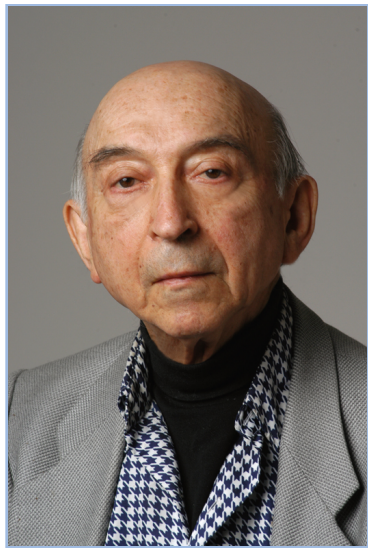


*Distinguished Lecture Series*

# EECS COLLOQUIUM

## Spring 2010



## Computing With Words and Perceptions— A Paradigm Shift

**Lotfi Zadeh**

Professor Emeritus, Professor in the Graduate School, EECS, UC Berkeley

### Abstract

There are many misconceptions about what Computing with Words (CW) is and what it has to offer. A common misconception is that CW is closely related to natural language processing. In reality, this is not the case. More importantly, at this juncture what is widely unrecognized is that moving from computation with numbers to computation with words has the potential for evolving into a basic paradigm shift—a paradigm shift which would open the door to a wide-ranging enlargement of the role of natural languages in scientific theories.

### Biography

LOTFI A. ZADEH is a Professor in the Graduate School, Computer Science Division, Department of EECS, University of California, Berkeley. In addition, he is serving as the Director of BISC (Berkeley Initiative in Soft Computing).

Lotfi Zadeh is an alumnus of the University of Tehran, MIT and Columbia University. He held visiting appointments at the Institute for Advanced Study, Princeton, NJ; MIT, Cambridge, MA; IBM Research Laboratory, San Jose, CA; AI Center, SRI International, Menlo Park, CA; and the Center for the Study of Language and Information, Stanford University. His earlier work was concerned in the main with systems analysis, decision analysis and information systems. His current research is focused on fuzzy logic, computing with words and soft computing, which is a coalition of fuzzy logic, neurocomputing, evolutionary computing, probabilistic computing and parts of machine learning.

For more information, please go online to:

<http://www.eecs.berkeley.edu/Colloquium/10spring/zadeh.shtml>

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