

## Curriculum Vitae

## Bernard J. Jansen (Jim)



**Principal Scientist**, Qatar Computing Research Institute (QCRI), Hamad Bin Khalifa University, Doha, Qatar

**Professor**, College of Science and Engineering  
Hamad Bin Khalifa University, Doha, Qatar

**Adjunct Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, Pennsylvania, USA.

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Blog: <http://jimjansen.blogspot.com/>

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## **Research**

**Research Goal:** Increase the probability of successful outcomes of work and life decisions by improving the effectiveness and efficiency of people, information, and technology interactions

### **Research Interests:**

I study the uses and affordances of the digital environment for information searching and ecommerce, focusing on interactions among the person, information, and technology. Current active research areas are **algorithmically generated personas, web analytics, web searching, online marketing, online social networking, keyword advertising, and information retrieval**, especially within the ecommerce domain, to better understand audiences, customers, and users.

- **Algorithmically generated personas, web analytics, web searching**
- **Sponsored search and keyword advertising**
- **Social media** as an information source
- **Information searching and web information retrieval**

### **Short Bio:**

Jim has authored or co-authored **350 or so research publications**, with articles appearing in a multi-disciplinary and extensive range of journals and conferences. He is the author of the book, Understanding Sponsored Search: A Coverage of the Core Elements of Keyword Advertising (Cambridge University Press), author of the book Understanding User - Web Interactions Via Web Analytics, co-author of the book, Web Search: Public Searching of the Web, and co-editor of the book Handbook of Research on Weblog Analysis.

Jim is a principal scientist at the **Qatar Computing Research Institute**, a Professor in the College of Science and Engineering, **Hamad bin Khalifa University**, and an Adjunct Professor at the College of Information Sciences and Technology at **The Pennsylvania State University**. He is a graduate of **West Point** and has a Ph.D. in computer science from **Texas A&M University**, along with master's degrees from **Texas A&M** (computer science) and **Troy State** (international relations).

Jim is **editor-in-chief** of the journal, Information Processing & Management (Elsevier), a member of the editorial boards of seven international journals, former editor-in-chief of the journal, Internet Research (Emerald), and he has served on the research committee for the Search Engine Marketing Professional Organization (SEMPO). He has received **several awards and honors**, including an ACM Research Award, six application development awards, and a university-level teaching award, along with other writing, publishing, research, teaching, and leadership honors.

He has served as a Senior Fellow at the **Pew Research Center** with the Pew Internet and American Life Project and a university expert with the **National Ground Intelligence Center**.

He has done several **consulting projects** (log analysis, statistical analysis) and **expert witness** cases (patent litigation, civil litigation, and class action suits) in the areas of keyword advertising, web analytics, co-registration, domain parking, webpage access, webpage history, and online advertising click fraud.

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## **Education**

PhD Computer Science, August 1999 - May 1996

**Texas A&M University**, College Station, Texas 77843

Dissertation: A Software Agent for Performance Improvement of an Existing Information Retrieval System

Advisor: Dr. Udo Pooch

M.C.S. Computer Science, May 1996 - June 1994

**Texas A&M University**, College Station, Texas 77843

Research Area: Network Performance and Monitoring

MS International Relations, August 1994 - June 1992

**Troy State University**, European Division

Research Thesis: National Competitive Advantage

B.S. Computer Science, May 1985 - June 1981

**United States Military Academy**, West Point, New York 10996

Engineering Sequence: Electrical Engineering

## **Certifications**

**Foundations for Teaching Online Certificate**, January 2019

Penn State World Campus

The Pennsylvania State University, University Park, Pennsylvania

(set of four courses covering the foundational elements of online teaching)

<https://wcf.d.psu.edu/programs/online-teaching-certificates/>

**Instructional Practice Certificate**, March 2019

Penn State World Campus

The Pennsylvania State University, University Park, Pennsylvania

(set of four courses covering the implementation elements of online teaching)

<https://wcf.d.psu.edu/programs/online-teaching-certificates/>

## **Academic Appointments**

Current - 2015 **Principal Scientist**, Qatar Computing Research Institute (QCRI), Hamad Bin Khalifa University, Doha, Qatar

Current - 2017 **Adjunct Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA.

Current - 2017 **Professor**, College of Science and Engineering, Hamad bin Khalifa University, Doha, Qatar

### Academic Appointments

- 2016 - 2014     **Full Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA.
- 2014 - 2011     **University Researcher**, National Ground Intelligence Center, 2055 Boulders Road, Charlottesville, VA 22911
- 2014 - 2009     **Associate Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA.
- 2012 - 2010     **Senior Fellow**, Pew Internet and American Life Project, Pew Research Center, 1615 L Street, NW Suite 700 Washington, DC 20036
- 2009 - 2003     **Assistant Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA. (Previously, School of Information Sciences and Technology)
- 2003 - 2001     **Instructor**, School of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA
- 2000 - 1999     **Lecturer**, Computer Science Program, University of Maryland (Asian Division), Seoul, 104-022, Republic of Korea
- 1999 - 1998     **Assistant Professor**, Department of Electrical Engineering and Computer Science, United States Military Academy, West Point, New York, 10996
- 1998 - 1996     **Lecturer**, Department of Electrical Engineering and Computer Science, United States Military Academy, West Point, New York, 10996, USA.

### Honors and Awards

- Current – 2020     **ACM Distinguished Speaker**, ACM's Distinguished Speaker Program (DSP)
- 2022     **Paper Award**: The article, Pirilä, T., Salminen, J., Osburg, V.S., Yoganathan, Y. and **Jansen, B. J.** (2022) The Role of Technical and Process Quality of Chatbots: A Case Study from the Insurance Industry. 55th Annual Hawaii International Conference on System Sciences (HICSS 2022), 4-7 June. Koloa, Hawaii, United States.
- 2021     **Paper Award**: The article, Salminen, J., Milenkovic, M., Şengün, S., Jung, S.G., and **Jansen, B. J.** (2021) Weaponizing Words: An Analysis of User-Generated Fake News Accusations Against an Online News Organization. The 8th International Conference on Behavioural and Social Computing 2021 (BESC2021), Doha, Qatar. 29-31 October. pp. 1-7, doi: 10.1109/BESC53957.2021.9635436.

## Honors and Awards

- 2020 **Paper Award:** The article, Salminen, J., Rao, R.G., Jung, S.G., Chowdury, S.A., and **Jansen, B. J.** (2020) *Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes*. 22nd International Conference on Human-Computer Interaction (HCII2020). Copenhagen, Denmark, 19-24 July 2020. 101-120, selected as Best Paper Award of the 1st International Conference on AI in HCI.
- 2020 **Paper Award:** The article, Salminen, J., Jung, S.G., Chowdhury, S. Şengün, S., and **Jansen, B. J.** (2020). *Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task*. ACM CHI Conference on Human Factors in Computing Systems (CHI2020), Honolulu, USA. 25–30 April selected as Honorable Mention (less than 5% of accepted papers).
- 2017 **Paper Award:** The article, *The Seventeen Theoretical Constructs of Information Searching and Information Retrieval*, published in the [Journal of the American Society for Information Science and Technology](#), was selected as a high-impact article of the 2010s.
- 2017 **Paper Award:** The article, *Twitter Power: Tweets as Electronic Word of Mouth*, published in the [Journal of the American Society for Information Science and Technology](#), was selected as a high-impact article of the 2000s.
- 2017 **Paper Award:** The article, *Real life, real users, and real needs: a study and analysis of user queries on the web*, published in [Information Processing & Management](#), is recognized as one of the most cited articles of the 2000s.
- 2017 **Paper Award:** The article, *How are we searching the World Wide Web? An analysis of nine search engine transaction logs*, published in [Information Processing & Management](#) recognized by Google Classics as one of the most impactful; articles published in 2006
- 2016 **2016 President's Award for Engagement with Students**, The Pennsylvania State University, University Park, Pennsylvania.
- 2015 **Best Paper:** Liu, Z. and **Jansen, B. J.** (2015) *Subjective versus Objective Questions: Perception of Question Subjectivity in Social Q&A*. 2015 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP15). Washington DC, p. 131-140. 31 Mar.-3 Apr.
- 2011 **Teaching and Learning with Technology Fellow** at Penn State (May 2011 – May 2012). Teaching research fellowship to develop subject-based learning apps that leverage cellular technology, the contextual (location-aware) attributes of mobile technology, and social media. See <http://lt.its.psu.edu/2011/07/24/jim-jansen/>
- 2011 **Paper Award:** The article, *The Seventeen Theoretical Constructs of Information Searching and Information Retrieval*, published in the [Journal of the American Society for Information Science and Technology](#), selected as **John Wiley Best JASIST Paper Award 2011** (see [http://www.asis.org/awards/jasis\\_paper.html](http://www.asis.org/awards/jasis_paper.html)).

## **Honors and Awards**

- 2010 Emerald Literati Network **2010 Award for Excellence for Outstanding Reviewer** for the journal Internet Research (<http://info.emeraldinsight.com/authors/literati/index.htm>)
- 2008 **Best Paper**, Jansen, B. J., Zhang, M., and Schultz, C. (2008) *The Effect of Brand on the Evaluation of IT System Performance*. Proceedings of the Southern Association for Information Systems Conference, Richmond, VA, USA 13-15 March 2008
- 2008 Presented with a **Google Faculty Research Award** (\$50,000)
- 2007 Article selected as **Highly Commended Winner** at the Emerald Literati Network Awards for Excellence 2007. Spink, A. and Jansen, B. J. (2006) *Searching multiple federated content Web collections*, Online Information Review. 30(5), 485-495.
- 2004 Worldwide press coverage for book Web Search: Public Searching of the Web, co-authored with Dr. Amanda Spink. Including AP, Yahoo! News, CNN, MSN, and numerous other television, radio, Web, and print outlets.
- 2003 Worldwide press coverage and interviews 6/30/2003-7/3/2003 reference article: Jansen, B. J., and Spink, A. (2003) *An analysis of Web pages retrieved and viewed*, IC'03: Internet Computing: Web Mining Session, Las Vegas, 4-6 June 2003. Including BBC, Irish Radio, Washington Times, Psychology Today, and several U.S. radio stations.
- 2003 **ISI Most Highly Cited Articles in Field of Web Searching** for the manuscript Jansen, B. J., Spink, A., and Saracevic, T. (2000) *Real Life, Real Users, and Real Needs: A Study and Analysis of User Queries on the Web*, Information Processing & Management. 38(2), 207-227.
- The article was identified in May 2003 by ISI Essential Science Indicators to be one of the most cited papers in the research area of Web Searching Behavior.
- 2002 **Highly Commended Article** invited for journal publication. Jansen, B. J. (2002) *Towards Implementing a Cognitive Model of Searching*, Proceedings of the E-Learning 2002 Conference (Web Track), Montreal, Canada. 15-19 October.
- 2002 **Two Crystal Awards of Excellence** for outstanding software development in the communications field.
- 2002 Worldwide press coverage and interviews 3/31/02- 4/5/02 reference article: Spink, A., Jansen, B. J., Wolfram, D., and Saracevic, T. (2002). *From e-sex to e-commerce: Web search changes*, IEEE Computer, 35(3), 133-135.
- Including: Associated Press, BBC, CBC, MSNBC, Wall Street Journal, New York Times, PC World, CNN, Chinese People's Daily, Toronto Star, US News and World Report, San Francisco Chronicle, The Independent (UK), Business Week, Washington Post, Financial Times (UK), Information Week, Web, TV, newspaper (200+) and magazine media.

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## **Honors and Awards**

- 2002 **Award of Distinction** for interactive Web site development.
- 2002 **Two Awards of Excellence** for exceptional multimedia application development.
- 2002 US Army War College **Team of the Year** for outstanding contributions as team manager.
- 2001 **U.S. Army Visual Information Award** for multimedia development.
- 2000 **Highly Commended Award** by MCB Publishers, for Spink, A., Bateman, J., and Jansen, B. J. (1999) *Searching the Web: A survey of Excite users*, Journal of Internet Research: Electronic Networking Applications and Policy, 9(2), 117-128.
- 1998 **Top Paper Award** for Spink, A., Bateman, J., and Jansen, B. J. (1998) *Users' searching behavior on the Excite Web search engine*, 1999 World Conference on the WWW and Internet, Orlando, Florida.
- 1997 **ACM Student Research Award** for Jansen, B. J. (1997) *Simulated Annealing for Query Results Ranking*, Computer Science Education Conference, San Jose, CA. 28 – 30 February.
- 1992 **Writing and Research Award**, U.S. Marine Corps University.
- 1992 **Research Award** from U.S. Army Trainer Journal

## **Books**

- Jansen, B. J.**, Salminen, J., Jung, S.G., and Guan, K. (2021). Data-Driven Personas. Synthesis Lectures on Human-Centered Informatics, 1 Carroll, J. (Ed). Morgan-Claypool: San Rafael, CA., 4:1, i-317.
- Jansen, B. J.** (2011). Understanding Sponsored Search: Coverage of the Core Elements of Keyword Advertising. Cambridge University Press: Cambridge, UK.
- Jansen, B. J.** (2009) Understanding User – Web Interactions via Web Analytics. Morgan-Claypool Lecture Series. Marchionini, G. (Ed). Morgan-Claypool: San Rafael, CA.
- Jansen, B. J.**, Spink, A., and Taksa, I. Editors. (2009) Handbook of Research on Web Log Analysis, Hershey, PA: Idea Group Publishing.
- Spink, A., and **Jansen, B. J.** (2004) Web Search: Public Searching of the Web, Dordrecht: Kluwer Academic Publishers.

