources needed to create and maintain algorithms is substantial
- Tracks and stores historical data in a consistent and impartial manner
Humans + Algorithms

• Context and Nuance
• Behind the Curtain
• Uncovering Additional Information
• The Impact of Human Involvement
Gaming the System - Associates

• Can Associates Game the System?
• What is the impact of gaming the system?
Gaming the System - Consumer

- Prospects
- Current Residents
- Student Living
What’s In Store for our Industry?

Row 14 Bistro & Wine Bar Up to 25% off all food & drink

MAKE A FREE RESERVATION

12:00 pm | 25% off
12:30 pm | 25% off
1:00 pm | 25% off
1:30 pm | 25% off
2:00 pm | 25% off
5:00 pm | 20% off
5:30 pm | 20% off
6:00 pm | 20% off
6:30 pm | 20% off
7:00 pm | 20% off
7:30 pm | 20% off
8:00 pm | 20% off
8:30 pm | 20% off
9:00 pm | 20% off
9:30 pm | 20% off
10:00 pm | 20% off

How it Works

Even the best restaurants have some empty tables. When they do, they offer discounts to diners who book on Reserve. No pre-purchase is required—just show up on time, enjoy your meal and save.
Overview

Burning Glass was founded in 1999 with the goal of developing the world’s leading technologies for matching people with jobs and we continue to be dedicated to this goal. Our technologies deliver intuitive insight across a range of functions, including workforce and economic development and career exploration and counseling, as well as job matching. Our pioneering solutions leverage a deep understanding of people and their careers in order to deliver superior workforce and marketplace insight. Our patented artificial intelligence engine learns from actual career patterns as observed in both structured and natural language contexts in order to deliver an intuitive, real-time awareness of how and when people move from job to job and of the kinds of skills and experiences that lead to successful placement.

With headquarters in Boston’s historic Faneuil Hall, Burning Glass is proud to serve a client base that spans six continents, including leading recruitment agencies, employers, software companies, job boards, educational institutions, and government agencies. A management-owned company founded by scientists, Burning Glass controls several active or pending patents in the fields of data extraction, information interpretation, behavioral profile generation, entity matching, and machine learning.
Daily Low Fare History

Tip: Buy · Fares rising $50+ · 80%+ Confidence

Lowest fare: $198 · Average fare: $262 · (Economy Fares Only)
More of What’s In Store…

• Advancements in algorithms / analytics
• Impact of rating sites
Q&A
For More Information Please Contact:

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