

**ENGINEERING** *is...*

# **New Frontiers** *in* **Human-Computer Interaction**

Associate Professor of Technology Management and Innovation Oded Nov explores and elucidates human-computer interaction. In much the same way life scientists have mapped the human genome, Nov has mapped what he calls “silicon brains”—large scale projects like Wikipedia or open-source software that are generated collaboratively—to determine the patterns or building blocks through which individual human brains co-create these society-scale brains.

Nov—whose many honors include a National Science Foundation CAREER Award, Google Focused Research Award, multiple National Academies Keck Futures Initiative (NAKFI) invitations, and a Marie Curie Fellowship—has also explored how living in an increasingly connected world will impact learning processes, social behavior, memory, attention, and decision-making.

From increasing people’s understanding of their genetic make-up to developing techniques to enhance their financial literacy, Nov’s work has enormous practical application and societal benefit.

## Technology Management and Innovation Highlights *at* the NYU School of Engineering

- Our Master's Program in Management now includes a Design Innovation concentration, and our new master's degree, Organizational Behavior, Systems & Analytics, prepares students to become innovative leaders in the 21st century global knowledge economy.
- Students can complete a bachelor's degree in Computer Science followed by a Master's in Management of Technology in five years, thanks to our joint program.
- New faculty members include Michael D'Emic , a former chief financial officer of the American Stock Exchange, and Tom Helling, who has worked on a number of entrepreneurial ventures in the media and sustainability space.



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