## Parts of Books

Salminen, J., **Jansen, B. J.**, An, J., Kwak, H. and Jung, S. G. (2018) *Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda*. Personas: User Focused Design. 1, 1, Article 1, 135-160.

**Jansen, B. J.** (2016) *Log Analysis*. Research Methods in Library and Information Science. Libraries Unlimited.

Mukherjee, P, Kozlek, B., Gyorke, A., Camplese, C. and **Jansen, B. J.** (2014) *Leveraging Mobile Technology to Enhance Both Competition and Cooperation in an Undergraduate STEM Course*. Innovative Practices in Teaching Information Sciences and Technology: Experience Reports and Reflections. p. 167-178. New York: Springer.

Reddy, M. C., **Jansen, B. J.**, Spence, P. R. (2010) *Collaborative Information Behavior: Exploring Collaboration and Coordination During Information Seeking and Retrieval Activities*. Foster, J. (Ed.), Collaborative Information Behavior: User Engagement and Communication Sharing. p. 73 - 88. Hershey, PA: IGI.

Booth, D., and **Jansen, B. J.** (2009) *A review of methodologies for analyzing Websites*. In B. J. Jansen, A. Spink & I. Taksa (Eds.), Handbook of Web Log Analysis. p. 143-164. Hershey, PA: IGI.

**Jansen, B. J.** (2009) *The methodology of search log analysis*. In B. J. Jansen, A. Spink & I. Taksa (Eds.), Handbook of Web log analysis. p. 100-123. Hershey, PA: IGI.

**Jansen, B. J.**, Taksa, I., and Spink, A. (2009) *Research and methodological foundations of transaction log analysis*. In B. J. Jansen, A. Spink & I. Taksa (Eds.), Handbook of Web Log Analysis. p. 1-17. Hershey, PA: IGI.

Rainie, L., and **Jansen, B. J.** (2009) *Surveys as a complementary method to Web log analysis*. In B. J. Jansen, A. Spink & I. Taksa (Eds.), Handbook of Web Log Analysis. p. 39-64. Hershey, PA: IGI.

Taksa, I., Spink, A., and **Jansen, B. J.** (2009) *A review of methods in presented in the handbook of weblog analysis*. In B. J. Jansen, A. Spink & I. Taksa (Eds.), Handbook of Web Log Analysis. p. -358. Hershey, PA: IGI.

Zhang, M. and **Jansen, B. J.** (2009) *Using action-object pairs as a conceptual framework for transaction log analysis*. In B. J. Jansen, A. Spink & Taksa, I. (Eds.), Handbook of Web Log Analysis. p. 416-435. Hershey, PA: IGI.

**Jansen, B. J.** and Spink, A. (2008) *Logfile analysis*. In International Encyclopedia of Communication. Editors: Robin Mansell. Oxford: Blackwell Press. 6. p. 2730-2734.

**Jansen, B. J.** and Spink, A. (2008) *How to Define Searching Sessions on Web Search Engines*. In Lecture Notes in Artificial Intelligence, LNAI 4198, Advances in Web Mining and Web Usage Analysis. Editors: Olfa Nasraoui, Osmar Zaiane, Myra Spiliopoulou, Bamshad Mobasher, Philip Yu, Brij Masand. p. 92 – 109. Berlin Heidelberg: Springer-Verlag.

### **Parts of Books**

**Jansen, B. J.**, Berkheiser, W, Spink, A., and Pedersen, J. (2007) *How people search for governmental information on the Web*. In: Encyclopedia of Digital Government. Editors: Ari-Veikko Anttiroiko and Matti Malkia. p. 933-939. Hershey, PA: Idea Group Publishing.

Wolfe, R., **Jansen, B. J.**, and Spink, A. (2006) *Semantics and the medical Web: A review of barriers and breakthroughs in effective healthcare query*. In: Advances in Electronic Business. Vol. II. Editors: E. Li and D.C. Timon. p. 267-279. Hershey, PA: Idea Group Publishing.

Jansen, K. J., Corley, K. G., and **Jansen, B. J.** (2006) *E-Survey methodology: A review, issues, and implications*. In Encyclopedia of Electronic Surveys and Measurements (EESM). Editors: Jason D. Baker and Robert Woods. p. 1-8. Hershey, PA: Idea Group Publishing.

**Jansen, B. J.** and Spink, A. (2004) *An analysis of documents viewing patterns of Web search engine users*, In Web Mining: Applications and Techniques. Editor: Anthony Scime. p. 339-354. Hershey, PA: Idea Group Publishing.

**Jansen, B. J.** (2004) *The use of query operators and their effect on the results of Web search engines*, In Issues of Human Computer Interaction. Editor: Dr. Anabela Sarmento. p. 50-72. Hershey, PA: Idea Group Publishing.

### **Refereed Journal Articles**

Yang, Y., Zhao, K., Zeng, D., and **Jansen, B. J.** (2022) Time-varying Effects of Search Engine Advertising on Sales-An Empirical Investigation in eCommerce. Decision Support Systems.

Salminen, J. O., Nielsen, L., Bahloul, M., Jørgensen, R.G., Santos, J. M., Jung, S.G., and **Jansen, B. J.** (2022). *Persona Preparedness: A Survey Instrument for Measuring the Organizational Readiness for Deploying Personas*. Information Technology and Management.

Salminen, J., Mustak, M., Corporan, J., Jung, S., & **Jansen, B. J.** (2022). *Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning*. Journal of Interactive Marketing. 57(3) <https://doi.org/10.1177/10949968221095556>

Salminen, J. O., Jung, S.G., and **Jansen, B. J.** (2022) *Big Data, Small Personas: How Algorithms Shape the Demographic Representation of Data-Driven User Segments*. Big Data.

Mukherjee, P. and **Jansen, B. J.** (2022) *Analysis of Formality in Second Screen Postings for Television Broadcast of In-Real Life Events*. The Journal of Communication and Media Studies.

**Jansen, B. J.**, Jung, S.G., Guan, K., Nielsen, L., and Salminen, J. (2022) *How to Create Personas: Three Persona Creation Methodologies with Implications for Practical Employment*. Pacific Asia Journal of the Association for Information Systems. 4(3), Article 1.

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**Refereed Journal Articles**

Aldous, K, An, J, and **Jansen, B. J.** (2022) *What Really Matters?: Characterizing and Predicting User Engagement of News Postings Using Multiple Platforms, Sentiments, and Topics.* Behaviour & Information Technology.

**Jansen, B. J.**, Jung, S.G., and Salminen, J. (2022) *Measuring user interactions with websites: A comparison of two industry standard analytics approaches using data of 86 websites.* PLoS ONE. 17(5): e0268212. <https://doi.org/10.1371/journal.pone.0268212>

Aldous, K, An, J, and **Jansen, B. J.** (2022) *Measuring 9 emotions of news posts from 8 news organizations across 4 social media platforms for 8 months.* ACM Transactions on Social Computing. 4(4), Article 15.

Mekhail, M., Salminen, J. O., Corporan, J., Jung, S.G., and **Jansen, B. J.** (2022) *Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning.* Journal of Interactive Marketing.

Şengün, S., Santos, J. M., Salminen, J., Jung, S. G., and **Jansen, B. J.** (2022) *Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends.* Technological Forecasting & Social Change. 177, Article 121556.

Salminen, J., Şengün, S., Santos, J. M., Jung, S. G., and **Jansen, B. J.** (2022) *Can Unhappy Pictures Enhance the Effect of Personas? A User Experiment.* ACM Transactions on Computer-Human Interaction. 29(2), Article 14.

Salminen, J., Kandpal, C., Kamal, A. M., Jung, S. G., and **Jansen, B. J.** (2022) *Creating and Detecting Fake Reviews of Online Products.* Journal of Retailing and Consumer Services. 64, Article 102771.

Salminen, J., Jung, S.G., Kamel, A. M., Santos, J. M., Kwak, H., An, J., and **Jansen, B. J.** (2022) *Using Artificially Generated Pictures in Customer-facing Systems: An Evaluation Study with Data-Driven Personas.* Behaviour & Information Technology. 41:5, 905-921.  
DOI:10.1080/0144929X.2020.1838610

Marzouk, O., Salminen, J., Zhang, P., and **Jansen, B. J.** (2022) *Which Message? Which Channel? Which Customer?: Exploring Response Rates in Multi-Channel Marketing Using Short Form Advertising.* Data and Information Management. 6(1): 100008.

Salminen, J. O., Jung, S.G., and **Jansen, B. J.** (2021) *Are Data-Driven Personas Considered Harmful?: Diversifying user understandings with more than algorithms.* Persona Studies, 7(1), 48–63. <https://doi.org/10.21153/psj2021vol7no1art1236>

**Jansen, B. J.**, Jung, S.G., and Salminen, J. (2021) *The Effect of Hyperparameter Selection on the Personification of Customer Population Data.* International Journal of Electrical and Computer Engineering Research, 1(2), 1-12. <https://ijecer.org/ijecer/article/view/31>

**Refereed Journal Articles**

Salminen, J., Jung, S. G., Santos, J. M., and **Jansen, B. J.** (2021) *Toxic Text in Personas: An Experiment on User Perceptions*. *AIS Transactions on Human-Computer Interaction*. 13(4), Paper 4.

**Jansen, B. J.**, Jung, S.G., Ramirez Robillos, D., and Salminen, J. (2021) *Too Few, Too Many, Just Right: Creating the Necessary Number of Segments for Large Online Customer Populations*. *Electronic Commerce Research and Applications*, 49, Article 101083.

**Jansen, B. J.**, Jung, S.G., Chowdhury, S., and Salminen, J. (2021) *Persona Analytics: Analyzing the stability of online segments and content interests over time using non-negative matrix factorization*. *Expert Systems with Applications*, 185, Article 11561.

Al-Emadi, N., Thirumuruganathan, S., and **Jansen, B. J.** (2021) *Will You Buy It Now?: Predicting Passengers that Purchase Premium Promotions Using the PAX Model*. *Journal of Smart Tourism*. 1(1), 53-64.

Salminen, J., Guan, K., Jung, S. G., and **Jansen, B. J.** (2021) *A Survey of 15 Years of Data-Driven Persona Development*, *International Journal of Human-Computer Interaction*. DOI: [10.1080/10447318.2021.1908670](https://doi.org/10.1080/10447318.2021.1908670)

Salminen, J., Jung, S.G., Chowdhury, S., Ramirez Robillos, D., and **Jansen, B. J.** (2021) *The Ability of Personas: An Empirical Evaluation of Altering Incorrect Preconceptions About Users*, *International Journal of Human-Computer Studies*, <https://doi.org/10.1016/j.ijhcs.2021.102645>

Yang, Y., Feng, B., Salminen, J., and **Jansen, B. J.** (2021) *Optimal advertising for a generalized Vidale–Wolfe response model*. *Electronic Commerce Research*, 1-31. <https://doi.org/10.1007/s10660-021-09468-x>

Thirumuruganathan, S., Jung, S.G., Ramirez Robillos, D., Salminen, J., and **Jansen, B. J.** (2021) *Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?*. *Electronic Commerce Research*. 21, 73–100 <https://doi.org/10.1007/s10660-021-09457-0>

Salminen, J., Kaate, I., Sayed Kamel, A., Jung, S.G., and **Jansen, B. J.** (2021) *How Does Personification Impact Ad Performance and Empathy? An Experiment with Online Advertising*, *International Journal of Human–Computer Interaction*, 37:2, 141-155, DOI: [10.1080/10447318.2020.1809246](https://doi.org/10.1080/10447318.2020.1809246)

**Jansen, B. J.**, Salminen, J. O., and Jung, S. (2020). *Making Meaningful User Segments from Datasets Using Product Dissemination and Product Impact*. *Data and Information Management*. doi: <https://doi.org/10.2478/dim-2020-0048>

Mukherjee, P. and **Jansen, B. J.** (2020) *Influence of Social Media Attitude in Cross Screen Conversation*. *Procedia Computer Science*. 168, 129–138.

