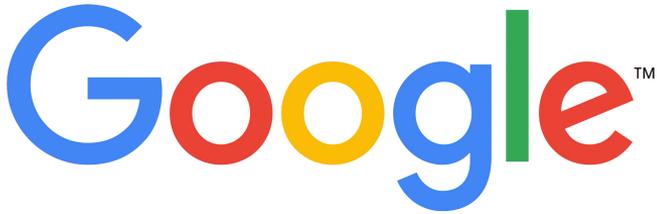


Working as a Linguist at  —

It's not just for Computational Linguists!

Chris Stewart

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# About me



## Work

**Analytical Linguist**  
in Ads Quality

LA Office



## Education

BA in French '01  
+ Political Science  
**Furman University**

PhD in French Linguistics  
'09  
**University of Illinois at  
Urbana-Champaign**



## Research

**Sociophonetics**  
Processing of Speech  
with Social Meaning

***Perceptions of Parisian  
French: Language  
Attitudes to Speech  
Perception***

Advisor: Zsuzsanna  
Fagyal-Lementec



## Technical

Scripting  
Experimental Design  
Statistical Analysis  
"Data Science"

Does your team do NLP?

No.

So why did they hire a linguist-cum-data scientist?

# EWOQ: “Eternally Working on Quality”

- In Ads org, Ads Human Evaluation team
- Google users search for a query and are sometimes shown an ad.
- We want to ensure that it’s a “good ad”.
- How? Via human-labeled data (“human computation” or “crowdsourcing”)
  
- Get data rated by humans by... asking them about it.
- This is what linguists are trained to do, and why Google hires linguists... not just computational linguists!

# Two \*musts\* to work in tech, one “nice to have”

Python

Your coding “Swiss Army Knife”

SQL

Probably necessary to work almost anywhere that uses data

R

More specialized tool for statistical computing & graphics

# How can I get a job at Google?

## Learn to teach yourself things

- How do you learn best?
- How do you measure progress?
- Works especially well for technical skills

## Do side projects

- Find problems and fix them
- Both paid and volunteer are good
- Keep records of what you did

## Find chances to use new tools

- Be sophisticated about data
- Apply for an internship
- Automate your own drudgework

## Prove it

- Keep records of what you've done
- Make artifacts, understand impact
- Be able to explain what you do to non-engineers!