



УНИВЕРЗИТЕТ
У НОВОМ САДУ



ФАКУЛТЕТ
ТЕХНИЧКИХ НАУКА

Трг Доситеја Обрадовића 6, 21000 Нови Сад, Република Србија
Деканат: 021 6350-413; 021 450-810; Централa: 021 485 2000
Рачуноводство: 021 458-220; Студентска служба: 021 6350-763
Телефакс: 021 458-133; e-mail: ftdean@uns.ac.rs

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146. Sastanak IEEE u Novom Sadu / 146th IEEE Meeting
in Novi Sad
Obaveštenje / Announcement

**Nenad Živi , Miloš Miloševi
i Igor An elkovi**



Nordeus, Belgrade, Serbia

u **etvrtak, 25.02. 2016.** u Sve anoj sali
Fakulteta tehni kih nauka u Novom
Sadu, sa po etkom u **17:00 h**, održati

On **Thursday, February 25, 2016**, in the
Ceremonial Hall of the Faculty of
Technical Sciences at **5:00 pm** will deliver

P R E D A V A N J E L E C T U R E

Predictive modelling of user behaviour in on-line computer games

Prediktivno modelovanje ponašanja korisnika on-line ra unarskih igara

Abstract: Top Eleven – Be a Football Manager, an on-line computer game, is played by a large number of users from across the world (over twelve million of active users). Among these users it is possible to identify a large number of habits and behavioral patterns. To recognize these patterns in the best possible way, Nordeus uses the latest machine learning algorithms and technologies. Using information gleaned from these algorithms, the user experience can be optimized, and the actions of the Nordeus marketing team can be directed to best effect. The lecture will describe the use of convolving neural networks in order to convert an immense number of Top Eleven user actions ("clicks") into information about their habits.

Odsek za Primenjene ra unarske nauke i informatiku



IEEE – Serbia & Montenegro Section

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