**Refereed Journal Articles**

Salminen, J., Santos, J. M., Kwak, H., An, J., Jung, S.G., and **Jansen, B. J.** (2020) *Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individuals' Perceptions of Personas*. *International Journal of Human-Computer Studies*, (141), Article 102437.

**Jansen, B. J.**, Salminen, J., and Jung, S.G. (2020) *Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics*. *Data and Information Management*, 4(1), 1-17.  
<https://content.sciendo.com/view/journals/dim/4/1/article-p1.xml>

Salminen J., Sengün S., Corporan, J., Jung S.G., and **Jansen, B. J.** (2020) *Topic-driven toxicity: Exploring the relationship between online toxicity and news topics*. *PLoS ONE*, 15(2): e0228723. <https://doi.org/10.1371/journal.pone.0228723>

Rantanen, A., Salminen, J., Ginter, F., and **Jansen, B. J.** (2020) *Classifying Online Corporate Reputation with Machine Learning: A Study in the Banking Domain*. *Internet Research*. (30)1, 45-66. <https://doi.org/10.1108/INTR-07-2018-0318>

Salminen, J., Hopf, M., Chowdhury, S.A, Jung, S.G., Almerakhi, H., and **Jansen, B. J.** (2020) Developing an online hate classifier for multiple social media platforms. *Human-centric Computing and Information Sciences*, 10, Article 1. <https://doi:10.1186/s13673-019-0205-6>

Salminen, J., Santos, J., Jung, S. G., Eslami, M. and **Jansen, B. J.** (2020) *Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas*. *International Journal of Human-Computer Interaction*, 36(8), 788-800.

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Salminen, J., Maslennikov, D., **Jansen, B. J.**, and Olkkonen, R. (2018) With or Without Online Super Platforms? Analyzing News Publishers' Strategies Through a Game of Monetization and Advertising Revenue. 10th International Conference on Social Informatics (SocInfo 2018), St. Petersburg, Russia, 25–28 September. 251-260.

Salminen, J., Almerexhi, H., Milenković, M., Jung, S.G., An, J., Kwak, H., and **Jansen, B. J.** (2018) Anatomy of Online Hate: Developing a Taxonomy and Machine Learning Models for Identifying and Classifying Hate in Online News Media, International AAAI Conference on Web and Social Media (ICWSM 2018), Stanford, CA, USA, 25-28 June. 330-339.

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Jung, S.G., Salminen, J., An, J., Kwak, H., and **Jansen, B. J.** (2018) Automatically Conceptualizing Social Media Analytics Data via Personas (Demo Paper), International AAAI Conference on Web and Social Media (ICWSM 2018), Stanford, CA, USA, 25-28 June. 715-716.

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Rantanen, A., Salminen, J., Ginter, F., and **Jansen, B. J.** (2018) Determining online brand reputation with machine learning from social media mentions: A study in the banking context, 13th Global Brand Conference, Northumbria University, UK, 2-4 May.

Kwak, H., An, J., Salminen, J., Jung, S.G., and **Jansen, B. J.** (2018). What We Read, What We Search: Media Attention and Public Attention among 193 Countries. The Web Conference (WWW2018), Lyon, France. 23-27 April, 893-902.

Salminen, J., Nielsen, L., An, J., Jung, S.G., Kwak, H., and **Jansen, B. J.** (2018) Is More Better?: Impact of Multiple Photos on Perception of Persona Profiles. ACM CHI Conference on Human Factors in Computing Systems (CHI2018), Montréal, Canada, 21-26 April, Paper No. 317.

Johnson, J., **Jansen, B. J.**, Hastak, M., and Raval, D. (2018) Analyzing Advertising Labels: Testing Consumers' Recognition of Paid Content Online. ACM CHI Conference on Human Factors in Computing Systems (CHI2018) (Extended Abstract), Montréal, Canada, 21-26 April, LBW517.

Salminen, J., Kwak, H., Santos, J. M., Jung, S.G., An, J., and **Jansen, B. J.** (2018) Persona Perception Scale: Developing and Validating an Instrument for Human-Like Representations of Data. ACM CHI Conference on Human Factors in Computing Systems (CHI2018) (Extended Abstract), Montréal, Canada, 21-26 April, LBW075.

Salminen, J., Jung, S.G., An, J., Kwak, H., and **Jansen, B. J.** (2018) Findings of a User Study of Automatically Generated Personas. ACM CHI Conference on Human Factors in Computing Systems (CHI2018) (Extended Abstract), Montréal, Canada, 21-26 April, LBW097.

Jung, S.G., Salminen, J., Kwak, H., An, J., and **Jansen, B. J.** (2018) Automatic Persona Generation (APG): A Rationale and Demonstration, ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR2018) (Demo), New Brunswick, New Jersey, USA, 11-15 March. p. 321-324.

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Salminen, J., **Jansen, B. J.**, and Milenkovic, M. (2017) Problems of Data Science in Organizations: An Explorative Qualitative Analysis of Business Professionals' Concerns, International Conference on Electronic Business (ICEB 2017), Dubai, UAE. p. 192-201. 4-8 December.

Jung, S., An, J., Kwak, H., Salminen, J., and **Jansen, B. J.** (2017) Inferring social media users' demographics from profile pictures: A Face++ analysis on Twitter users, International Conference on Electronic Business (ICEB 2017), Dubai, UAE. p. 140-145. 4-8 December.

Nielsen, L., Jung, S.G., An, J., Salminen, J., Kwak, H., and **Jansen, B. J.**, (2017) Who are your users?: comparing media professionals' preconception of users to data-driven personas. In Proceedings of the 29th Australian Conference on Computer-Human Interaction (OZCHI '17), 28 Nov.-1 Dec., Brisbane, Australia, p. 602-606.

**Jansen, B. J.**, An, J., Kwak, H., Salminen, J., and Jung, S.G. (2017) Viewed by Too Many or Viewed Too Little: Using Information Dissemination for Audience Segmentation. Association for Information Science and Technology Annual Meeting 2017 (ASIST2017). Washington, DC. p. 189-196. 27 Oct-1 November.

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Howard, R. and **Jansen, B. J.** (1998) *A proxy server experiment: an indication of the changing nature of the Web*, Proceedings of the Seventh International Conference on Computer Communications and Networks, p. 646-649. Lafayette, Louisiana. 12-15 November.

Adams, W. J., **Jansen, B. J.**, and Zoller, R. (1998) *Usability Measurements in an Undergraduate Programming Course*, Software Engineering Conference, Las Vegas, Nevada.

**Jansen, B. J.**, Spink, A., and Saracevic, T. (1998) *Failure analysis in Query Construction: Data and Analysis from a Large Sample of Web Queries*, Proceedings of the 3<sup>rd</sup> ACM Conference on Digital Libraries, p. 289-290. Pittsburgh, PA. 23-26 July.

### Refereed Conference Proceedings

Spink, A., Bateman, J., and **Jansen, B. J.** (1998) *User's Searching Behavior on the EXCITE Web Search Engine*, Proceedings of the 19th National Online Meeting, p. 375-386. New York, NY. 12-14 May 1997.

Adams, W. J., Howard, R., and **Jansen, B. J.** (1998) *Distributed Digital Libraries: The Key to Success for Distance Learning*, Computers and Technology in Education, 1 -5 May. Cancun, Mexico.

**Jansen, B. J.** (1997) *An Information Retrieval Application for Simulated Annealing*, Proceedings of the 2nd ACM Conference on Digital Libraries, p. 259-260. Philadelphia, PA. 25-28 July.

### **Paper Award**

**Jansen, B. J.** (1997) *Simulated Annealing for Query Results Ranking*, Computer Science Education Conference, San Jose, CA. 28 – 30 February.

Spink, A., Burkett, L., Spaid, N., Bateman, J., and **Jansen, B. J.** (1997) *Why Users Search the World Wide Web (WWW): The EXCITE Study*, First Internet Librarian Conference, Monterey, CA. 16-18 November.

Adams, W. J. and **Jansen, B. J.** (1997) *Information Technology and the Classroom of the Future*, Proceedings of the Society for Information Technology in Education Conference, Orlando, Florida. 7 May.

Hamilton, J. A. and **Jansen, B. J.** (1997) *Tactical Network Simulation in the US Army*, Simulation Multi-Conference, Atlanta, Georgia. January.

**Jansen, B. J.** and Hamilton, J. A. (1997) *Modeling and Simulating an Army Information Support Structure*, Simulation Multi-Conference, Atlanta, Georgia. January.

### Papers Presented at Technical and Professional Meetings

Salminen, J., Jung, S.G., and **Jansen, B. J.** (2022) *Persona Analytics: a pathway to persona science*. In CN Chapman, KZ Xu, M Callegaro, F Gao, and M Cipollone, eds. (2022). Proceedings of the 2022 Quantitative User Experience Conference (Quant UX Con). June 2022, Sunnyvale, CA.

Panel: Meet the Editors-in-Chief, 2021 Aging and Health Informatics Conference, December 6-7, 2021, Austin, Texas, USA.

Al-Thani, H., Elsayed, T., and **Jansen, B. J.** (2021) *HBKU at TREC 2020: Conversational Multi-Stage Retrieval with Pseudo-Relevance Feedback*. TREC 2020 Conference. Washington, DC.

Al-Thani, H., **Jansen, B. J.**, and Elsayed, T. (2020) *HBKU at TREC 2020: Conversational Multi-Stage Retrieval with Pseudo-Relevance Feedback*. TREC 2020 Conference. Washington, DC.

### **Papers Presented at Technical and Professional Meetings**

Shammur A Chowdhury, S., Abdelali, A., Darwish, K., Jung, S.G., Salminen, J., and **Jansen, B. J.** (2020) Improving Arabic Text Categorization Using Transformer Training Diversification. Proceedings of the Fifth Arabic Natural Language Processing Workshop, Barcelona, Spain (Online), December 12, 2020. pages 226–236.

Jung, S.G., Salminen, J., and **Jansen, B. J.** (2020) Explaining Data Driven Personas to End Users. Proceedings of the Workshop on Explainable Smart Systems for Algorithmic Transparency in Emerging Technologies co-located with the 25<sup>th</sup> International Conference on Intelligent User Interfaces (IUI 2020). Cagliari, Italy, 17 March.

**Jansen, B. J.**, Jung, S.G., An, J., Kwak, H. and Salminen, J. (2018) Personas as a Means for Making Sense of User Analytics Information. Sensemaking in a Senseless World Workshop, ACM CHI Conference on Human Factors in Computing Systems (CHI2018), Montréal, Canada, 21-26 April.

Jung, S.G., Salminen, J., An, J., Kwak, H. and **Jansen, B. J.** (2018) Leveraging Online Social Media Data for Persona Profiling. Qatar Foundation Annual Research Conference 2018 (ARC'18), Doha, Qatar. 22 March.

Salminen, J., Jung, S.G., An, J., Kwak, H. and **Jansen, B. J.** (2018) Research Roadmap for Automatic Persona Generation: Principles and Open Questions. The Fifth Machine Learning and Data Analytics (MLDAS2018) Symposium, 12-13 March 2018, Doha, Qatar.

Salminen, J. and **Jansen, B. J.** (2018) Use Cases and Outlooks for Automatic Analytics. The Fifth Machine Learning and Data Analytics (MLDAS2018) Symposium, 12-13 March 2018, Doha, Qatar.

**Jansen, B. J.**, Jung, S.G., Salminen, J., An, J. and Kwak, H. (2017) Social Analytics Data for Identifying Customer Segments for Online News Media. The Third International Workshop on Online Social Networks Technologies, 2017 IEEE/ACS 14th International Conference on Computer Systems and Applications (AICCSA2017). 30 Oct.-3 Nov. Hammamet, Tunisia.

Salminen, J., Sarlin, P., Olkkonen, R., and **Jansen, B. J.** (2017) *Who does what in marketing? Toward an understanding of marketer-machine interaction*, Studying Users Perceptions and Experiences with Algorithms Workshop, The 11th International AAAI Conference on Web and Social Media (ICWSM17). Montreal, Canada. 15-18 May.

