

## **A Hard Look at Soft Concepts**

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### **Abstract**

What can only humans do? What can humans do that machines cannot? These questions have long been tantalizing scientists and philosophers. Many areas, such as creativity and humor, are traditionally considered to be outside the reach of computers.

We believe that these territories define an intriguing set of challenges for computer science, and in particular data science. In this talk I will describe two such challenges -- automatically identifying humorous cartoon captions, and mining analogies to accelerate innovation and discovery.