Beheshti, J., **Jansen, B. J.**, Dillon, A., Lewandowski, D., Mostafa, J., Khanova, J., Wilson, T., Seadle, M. (2016). Publish or perish: Meet the editors a special panel. *Proceedings of the Association for Information Science and Technology*, 53(1), 1–4.  
<https://doi.org/10.1002/pr2.2016.14505301021>

An, J., Cho, H.Y., Kwak, H., and **Jansen, B. J.** (2016) *Towards Automatic Persona Generation Using Social Media*. The Third International Symposium on Social Networks Analysis, Management and Security (SNAMS 2016), The 4th International Conference on Future Internet of Things and Cloud. p. 206-211. 22-24 August.

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**Papers Presented at Technical and Professional Meetings**

Mukherjee, P. and **Jansen, B. J.** (2016) *The Changing Nature of Viewership: Formality of Social Media Conversations*. Workshop on Following user pathways: Using cross platform and mixed methods analysis in social media studies. ACM Conference on Human Factors in Computing Systems (CHI2016), San Jose, CA, USA, 7-12 May.

Kwon, S., Abbar, S. and **Jansen, B. J.** (2016) *Identifying Virality Attributes of Arabic Language News Articles*. Qatar Foundation Annual Research Conference 2016 (ARC'16), Doha, Qatar. 22 March.

An, J., Kwan, H., Cho, H., Hassen, M.Z., and **Jansen, B. J.** (2016) *Efforts Towards Automatically Generating Personas in Real-time Using Actual User Data*. Qatar Foundation Annual Research Conference 2016 (ARC'16), Doha, Qatar. 22 March.

Mukherjee, P. and **Jansen, B. J.** (2015) *Correlation of Brand Mentions in Social Media and Web Searching Before and After Real Life Events: Phase Analysis of Social Media and Search Data for Super Bowl 2015 Commercials*. 1st International Workshop on Event Analytics using Social Media Data at The IEEE International Conference on Data Mining series (ICDM 2015), Atlantic City, New Jersey, USA, 14 Nov.

Mukherjee, P. and **Jansen, B. J.** (2015) *Analyzing the Social Soundtrack From Second Screens Before, During, and After Real-life Events*. The First International Workshop on Online Social Networks Technologies, 2015 IEEE Jordan Conference on Applied Electrical Engineering and Computing Technologies (AEECT), Dead Sea, Jordan. 3-5 Nov.

**Jansen, B. J.**, Wong, J. S., Jablokow, K.W., Divinsky, A., Liu, Z., and Pursel, B. (2014) *Classifying MOOC Discussion Forum Posts as Information Seeking Interactions and Levels of Cognitive Learning*. Workshop on Learning at Scale at ACM CHI Conference on Human Factors in Computing Systems, (CHI 2014), Toronto, CA. 26 April - 1 May.

Liu, Z. and **Jansen, B. J.** (2012) *Factors Influencing the Response Rate in Social Question and Answering Behavior*. Workshop on Social Media Question Asking at 16th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2013). 23-27 February. San Antonio, Texas.

**Jansen, B. J.** (2012) *Gender Demographic Targeting in Sponsored Search*. INFORMS International 2012. 24-27 June. Beijing, China.

**Jansen, B. J.** (2012) *Using Mobile Apps to Enhance Classroom Learning*. Teaching and Learning with Technology, University Park, PA, 24 March

Rosso, M. and **Jansen, B. J.** (2010) *Smart Marketing or Bait & Switch? Competitors' Brands as Keywords in Online Advertising*. 4th Workshop on Information Credibility on the Web (WICOW 2010). World Wide Web Conference (WWW 2010), Raleigh, NC. 26-30 April.

**Jansen, B. J.** (2009) *System Controlled Assistance for Improving Search Performance*. Human-Computer Interaction and Information Retrieval. Workshop. Washington, DC. 23 October.

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**Papers Presented at Technical and Professional Meetings**

**Jansen, B. J.**, Zhang, M, Sobel, K, and Chowdury, A, (2009) *The Commercial Impact of Social Mediating Technologies: Micro-blogging as Online Word-of-Mouth Branding*. ACM Conference on Computer Human Interaction (CHI2009). Boston, Massachusetts. 4 - 9 April.

Neale, L., Hunter, L., **Jansen, B. J.**, Murphy, J. (2008) *The Google Online Marketing Challenge: A Global Teaching and Learning Initiative*. 2008 Society for Marketing Advances Annual Conference. 4-9 November. St Petersburg, Florida.

**Jansen, B. J.**, Rosso, M., Russell, D., and Detlor, B. (2008) *The Google Online Marketing Challenge: A Multi-Disciplinary Global Teaching and Learning Initiative Using Sponsored Search*. 2008 Annual Meeting of the American Society for Information Science and Technology. 24-29 October Columbus, Ohio.

**Jansen, B. J.** (2008). *Viewing Searching Systems as Learning Systems*. Second Workshop on Human-Computer Interaction and Information Retrieval. 23 October. Redmond, Washington.

Murphy, J., Canhoto, A., Hofacker, C., Hunter, L., **Jansen, B. J.**, and Voorhees, C. (2008) *The Google Online Marketing Challenge: A Global Teaching and Learning Initiative*. 2008 American Marketing Association Summer Marketing Educators' Conference. 8-11 August. San Diego, California.

Reddy, M. and **Jansen, B. J.** (2008) *Learning about Potential Users of Collaborative Information Retrieval Systems*. Workshop on Collaborative Information Retrieval, Joint Conference on Digital Libraries (JCDL 2008). 19 June. Pittsburgh, Pennsylvania.

**Jansen, B. J.**, Bhavnani, S., Murray, G. C., Spink, A. and Wolfram, D. (2007) *Web Log Analysis Panel*, 2007 Annual Meeting of the American Society for Information Science and Technology. Milwaukee, Wisconsin. 18-25 October.

Spink, A. and **Jansen, B. J.** (2007) *Web Research - Results from Large-Scale Web Data Analysis*, ARC Research Network Enterprise Information Infrastructure Workshop on Data From the Field. Sydney, Australia. 24th May.

**Jansen, B. J.** and Spink, A. (2007) *The Effect on Click-through of Combining Sponsored and Non-Sponsored Search Engine Results in a Single Listing*, 16th International World Wide Web Conference (WWW2007) Workshop on Sponsored Search Auctions. Banff, Canada. 8-12 May.

Paper: [http://opim.wharton.upenn.edu/ssa3/pdf/submission\\_96.pdf](http://opim.wharton.upenn.edu/ssa3/pdf/submission_96.pdf)

**Jansen, B. J.** (2007) *Preserving the Collective Expressions of the Human Consciences*, 16th International World Wide Web Conference (WWW2007) Workshop on Query Log Analysis: Social and Technical Challenges. Banff, Canada. 8-12 May.

Paper: [http://www2007.org/workshops/paper\\_58.pdf](http://www2007.org/workshops/paper_58.pdf)

Slides: <http://querylogs2007.webir.org/slides/JimJansenQL2007.pdf>

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**Papers Presented at Technical and Professional Meetings**

**Jansen, B. J.**, Smith, B., and Booth, D. (2007) *Learning as a Paradigm for Understanding Exploratory Search*, Conference on Human Factors in Computing Systems (SIGCHI), Workshop on Exploratory Search Interfaces. San Jose, California. 28 April - 3 May.

Spink, A., Alvarado-Albertorio, F., and **Jansen, B. J.** (2007) *Web Search Behavior: What is Normative?*, Society of Australasian Social Psychologists (SASP) Conference. Brisbane, Australia. 12 – 15 April.

**Jansen, B. J.** and Spink, A. (2006) *Characteristics of searching on Web meta-search engines*, American Society for Information Science and Technology: Human Computer Interaction Workshop. Austin, TX. 3-9 November.

**Jansen, B. J.** (2006) *Implications of Trust of Sponsored Links for E-commerce Web Searching*, 6th Annual SIG-USE Research Symposium. American Society for Information Science and Technology (ASIS&T) Annual Conference. Austin, TX. 4 November.

Spink, A. and **Jansen, B. J.** (2006) *Web Searching: Trends and Impacts*, Oxford Internet Institute International Symposium. Journal of Information, Communication, Society: 10th Anniversary International Symposium. University of York, UK. 20 – 22 September.  
<http://www.york.ac.uk/res/siru/icsspinketal.htm>

**Jansen, B. J.**, Spink, A., Kathura, V., and Koshman, S. (2006) *How to Define Searching Sessions on Web Search Engines*, Workshop on Web Mining and Web Usage Analysis. The 12th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD 2006). Philadelphia, Pennsylvania. 20-23 August.

**Jansen, B. J.** (2006) *Adversarial Information Retrieval Aspects of Sponsored Search*, Second International Workshop on Adversarial Information Retrieval on the Web (AIRWeb 2006). The 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). Seattle, Washington. 6-11 August.

**Jansen, B. J.**, Ramadoss, R. Zhang, M., and Zang, N. (2006) *Wrapper: An Application for Evaluating Exploratory Searching Outside of the Lab*, SIGIR 2006 Workshop on Evaluating Exploratory Search Systems. The 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). Seattle, Washington. 6-11 August.

Buzikashvili, N. and **Jansen, B. J.** (2006) *Limits of the Web Log Analysis Artifacts*, Workshop on Logging Traces of Web Activity: The Mechanics of Data Collection, The Fifteenth International World Wide Web Conference (WWW 2006). Edinburgh, Scotland. 22-26 May.

**Jansen, B. J.** (2006) *The Wrapper: An Open Source Application for Logging User – System Interactions during Searching Studies*, Workshop on Logging Traces of Web Activity: The Mechanics of Data Collection. The Fifteenth International World Wide Web Conference (WWW 2006). Edinburgh, Scotland. 22-26 May.

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**Papers Presented at Technical and Professional Meetings**

**Jansen, B. J.**, Rieh, S.Y., Spink, A., Wang, P., and Wolfram, D. (2005) *Panel Presentation: Internet Usage Transaction Log Studies: The Next Generation*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

Toms, E.L., **Jansen, B. J.**, and Muresan, G. (2005) *Panel Presentation: Evaluating Success in Search Systems*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

**Jansen, B. J.** (2005) *A Multi-Disciplinary, Multi-Level, and Multi-Spectrum View of Interaction*, The First Conference of the i-School Community: Bridging Disciplines to Confront Grand Challenges. 28-30 September 2005, State College, PA.

**Jansen, B. J.** and Resnick, M. (2005) *Examining Searcher Perceptions of and Interactions with Sponsored Results*, Workshop on Sponsored Search Auctions, The Sixth ACM Conference on Electronic Commerce (EC'05). Vancouver, Canada. 5-8 June.

**Jansen, B. J.** (2005) *Automated Searching Assistance for Exploratory Search*, Seminar on Exploratory Search Interfaces at the University of Maryland sponsored by the Human-Computer Interaction (HCI) Lab. College Park, Maryland. 2 June.

Shingle, A. **Jansen, B. J.**, and Spink, A. (2005) *Television Advertising of Prescription Drugs: A Study of Its Effect on Consumer Web Searching*, IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada, 11-13 April, 2005.

**Jansen, B. J.**, Spink, A., and Pederson, J. (2004) *An Analysis of Multimedia Searching on AltaVista*, Presentation at Workshop on User Searching, World Wide Web Conference, New York, New York, 18 May 2004.

De Ycaza, S., Doran, S., Eastman, C., and **Jansen, B. J.** (2003) *Nutritional Information on the Web: An Analysis of Information Sought and Information Provided*, South Carolina Nutrition Research Summit, Columbia, SC. 17 October 2004.

**Jansen, B. J.** (1998) *An Analysis of User Queries on the Web: The Implications for the Design of Military Information Retrieval Systems*, Fifth Annual US Army Research Laboratory and the United States Military Academy Technical Symposium, West Point, New York.

**Jansen, B. J.** (1997) *Simulated Annealing in Information Retrieval*, Fifth Annual US Army Research Laboratory and the United States Military Academy Technical Symposium, West Point, New York.

Adams, W. J. and **Jansen, B. J.** (1997) *Integrating Usability Design Principles into an Existing Engineering Curriculum*, The American Society for Engineering Education National Conference, Milwaukee, Wisconsin.

**Jansen, B. J.** and Adams, W. L. (1997) *Integrating User Centered Design into an Introductory Engineering Course*, American Society for Engineering Education Zone 1 Meeting, West Point, New York.

### Scholarly Reports

**Jansen, B. J.** (2011) *The civic and community engagement of religiously active Americans*. Pew Internet & American Life Project, Pew Research Center. 13 December.  
<http://pewinternet.org/Reports/2011/Social-side-of-religious.aspx>

**Jansen, B. J.** (2010) *65% of Internet Users Have Paid for Online Content*. Pew Internet & American Life Project, Pew Research Center. 30 December.  
<http://www.pewinternet.org/Reports/2010/Paying-for-Content.aspx>

**Jansen, B. J.** (2010) *Use of the internet by higher income households*. Pew Internet & American Life Project, Pew Research Center. 24 November.  
<http://www.pewinternet.org/Reports/2010/Better-off-households.aspx>

**Jansen, B. J.** (2010) *Online Product Research*. Pew Internet & American Life Project, Pew Research Center. 29 September.  
<http://pewinternet.org/Reports/2010/Online-Product-Research.aspx>

### Funded Projects, Grants, Commissions, and Contracts

- |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2021 - 2021 | Title: Privacy Personas in the MENA Region: A Large-Scale Analysis of 21 Countries<br>Granting Agency: <b>Facebook</b> ( <a href="https://research.fb.com/programs/research-awards/proposals/peoples-expectations-and-experiences-with-digital-privacy-request-for-proposals/">https://research.fb.com/programs/research-awards/proposals/peoples-expectations-and-experiences-with-digital-privacy-request-for-proposals/</a> )<br>Total Amount: \$79,000<br>Role: Principal Investigator |
| 2019 - 2017 | Title: Technology Development Fund for Automatic Persona Generation<br>Granting Agency: <b>Qatar Foundation Research &amp; Development</b><br>Total Amount: \$145,500<br>Role: Principal Investigator                                                                                                                                                                                                                                                                                      |
| 2015 - 2014 | Title: Web Analytics for a Research University Library<br>Granting Agency: <b>Penn State, University Library</b><br>Total Amount: \$19,717<br>Role: Principal Investigator                                                                                                                                                                                                                                                                                                                 |
| 2015 - 2013 | Title: Exploring Scholarly Discourse in MOOC Discussion Forums<br>Granting Agency: <b>Penn State, Center for Online Innovation in Learning</b><br>Total Amount: \$30,383<br>Role: Principal Investigator                                                                                                                                                                                                                                                                                   |

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**Funded Projects, Grants, Commissions, and Contracts**

- 2014 - 2010 Title: Broadband to Support SMEs in Pennsylvania  
Granting Agency: **Commonwealth of Pennsylvania**  
Total Amount: \$500,000  
Role: Faculty Investigator (\$70,000)
- 2014 - 2010 Title: Semantic CiteSeerX  
Granting Agency: **National Science Foundation**  
Total Amount: \$1,100,000  
Role: Principal Investigator (\$130,000)
- 2011 - 2008 Title: Affective and Cognitive Factors Affecting the Evaluation of Search Engines by Users  
Granting Agency: **Google**  
Amount: \$50,000  
Role: Principal Investigator
- 2011 - 2009 Title: Using Keyword Advertising for Economic and Workforce Development  
Granting Agency: The **Pennsylvania State University**  
Amount: \$25,000  
Role: Principal Investigator
- 2011 - 2010 Title: Toolkits for Deployable Best Practices  
Granting Agency: **Office of Naval Research** STTR Phase II  
Total Amount: \$750,000  
Role: Principal Investigator (\$87,500)
- 2011 - 2010 Title: RAPID: Text Message-based Infrastructure for Emergency Response  
Granting Agency: **National Science Foundation**  
Total Amount: \$75,000  
Role: Principal Investigator (\$15,000)
- 2009 - 2008 Title: Toolkits for Deployable Best Practices  
Granting Agency: **Office of Naval Research** STTR Phase I  
Total Amount: \$100,000  
Role: Principal Investigator (\$15,000)
- 2009 - 2007 Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer  
Granting Agency: **National Science Foundation**  
Amount: \$12,000  
Role: Co-Principal Investigator (\$12,000).

**Funded Projects, Grants, Commissions, and Contracts**

- 2009 - 2006 Title: Synchronized Interactions Among Users, Systems, and Information  
Granting Agency: **Air Force Research Lab**  
Amount: \$463,000  
Role: Principal Investigator (\$463,000).
- 2008 - 2005 Title: The Next Generation CiteSeer  
Granting Agency: **National Science Foundation**  
Amount: approximately \$1,444,984  
Role: Co-principal Investigator with Dr. Lee Giles, Dr. Susan Gauch, and Dr. Jack Carroll  
(\$48,701)
- 2009 - 2007 Title: Triggers in Collaborative Information Searching  
Granting Agency: **National Science Foundation**  
Amount: \$76,000  
Role: Co-principal Investigator with Dr. Madhu Reddy  
(\$18,119)
- 2009 - 2008 Title: REU Supplement for Triggers in Collaborative Information Searching  
Granting Agency: **National Science Foundation**  
Amount: \$12,000  
Role: Co-principal Investigator with Dr. Madhu Reddy  
(\$6,000)
- 2007 - 2006 Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer  
Granting Agency: **National Science Foundation**  
Amount: \$9,000  
Role: Co-Principal Investigator (\$9,000).
- 2005 - 2004 Title: Design of Tools for Information Seeking, Management, and Analysis for a Lessons Learned Knowledge System  
Granting Agency: **US Marine Corps Research University**  
Amount: \$500,000  
Role: Co-Principal Investigator (\$83,957)
- 2005 Title: Knowledge Management  
Granting Agency: **US. Department of Defense, Defense Threat Reduction Agency (DTRA)**  
Amount: \$625,832  
Role: Co-Principal Investigator (\$18,439).
- 2006 - 2005 Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer  
Granting Agency: **National Science Foundation**  
Amount: \$6,000  
Role: Co-Principal Investigator (\$6,000).

### **Funded Projects, Grants, Commissions, and Contracts**

1998 -1996	Title: The use of software agents in information retrieval. Granting Agency: <b>Army Research Laboratory</b> Amount: \$68,000 Role: Principal Investigator (\$68,000)
1998	Title: Information searching on Web Search Engines Granting Agency: <b>Army Research Laboratory</b> Amount: \$5,000 Role: Principal Investigator (\$5,000)
1997	Title: Software agents for information retrieval. Granting Agency: <b>Army Research Laboratory</b> Amount: \$5,000 Role: Principal Investigator (\$5,000)

### **Software Developed**

Software Development: Client-side Application for Automated Searching: that automates searching tactics via user implicit feedback.

Software Development: Application for Real-time Evaluation of Search Engine Performance: that automates the evaluation of Web search engines.

### **Teaching**

At *Hamad Bin Khalifa University* (Current – 2017), College of Science and Engineering, I developed ICT632 Advanced Applications of the Web and Internet, a course that I proposed and designed. A breath course, divided into eight modules, covering (a) web fundamentals, (b) ecommerce, (c) search, (d) social media, (e) cloud computing, (f) web analytics, (g) marketing analysis, and (h) mobile. An assignment due every week. 8 individual assignments. 7 team assignments. I designed the course so the students used the technologies they were studying.

At *The Pennsylvania State University* (2016 – 2002), I have taught a variety of information technology-related courses, including the undergraduate capstone project leadership course, the introductory freshman course, online marketing, graduate seminar course, and a graduate course on human information interaction. Additionally, I have mentored students in a variety of independent studies and have been on several course development committees.

At The Pennsylvania State University (2016 – 2002):

- Committee Lead, the curriculum development team for a college-level executive masters program.

## Teaching

- Committee Lead, curriculum development committee for re-design of the undergraduate senior-level capstone course.
- Committee Member, curriculum development team for re-design of the undergraduate freshmen level introductory course.
- Committee Member, the curriculum development team for the establishment of a university-wide Business Analytics minor
- Faculty Lead, the development team for the establishment of a university-wide professional library certification program
- Committee Member, the curriculum development team for the establishment of a college Entrepreneurship minor
- Course Development: (1) undergraduate capstone course in IT project management, (2) graduate course in information searching, (3) undergraduate course in keyword advertising, (4) graduate course in web analytics, (5) undergraduate course in entrepreneurship technology

2015 – Mentor for one team in the **Google Final 15 in The Google Online Marketing Challenge** for 2014. The team was in the top fifteen of 4,000 teams from around the world (top 0.4%).

Mentor for a team in the **Google Non-profit Challenge** for 2014. The teams were the top of more than 4,000 teams from around the world (top 0.4%).

2014 – Mentor for three teams in the **Global Final 15 in The Google Online Marketing Challenge** for 2013. The teams were in the top fifteen of 4,000 teams from around the world (top 0.4%).

Mentor for two teams in the **Google Media Marketing Challenge** for 2013. The teams were the top of more than 4,000 teams from around the world (top 0.4%).

2013 – Mentor for one team in the **Global Final 15 in The Google Online Marketing Challenge** for 2012. The team was in the top fifteen of more than 4,000 teams from around the world (top 0.4%).

2012 – Mentor for three teams in the **Global Final 15 in The Google Online Marketing Challenge** for 2011. The three teams were in the top fifteen from 4,000 teams from around the world (top 0.4%).

2010 – Mentor for two teams in the **Global Final 15 in The Google Online Marketing Challenge** for 2009. The two teams were in the top fifteen from 3,000+ teams from around the world (top 0.5%).

Had eight other teams get an honorable mention by placing in the Top 100 Global Teams and five other teams place in the Top 10% of all teams.

2010 – Mentor for two student teams that took 1<sup>st</sup> and 3<sup>rd</sup> in the **Penn State IdeaPitch Competition**, which is a university-wide Penn State entrepreneurship competition.

## **Teaching**

2009 – Mentor for three teams in the **Global Final 15 in The Google Online Marketing Challenge** for 2009. The three teams were in the top fifteen from 2,107 teams from around the world.

Had seven other teams get an honorable mention by placing in the top 50 teams in the Americas region.

2009 - **Schreyer Honors College Teaching Grant** Recipient for developing multi-disciplinary keyword advertising, marketing, and technology course.

2008 – Mentor for the **winning team in the Americas region in The Google Online Marketing Challenge for 2008**. One of the top four teams from 1,620 teams from around the world. Won a trip to the GooglePlex with the students, plus the students all won laptops.

Had two other teams get an honorable mention by placing in the top 50 teams in the Americas region.

2008 – Selected as **Faculty Marshall** by Student Marshall of Computer Science and Engineering Department, College of Engineering, The Pennsylvania State University as the faculty member who had the most significant impact on student's academic career

2008 – **Professor of the Year nominee** for College of Information Sciences and Technology, The Pennsylvania State University, 16802

2003 Selected as **Faculty Marshall** by Student Marshall of School of Information Sciences and Technology, The Pennsylvania State University as a faculty member who had the most significant impact on student's academic career

Guest lecturer for a month (2000) at the *Korean Military Academy* in Seoul, Republic of Korea.

At the *University of Maryland* (Asian Division) (2000 – 1999), taught courses on Web/Internet and multimedia design.

At the *United States Military Academy* (1999 – 1996), I taught several computer science-related courses, including introductory programming, advanced programming, micro-computing, and databases. Also, mentored students in a variety of independent studies.

As an executive officer for the department (1999 – mid-1997), was responsible for course scheduling, instructor assignments, classroom allocation, student counseling, as well as many other duties concerning the day-to-day operation of the department.

## **Membership on Degree Committees**

Hamad Bin Khalifa University

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## **Membership on Degree Committees**

The College of Science and Engineering

### **Chair or Co-Chair**

Kholoud Aldous (Committee Chair) (PhD. degree expected in 2022)  
 Hind Almerekhi (Committee Chair) (PhD. degree expected in 2022)  
 Haya Al-Thani (Committee Chair) (PhD. degree expected in 2022)  
 Hasan Al Sammarraie (Committee Chair) (PhD. degree expected in 2022)  
 Omar Shafie (Committee Chair) (MS degree conferred in 2021)  
 Noora Alemad (Committee Chair) (MS degree conferred in 2020)  
 Omar Ibrahim (Committee Chair) (MS degree conferred in 2018)

### **Committee Member**

Aljazi Nasseer Aljabor (Committee Member) (MS degree expected in 2021)  
 Ameema Zainab (Committee Member) (MS degree conferred in 2018)  
 Aqsa Nazir (Committee Member) (MS degree conferred in 2018)

Qatar University

Department of Computer Science & Engineering

### **Committee Member**

Maram Ghanem Hasanain (Committee Member) (PhD. degree expected in 2021)  
 Marwa Essam (Committee Member) (PhD. degree expected in 2022)

The Pennsylvania State University

College of Information Sciences and Technology

### **Chair or Co-Chair**

Partha Mukherjee (Committee Chair) (PhD degree conferred in 2016)  
 Alex Brown (Committee Chair) (MS degree conferred in 2016)  
 Zhe Liu (Committee Chair) (PhD degree conferred in 2014)  
 Dan Coughlin (Committee Chair) (PhD degree conferred in 2014)  
 Carolyn Hafernik (Committee Chair) (MS degree conferred in 2013)  
 Adan Ortiz-Cordova (Committee Chair) (MS degree conferred in 2013)  
 Jian-Syuan Wong (Committee Chair [until 2016]) (PhD degree conferred in 2018)  
 Steve Carmen (Committee Chair [until 2013]) (MS degree conferred in 2013)  
 Kathleen Moore (Committee Chair [until 2012]) (PhD degree conferred in 2015)  
 Mimi Zhang (Committee Chair) (PhD degree conferred in 2010)  
 Mike Hills (Committee Chair) (PhD degree conferred in 2010)  
 Hyun-Woo Kim (Committee Co-Chair) (MS degree conferred in 2010)  
 Young Shin Kim (Committee Co-Chair) (MS degree conferred in 2010)

### **Committee Member**

Eric McMillan (Committee Member) (PhD degree expected in 2017)  
 Nathan McNeese (Committee Member) (PhD degree conferred in 2014)  
 Patricia Spence (Committee Member) (PhD degree conferred in 2013)  
 Arvind Karunakaran (Committee Member) (MS degree conferred in 2011)  
 Yusuf Raza (Committee Member) (MS degree conferred in 2009)

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### **Membership on Degree Committees**

Sharoda Paul (Committee Member) (PhD degree conferred in 2009)  
 Allison Morgan (Committee Member) (PhD degree conferred in 2008)  
 Mithu Bhattacharya (Candidacy Committee Member, 2005)  
 Scott Robertson (Candidacy Committee Chair, 2004)

The Pennsylvania State University  
 Workforce Education and Development Program, College of Education  
 John Dolan (Committee Co-Chair [until 2012]) (PhD degree expected in 2013)

The Pennsylvania State University  
 School of Hospitality and Management  
 Lu Zhang (Committee Co-Chair) (MS degree conferred in 2009)

The Pennsylvania State University  
 Department of Industrial and Manufacturing Engineering  
 Himanshu Sharma (Committee Chair) (MS degree conferred in 2005)  
 Sourav Sengupta (Committee Chair) (MS degree conferred in 2005)  
 Ying Zhang (Committee Chair) (MS degree conferred in 2008)

The Pennsylvania State University  
 Department of Electrical Engineering  
 Vijay Mohan (Committee Co-Chair) (MS degree conferred in 2009)  
 Dheepak Ramaswamy (Committee Co-Chair) (MS degree conferred in 2009)  
 Ashish Kathuria (Committee Chair) (MS degree conferred in 2007)

The Pennsylvania State University  
 Department of Computer Science and Engineering  
 Yanjun Gao (Committee co-Chair)[until 2017](PhD degree expected in 2018)  
 Chandrika Gopalakrishna (Committee Chair) (MS degree conferred in 2008)

The University of Pittsburgh  
 School of Information Sciences  
 Department of Library and Information Science  
 Zhen Yue (Committee Member) (Ph.D. degree conferred in 2014)  
 Minsoo Park (Committee Member) (Ph.D. degree conferred in 2008)

Rutgers, the State University of New Jersey  
 School of Communication, Information and Library Studies  
 Yuelin Lee (Committee Member) (Ph.D. degree conferred in 2008)

The Pennsylvania State University  
 Schreyer Honors College, thesis advising  
 Megan Krause (B.S. degree conferred 2107)  
 Allie Whitman (B.S. degree conferred 2106)  
 Adan Ortiz-Cordova (B.S. degree conferred 2011)  
 Bradley Shively (B.S. degree conferred 2010)  
 Kate Sobel (B.S. degree conferred 2010)  
 Steven Troxell (B.S. degree conferred in 2008)  
 Steven Clancy (B.S. degree conferred in 2007)

### **Membership on Degree Committees**

Paulo Molina (B.S. degree conferred in 2004)  
 Chris Catalano (B.S. degree conferred in 2004)  
 Andy Shingle (B.S. degree conferred in 2004)

### **Supervision of Other Undergraduate Research**

<b>Student</b>	<b>Degree</b>	<b>Major</b>	<b>University</b>	<b>Role</b>
Arielle Amchin	BS	Marketing	Penn State	Research Mentor
Arun Das	BS	CS	Brown University	Research Mentor
Manisha Dareddy	BS	MIS	Carnegie Mellon Qatar	Research Mentor
Satyajit Narayanan	BS	CS	Bharati Vidyapeeth University	Research Mentor
Will Berkheiser	BS	IST	Penn State	Work-Study Mentor <a href="http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about">http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about</a>
Pat Bonner	BS	IST	Penn State	Research Mentor
Danielle Booth	BS	IST	Penn State	Research Mentor
Anna Brown	BS	IST	Penn State	Research Mentor
Nicole Butera	BS	Chemistry	Penn State	Women in Science and Engineering Research (WISER) Mentor <a href="http://pa.spacegrant.org/wiser">http://pa.spacegrant.org/wiser</a>
Chris Ciamacca	BS	IST	Penn State	Research Mentor
Karen Lee	BS	IST	Penn State	Research Mentor
Dana Kracow	BS	IST	Penn State	Research Mentor
Daehee Park	BS	IST	Penn State	Research Mentor
Melissa Reizner	BS	IST	Penn State	Research Mentor
Mitchell Rukat	BS	IST	Penn State	Research Mentor
Paul Rinaldi	BS	IST	Penn State	Research Mentor
Simone Schuster	BS	Advertising	Penn State	Research Mentor
Laura Solomon	BS	Advertising	Penn State	Research Mentor
Meng Ting Sun	BS	Accounting	Penn State	Research Mentor
Pete Smith	BS	IST	Penn State	Research Mentor
Megan Tan	BS	Marketing	Penn State	Research Mentor
Courtney Weaver	BS	IST	Penn State	Research Mentor

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**Professional Service**
**Editorial Boards**

Current – 2016	Editor-in-chief, <u>Information Processing &amp; Management</u> (Elsevier)
Current – 2016	Editorial Board Member, <u>Information Discovery and Delivery</u>
Current – 2012	Editorial Advisory Board Member, <u>Social Networks</u>
Current – 2011	Editorial Advisory Board Member, <u>International Journal of Electronic Business</u>
Current – 2009	Editorial Advisory Board Member, <u>Future Internet</u>
Current – 2006	Editorial Panel, <u>International Journal of Internet Science</u>
Current – 2006	Editorial Advisory Board Member, <u>Information Research</u>
Current – 2004	Editorial Advisory Board Member, <u>Information Processing &amp; Management</u>
2021 – 2009	Editorial Advisory Board Member, <u>Journal of the American Society for Information Science and Technology</u>
2016 – 2011	Editor-in-chief, <u>Internet Research</u> (Emerald)
2011 - 2004	Editorial Advisory Board Member, <u>Journal of Internet Research</u>
2010 - 2004	Editorial Advisory Board Member, <u>Library and Information Science Journal</u>
2008 - 2004	Associate Editor (Book Reviews), <u>Information Processing &amp; Management</u>
1996 –1998	Student Editor, <u>SIG Computer Human Interaction SIGCHI Bulletin</u>

**Professional Service**
**Tenure Letters**

2022	External Promotion Letter Writer for faculty member of Department of Software Engineering at The Hashemite University, Jordan
2021	External Promotion Letter Writer for faculty member of College of Information Sciences and Technology, Management, The Pennsylvania State University, USA
2021	External Tenure Letter Writer for faculty member of Black School of Business, Behrend College, The Pennsylvania State University, USA
2020	External Promotion Letter Writer for faculty member of Department of Information Management, Peking University, China

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**Professional Service****Tenure Letters**

- 2019 External Promotion Letter Writer for faculty member of Department of Computer Information Systems, Jordan University of Science and Technology
- 2019 External Promotion Letter Writer for faculty member of Department of Computer Information Systems, Jordan University of Science and Technology
- 2018 External Promotion Letter Writer for faculty member of Department of Computer Information Systems, Jordan University of Science and Technology
- 2017 External Promotion Letter Writer for faculty member of School of Information Studies, McGill University
- 2017 External Promotion Letter Writer for faculty member of Department of Computer Information Systems, Jordan University of Science and Technology
- 2017 External Promotion Letter Writer for faculty member of Department of Computer Information Systems, Jordan University of Science and Technology
- 2016 External Promotion Letter Writer for faculty member of School of Information Sciences, University of Pittsburgh
- 2016 External Promotion Letter Writer for faculty member of School of Business, McMaster University
- 2016 External Tenure Letter Writer for faculty member of Department of Library and Information Science, The Catholic University of America
- 2015 External Tenure Letter Writer for faculty member of School of Communication and Information, Rutgers University
- 2013 External Tenure Letter Writer for faculty member of College of Information Science and Technology, Drexel University
- 2013 External Tenure Letter Writer for faculty member of Graduate School of Management, University of Haifa
- 2012 External Tenure Letter Writer for faculty member of Faculty of Social Sciences, Bar-Ilan University
- 2012 External Tenure Letter Writer for faculty member of Henry B. Tippie College of Business, The University of Iowa
- 2012 External Tenure Letter Writer for faculty member of School of Business, North Carolina Central University
- 2010 External Tenure Letter Writer for faculty member of School of Business Administration, Bar Ilan University, Israel

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## **Professional Service**

### **Tenure Letters**

2009 External Tenure Letter Writer for faculty member of Computer Information Systems Department, Bentley University

## **Professional Service**

### **Ad hoc Reviewing**

- 2022 Reviewer, Journal of Transport Geography, Human Factors in Healthcare, Computers in Human Behavior Reports, Expert Systems With Applications, Journal of Consumer Policy, Designing Interactive Systems (DIS2022)
- 2021 Reviewer, Applied Ergonomics, International Journal of Human-Computer Studies, Personality and Individual Differences, International Journal of Human-Computer Interaction, ACM Transactions on the Web, Computers in Human Behavior Reports, Expert Systems With Applications, International Journal of Human - Computer Studies, ACM CHI Conference on Human Factors in Computing Systems (CHI2022)
- 2020 Reviewer, Journal of Retailing and Consumer Services, International Conference on Human-Computer Interaction (HCI2020), International Journal of Human-Computer Interaction, ACM CHI Conference on Human Factors in Computing Systems (CHI2021)
- 2019 Reviewer, International Journal of Electronic Commerce, ACM CHI Conference on Human Factors in Computing Systems (CHI2020)
- 2018 Reviewer, Electronic Commerce Research, ACM CHI Conference on Human Factors in Computing Systems (CHI2019)
- 2017 Reviewer, PLOS ONE, Journal of Strategy and Management (2x), Journal of the Association for Information Science and Technology, Electronic Commerce Research, Journal of Research in Interactive Marketing, ACM CHI Conference on Human Factors in Computing Systems (CHI2018)
- 2016 Reviewer, IEEE Systems, Man and Cybernetics, Computers in Human Behavior, International Journal of Human Computer Interaction, Cornell Hospitality Review
- 2015 Reviewer, Transactions on Intelligent Systems and Technology, Journal of Organizational Computing and Electronic Commerce, European Journal of Marketing, Journal of Information Management, Transactions on Management Information Systems
- 2014 Reviewer, MIS Quarterly, Journal of Organizational Computing and Electronic Commerce, Computers in Human Behavior, Journal of Documentation, IEEE Systems, Man and Cybernetics, Tourism Management

## **Professional Service**

### **Ad hoc Reviewing**

- 2013 Reviewer, Technological Forecasting & Social Change, IEEE Systems, Man and Cybernetics, International Journal of Electronic Commerce, ACM Transactions on the Web, Journal of Interactive Marketing, Journal of Electronic Commerce Research (2x), Electronic Commerce Research, Communications of the Association for Information Systems, ACM Transactions on Computer-Human Interaction, Information Research, Information and Management
- 2012 Reviewer, Electronic Commerce Research, International Journal of Information Management, Journal of Information Science, Communication Research, International Journal of Internet Science, Journal of Organizational Computing and Electronic Commerce, Social Science Computer Review, Information Research, MIS Quarterly, Journal of Organizational Computing and Electronic Commerce, Library and Information Science, IEEE Transactions on Multimedia, Advances in Human-Computer Interaction (2x), Journal of Theoretical and Applied Electronic Commerce Research (3x), ACM Transactions on Computer-Human Interaction
- 2011 Reviewer, IEEE Transactions on Multimedia, Information Technology and People, Journal of Computer-Mediated Communication (2x), Sage Publishing, Electronic Commerce Research, International Journal of Electronic Commerce, Journal of Interactive Marketing (2x), ACM Transactions on the Web, ACM Transactions on Computer-Human Interaction
- 2010 Reviewer, International Journal of Information Management (2x), ACM Transactions on the Web, Social Science Computing Review, MIS Quarterly, International Journal of Human-Computer Studies, PLoS One, Information Research, Netherlands Organisation for Scientific Research, Computing Surveys, Information Sciences, Future Internet, International Information and Library Review, International Journal of Internet Science, Behaviour & Information Technology, Journal of Media Economics
- Reviewer Award**
- 2010 Outstanding Reviewer for the Year, Internet Research
- 2009 Reviewer, The Computer Journal, ACM Transactions on the Web, International Journal of Electronic Commerce, Data & Knowledge Engineering Journal, ACM Transactions on Information Systems
- 2008 Reviewer, Journal of the Academy of Marketing Science, ACM Transactions on the Web, ACM Transactions on Information Systems, Decision Support Systems, New Media & Society, IEEE Internet Computing, Journal of Service Science and Management, IEEE Transactions on Professional Communication, International Journal of Knowledge Management Studies
- 2007 Reviewer, Simulation Modelling Practice and Theory, ACM Transactions on Information Systems
- 2006 Reviewer, Journal of Information Science, ACM Transactions on Information Systems

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## **Professional Service**

### **Ad hoc Reviewing**

- 2005 Reviewer, Journal of Medical Internet Research, ACM Transactions on Information Systems
- 2005 Reviewer, IEEE Systems, Man and Cybernetics Journal, Computer Networks Journal
- 2004 Reviewer, Information Retrieval, Information Processing & Management, Journal of Web Engineering, Journal of Library & Information Science Research
- 2003 Reviewer, IEEE Proceedings-Software, Information Processing & Management
- 2002 Reviewer, Journal of Informing Science, Information Processing & Management, The World Wide Web Journal
- 2001 Reviewer, International Journal of Human Computer Studies, Information Processing & Management
- 1999 Reviewer, Information Processing & Management
- 1998 Reviewer, Computer Science Education Journal, Information Processing & Management

## **Professional Service**

### **Grant Reviewing**

- 2015 Reviewer, Qatar Research Program, Qatar Foundation
- 2014 Reviewer, grant panelist for National Science Foundation, CISE Research Infrastructure (CRI) program February 2014.
- 2013 Reviewer for grant proposal for Reviewer, American Association for the Advancement of Science (AAAS) Research Competitiveness Program Grant Proposal for funding through the Maine Technology Institute's Development Awards
- 2012 Reviewer, Army Research Lab Grant Proposal
- 2011 Reviewer, National Science Foundation Grant Proposal
- 2011 Reviewer, American Association for the Advancement of Science (AAAS) Research Competitiveness Program Grant Proposal for funding through the Maine Technology Institute's Development Awards
- 2010 Reviewer, Standard Research Grants program of the Social Sciences and Humanities Research Council of Canada (SSHRC) Grant Proposal

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**Professional Service**
**Grant Reviewing**

- 2010 Reviewer for grant proposal for Reviewer, American Association for the Advancement of Science (AAAS) Research Competitiveness Program Grant Proposal for funding through the Maine Technology Institute's Development Awards
- 2008 Reviewer, Israel Science Foundation Grant Proposal
- 2007 Reviewer, Air Force Office of Scientific Research Grant Proposal
- 2007 Reviewer, Israel Science Foundation Grant Proposal
- 2004 Grant Reviewer, Arts and Humanities Research Board Grant Proposal, Whitefairs, Lewins Mead, Bristol, UK, BS1 2AE

**Professional Service**
**Other**

- 2016 Special Issue on Computational Advertising, IEEE Intelligent Systems. Guest Editors: Yanwu Yang, Huazhong University of Science and Technology, China; Yinghui Yang, University of California, Davis, US; Bernard J. Jansen, Qatar Computing Research Institute, HBKU; Mounia Lalmas, Yahoo Labs, UK.
- 2016 – 2007 Academic Panelist for The Google Online Marketing Challenge (<http://www.google.com/onlinechallenge/>). Based on registrations from more than 100 countries and more than 11,000 student teams, the Challenge may be the largest, worldwide educational course ever done.
- 2015 External Examiner for Spanish PhD thesis (Universitat Pompeu Fabra Barcelona)
- 2014 – 2013 Faculty Advisor for the Penn State Digital Marketing Association
- 2012 External Examiner for Australian PhD thesis (Queensland University of Technology)
- 2012 - 2011 Member, Research Committee, Search Engine Marketing Professional Organization (SEMPO)
- 2011 – 2009 Chair of the American Society for Information Science and Technology (ASIST) Information Science Education Committee
- 2010 Reviewer, Cambridge University Press book proposal
- 2010 Reviewer, Cambridge University Press book proposal
- 2010 External Examiner for Australian PhD thesis (University of Sydney)

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**Professional Service**
**Other**

- 2009 – 2006 Chair of the American Society for Information Science and Technology (ASIST) Information Science Education Committee Dissertation Jury
- 2008 External Examiner for Australian PhD thesis (The University of New South Wales)
- 2008 External Examiner for Australian PhD thesis (The University of New South Wales)
- 2008 Guest Editor, International Journal of Electronic Business (IJEB). Special Issue on Sponsored Search
- 2007 External Examiner for Australian PhD thesis (Monash University)
- 2007 Guest Editor, with Andy Edmond, Kirstie Hawkey, Melanie Kellar, and Don Turnbull. Journal of Web Engineering. Special Issue on Logging Traces of Web Activity
- 2006 Guest Editor, Bulletin of the American Society for Information Science and Technology. Special Issue on Paid Search, January 2006
- 1995 -1994 President, Computer Science Graduate Students Association, Texas A&M University, College Station, Texas.

**Professional Service**
**Conference Activities**

- 2022 Reviewer, ACM CHI Conference on Human Factors in Computing Systems (CHI2022), New Orleans, USA, 30 April - 6 May 2022.
- 2021 Reviewer, 2021 International Conference on INnovations in Intelligent SysTems and Applications (INISTA2021) Kocaeli, Turkey, 25-27 August 2021.
- 2021 Reviewer, 84<sup>th</sup> Annual Meeting of the Association of Information Science and Technology (ASIST 2020), Salt Lake City, UT, 23-28 October.
- 2021 Program Committee, The 8th International Conference on Behavioral and Social Computing (BESC 2021), Doha, Qatar, 9-11 Nov 2021.
- 2021 Conference Chair, 84<sup>th</sup> Annual Meeting of the Association of Information Science and Technology (ASIST 2020), Salt Lake City, UT, 23-28 October.
- 2021 Conference Chair, Program Chair, 2021 International Conference on Cognitive based Information Processing and Applications (CIPA2021), Huainan, China. 19-20 July, 2021.
- 2020 Program Committee, 83<sup>rd</sup> Annual Meeting of the Association of Information Science and Technology (ASIST 2020), Pittsburgh, PA, USA, 23-28 October.

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**Professional Service****Conference Activities**

- 2020 Best Paper Selection Committee, 2020 Human Information Interaction and Retrieval (CHIIR2020), 14–18 March, 2020, Vancouver, British Columbia, Canada.
- 2019 Program Committee, Program Committee, ACM SIGIR Workshop on eCommerce (SIGIR eCom'19), Paris, France. 21-25 July.
- 2019 Program Committee, 82<sup>nd</sup> Annual Meeting of the Association of Information Science and Technology (ASIST 2019), Melbourne, Australia, 19-23 October.
- 2019 Conference Chair, The Sixth International Conference on Social Networks Analysis, Management and Security(SNAMS-2019), Granada, Spain. October 22-25, 2019.
- 2018 Conference Chair, The Fifth International Conference on Social Networks Analysis, Management and Security(SNAMS-2019), Granada, Spain. October 15-18, 2018.
- 2018 Program Committee, 81<sup>st</sup> Annual Meeting of the Association of Information Science and Technology (ASIST 2018), Vancouver, Canada, 10-14 November.
- 2017 Reviewer, Papers and Posters, 80<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2017). Washington, D.C. 27 October-1 November.
- 2016 Chair, Program Committee, The Second International Workshop on Online Social Networks Technologies (OSNT-2016), 13<sup>th</sup> ACS/IEEE International Conference on Computer Systems and Applications AICCSA 2016. 29 November - 2 December.
- 2016 Chair, Program Committee, The Third International Workshop on Social Networks Analysis, Management and Security (SNAMS - 2016), The 4<sup>th</sup> International Conference on Future Internet of Things and Cloud (FiCloud-2016), Vienna, Austria. 22-24 August.
- 2016 Reviewer, Papers and Posters, 79<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2016). Copenhagen, Denmark. 14-18 October.
- 2015 Program Committee, 7<sup>th</sup> International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management, Lisbon, Portugal. 12-14 Nov.
- 2015 Meta-Reviewer, Papers and Posters, 78<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2015). St. Louis, Mo. 6-10 November.
- 2015 Reviewer, ACM CHI Conference on Human Factors in Computing Systems, Seoul, South Korea. 18-23 April.
- 2014 Reviewer, Papers and Posters, 77<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2014). Montreal, Canada. 31 October-4 November.

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**Professional Service****Conference Activities**

- 2014 Program Committee: 3<sup>rd</sup> International Information Systems for Crisis Response and Management Conference (ISCRAM 2014), State College, PA. May 2014.
- 2014 Reviewer, ACM CHI Conference on Human Factors in Computing Systems, Toronto, Canada. 26 April – 1 May.
- 2013 Reviewer, Papers, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, Posters, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, 22<sup>nd</sup> International World Wide Web Conference (WWW 2013). 13<sup>th</sup>-17<sup>th</sup>, May, Rio de Janeiro, Brazil.
- 2013 Program Committee: European Conference on Information Retrieval (ECIR 2013) Workshop on Group Membership and Search (GRUMPS), 24 March, Moscow, Russia
- 2013 Program Committee: Sixth ACM WSDM Conference on Web Search and Data Mining Workshop on Web Search Click Data, 4-8 February, Rome, Italy.
- 2012 Program Committee: Fourth Information Interaction in Context Conference (IIIX 2012), Nijmegen, the Netherlands, 21-24 August 2012.
- 2011 Session Track Chair, 74<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2011). 9-13 October. New Orleans, LA.
- 2011 Program Committee, iConference. Toronto, Canada, 7-10 February.
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011), Best Paper Committee, Dublin, Ireland, 19-21 April 2011
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011), Workshop on Information Retrieval Over Query Sessions, Dublin, Ireland, 19-21 April 2011.
- 2011 Program Committee: 12<sup>th</sup> ACM Conference on Electronic Commerce (EC11). San Jose, CA. 5-9 June.
- 2011 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2011). Amsterdam, the Netherlands, 19-22 September 2011.
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011). Dublin, Ireland. 18-21 April.
- 2010 Program Committee, American Society for Information Science and Technology Annual Meeting 2010. Pittsburgh, PA. 22-27 October.

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**Professional Service****Conference Activities**

- 2010 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2010). Padua, Italy, 20-23 September.
- 2010 Program Committee: LREC 2010 Workshop on Web Logs and Question Answering (WLQA2010). Malta, 22 May.
- 2010 Program Committee: 32<sup>st</sup> European Conference on Information Retrieval (ECIR 2010). Keynes, UK. 28-31 March.
- 2009 Program Committee: Web Information and Data Management. 19<sup>th</sup> International Conference on Information and Knowledge Management (CIKM 2009). Hong Kong. 6 November.
- 2009 Program Committee: Workshop on the Analysis of System Logs. 22<sup>nd</sup> ACM Symposium on Operating Systems Principles. Big Sky, MT. 14 October.
- 2009 Program Committee: Collaborative Information Behavior. GROUP 2000. Sanibel Island, Florida. 10 May.
- 2009 Program Committee: Qualitative and Quantitative Methods in Libraries International Conference (QQML2009). Chania, Crete, Greece, 26-29 May.
- 2009 Program Committee: 31<sup>st</sup> European Conference on Information Retrieval (ECIR 2009). Toulouse, France. 6-9 April.
- 2009 Reviewer, ACM Conference on Computer Human Interaction 2009 (CHI 2009), Boston, MA, 4 – 9 April.
- 2008 Reviewer, 18<sup>th</sup> Conference on Information and Knowledge Management (CIKM 2008). Napa Valley, California. 26-30 October.
- 2008 Program Committee: Workshop on Human-Computer Interaction and Information Retrieval (HCIR 2008). Redmond, Washington. 23 October.
- 2008 Program Committee: 1<sup>st</sup> Information Interaction in Context Symposium (IiiX 2008). London, United Kingdom. 14-17 October.
- 2008 Program Committee: 2008 Ad Auctions Workshop. ACM Conference on Electronic Commerce in Chicago, IL. 8-9 July.
- 2008 Reviewer, Southern Association for Information Systems Conference (SAIC 2008), Richmond, VA, USA 13–15 March.
- 2007 Program Committee, IEEE International Conference on Intelligence and Security Informatics 2007 (ISI 2007), New Brunswick, New Jersey. 23-24 May, 2007
- 2007 Reviewer, Graphics Interface 2007, Montréal, Canada, 28 – 30 May 2007.

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**Professional Service****Conference Activities**

- 2007 Reviewer, American Society for Information Science and Technology Annual Meeting 2007. Milwaukee, Wisconsin. 18-25 October.
- 2007 Program Committee, 8<sup>th</sup> World Congress on the Management of eBusiness. Toronto, Canada. 11-13 July.
- 2007 Program Committee, WWW'07 Workshop on Query Log Analysis: Social and Technological Challenges. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, WWW'07 Workshop on Sponsored Search. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, Chi'07 Workshop on Exploratory Search and HCI: Designing and Evaluating Interfaces to Support Exploratory Search Interaction. ACM CHI2005, Conference on Human Factors in Computing Systems (CHI'07), San Jose, CA. 29 April 2007.
- 2007 Program Committee, IEEE Intelligence and Security Informatics Conference (ISI 2007), New Brunswick, NJ. 23 – 24 May, 2007.
- 2006 Program Committee: 2006 Research Symposium of the Special Interest Group on Human-Computer Interaction. American Society for Information Science and Technology. Austin, Texas. 5 November 5, 2006
- 2006 Reviewer, Hawaii International Conference on System Sciences 2007. Waikoloa, Big Island, Hawaii. 3-6 January, 2007.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 16 -19 April 2007.
- 2006 Reviewer for SIGIR 2006 Workshop on Evaluating Exploratory Search Systems. The 29<sup>th</sup> Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). 6-11 August. Seattle, Washington.
- 2006 Program Committee: 4<sup>th</sup> International Conference on Information Technology: New Generations, 16-19 April, 2007, Las Vegas, Nevada.
- 2006 Program Committee: 1<sup>st</sup> Information Interaction in Context Symposium (IiX symposium). Copenhagen, Denmark. 18-20 October 2006.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 10 – 12 April 2006.
- 2006 Reviewer, The Fourth Annual Pre-ICIS Workshop on HCI Research in MIS, International Conference on Information Systems, 2005.

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## **Professional Service**

### **Conference Activities**

- 2006 Reviewer, Human Factors and Ergonomics Society 49<sup>th</sup> Annual Meeting, 2005.
- 2006 Program Committee: IEEE 6<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April 2005.
- 2006 Program Committee: the 5<sup>th</sup> International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.
- 2006- 2002 Reviewer, ACM SIGIR International Conference on Information Retrieval.
- 2006 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 4-6 April 2005.
- 2005 Program Committee, IEEE 6<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2005.
- 2005 Program Committee, the 5<sup>th</sup> International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.
- 2004 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2004.
- 2004 Reviewer, ACM CHI2005, Conference on Human Factors in Computing Systems
- 1998 Session Moderator, New Engineering Educators Conference, June 1998, Seattle, Washington.
- 1998 Co-organizer for ACM Computer Science Education Research Competition, February 1998, Atlanta, Georgia.
- 1998 Reviewer, New Engineering Educators Conference
- 1998 Reviewer, American Society for Engineering Education National Conference
- 1997 Session Moderator for American Society for Engineering Education National Conference, June 1997, Milwaukee, Wisconsin.

## **Advisory Boards**

- 2016 - 2012 CLAK Impressions <http://www.linkedin.com/company/clak-impressions>
- 2016 - 2010 The Pennsylvania Technical Assistance Program (PennTAP), <http://penntap.psu.edu/action-council/>

### **Advisory Boards**

2016 - 2010	Innoblue, <a href="http://innoblue.org/">http://innoblue.org/</a>
2016 - 2007	Global Academic Panel, Google Online Marketing Challenge, <a href="http://www.google.com/onlinechallenge/discover/judging-panel.html">http://www.google.com/onlinechallenge/discover/judging-panel.html</a>
2012 - 2010	Chief Marketing Officer (CMO Council) Advisory Board for research initiative, Localize to Optimize Sales Channel Effectiveness
2012 - 2010	Jabbit Board of Advisors, <a href="http://www.jabbit.com/">http://www.jabbit.com/</a>

### **Invited Talks (Selected)**

Presentation, Invited Speaker R15E: A Computer Science Convention The Tech World with Big Data Analytics, EU Tech ACM Student Chapter, a student chapter from the Philippines, 28 June 2022

Presentation, Invited Lecture Series, Nanjing University of Finance and Economics, Nanjing, China, 11 March 2022.

Interdisciplinary Editor's Talks, Smart Tourism Education Platform, Kyung Hee University, Seoul, South Korea, 25 February 2022.

Presentation, Invited Lecture Series, Changzhou Vocational Institute of Mechatronic Technology, Changzhou, China, 15 December 2021.

Presentation, Invited Lecture Series, Oriental University, Indore, India, 6 September 2021.

**Keynote** Presentation, Invited Lecture Series, Shanghai University of Finance and Economics, Shanghai, China, 31 August 2021.

**Keynote** Keynote, 2021 International Conference on INnovations in Intelligent SysTems and Applications (INISTA2021) Kocaeli, Turkey, 25-27 August 2021.

**Keynote** Keynote, 2021 International Conference on Cognitive based Information Processing and Applications (CIPA2021), 21 August 2021, Huainan, China.

Keynote, Information Management Symposium, School of Information Management, Peking University, Peking, China, 18 June 2021.

**Keynote** Presentation, Invited Lecture Series, School of Information Management, Nanjing University, Nanjing, China, 3 June 2021.

Keynote, 2021 International Conference on Cyber Security Intelligence and Analytics (CSIA2021), Shenyang, China, 19-20 March 2021.

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**Invited Talks (Selected)**

Presentation, Smart Tourism Colloquial Series Spring 2021, Kyung Hee University, Seoul, South Korea. 5 March 2021

- Keynote** Keynote, The 2020 International Conference on Progress in Informatics and Computing (PIC-2020), 19 December, 2020, Shanghai University of Finance and Economics, Shanghai China
- Keynote** Keynote, ASIS&T Asia-Pacific Regional Conference 2020, 12 December 2020, Wuhan University, Wuhan, China
- Keynote** Keynote, Shanghai University of Finance and Economics, 19 August 2020, Shanghai China.
- Presentation, School of Convergence and Department of Interaction Science, Sungkyunkwan University (SKKU), 24 February 2020, Seoul, South Korea
- Presentation, School of Economics and Management, Fuzhou University, 12 Oct. 2019, Fuzhou, China
- Presentation, School of Science – Computer Science and Information Technology, RMIT University, 23 Oct. 2019, Melbourne Australia
- Presentation, Business School, Nanjing University of Science and Technology, 26 Sept. 2019, Nanjing, China
- Presentation, School of Economics & Management, Nanjing University, Social Informatics and Human Computing Workshop 2019, 23 Sept. 2019, Nanjing, China
- Keynote** Keynote, Business School, Nankai University, Symposium on Interaction and Information Behavior, 14 May 2019, Tianjin, China.
- Presentation, School of Information Management, Wuhan University, Wuhan China. 17 April 2019
- Presentation, School of Management, Huazhong University of Science & Technology, Wuhan, China, 15 April 2019
- Keynote** Keynote, Trademetrics 2019, Universitat Politècnica de València (UPV), València, Spain, 6 May 2019.
- Presentation, The 5th PBRU International Conference, Sciences and Health Science Panel, 2-6 December 2018, Phetchaburi, Thailand
- Keynote** Keynote, 2016 Sixth National Doctoral Forum of Information Science, 7-18 July 2016, Tianjin, China.  
<http://jimjansen.blogspot.ga/2016/07/keynote-speaker-at-2016-sixth-national.html>
- Keynote** Keynote, The 7th International IEEE on Information and Communication Systems (ICICS 2016), 5-7 April, Irbid, Jordan.
- Keynote**

**Invited Talks (Selected)**

- Keynote** Keynote, The 10th International ACM Conference on Ubiquitous Information Management and Communication (IMCOM 2016), 4-6 January, Danang, Vietnam.  
<http://jimjansen.blogspot.ga/2015/12/imcom-2016-keynote-transformed-role-of.html>
- Presentation, Sungkyunkwan University (Sowan Campus), 23 April 2015, Seoul, South Korea. <http://jimjansen.blogspot.com/2015/04/visit-to-department-of-interaction.html>
- Presentation, National Research University Higher School of Economics, 10 March 2014, St. Petersburg, Russia  
<http://jimjansen.blogspot.com/2014/03/presentation-at-national-research.html>
- Presentation, Yandex, 11 March 2014, St. Petersburg Russia.  
<http://jimjansen.blogspot.com/2014/03/visit-to-yandex-headquarters-in-st.html>
- Presentation, Sungkyunkwan University (Sowan Campus), 20-21 June 2013, Seoul, South Korea.  
<http://jimjansen.blogspot.com/2013/06/research-workshop-discussion-on-web.html>
- Presentation, Library and Information Science Department and College of Information and Media, Duksung Women's College, 19 June 2013, Seoul, South Korea.  
<http://jimjansen.blogspot.com/2013/06/theoretical-constructs-of-searching-and.html>
- Presentation, Library and Information Science Department, College of Liberal Arts, Sungkyunkwan University, 18 June 2013, Seoul, South Korea.  
<http://jimjansen.blogspot.com/2013/06/keyword-advertising-research.html>
- Presentation, Qatar Computer Research Institute, 24-29 April 2013, Doha, Qatar.  
<http://jimjansen.blogspot.com/2013/04/research-presentation-to-folks-at-qatar.html>
- Presentation, Department of Decision Sciences, College of Business and Public Administration, Old Dominion University, 14-15 April 2013, Norfolk, VA.  
<http://jimjansen.blogspot.com/2013/04/keyword-advertising-presentation-to.html>
- Presentation, Google Online Marketing Challenge Workshop, The University of Illinois at Urbana–Champaign, 11 March 2013.  
<http://jimjansen.blogspot.com/2013/03/gomc-presentation-to-students-at.html>
- Presentation, Casual Living Conference 2012, 22-24 February 2012, Sarasota, FL.  
<http://accentsandfurnishings.com/conferences/casuallivingconference/2012/index.html>
- Keynote** Keynote, The Direct Marketing Association of Washington (DMAW) Professor Institute. 3-4 January 2012, Washington. DC.  
[http://www.dmawef.org/Professors\\_Page/Professors\\_Page.html](http://www.dmawef.org/Professors_Page/Professors_Page.html)
- Keynote** Keynote, Advance 2011: Rediscovering the Customer. 20-22 September 2011, San Diego, CA. <http://www.idanalytics.com/advance2011/>

### **Invited Talks (Selected)**

Webinar, Web Analytics Webinar for the American Society for Information Science and Technology, 17 June 2011. <http://asist.org/Conferences/webinars/2011/web-analytics.html>

#### **Keynote**

Keynote, Buying and Selling eContent 2011. 28 March 2011, Scottsdale, AR. <http://www.buy-sell-econtent.com/2011/Speakers/JimJansen.aspx>

Presentation, Evri (semantic news aggregation company). 10 February 2011, Seattle, WA <http://jimjansen.blogspot.com/2011/02/visit-to-evri-semantic-news-aggregation.html>

Presentation, IMPAQT (search engine marketing agency). 10 November 2010, Pittsburgh, PA. <http://jimjansen.blogspot.com/2010/11/visit-to-search-engine-marketing.html>

Presentation, Yahoo! Research Lab. 9 November 2010, New York, New York. <http://jimjansen.blogspot.com/2010/11/visit-to-yahoo-research-labs-new-york.html>

Presentation, School of Communication and Information, Rutgers University. 8 November 2010, New Brunswick, NJ.

University-wide Presentation, Ryerson University, 18 October 2009, Toronto, Canada.

Presentation, Query Log Analysis: From Research to Best Practice 2009/ 27-28 May. London, UK. Funded by European Union project on Evaluation, Best Practices and Collaboration for Multilingual Information Access. <http://ir.shef.ac.uk/cloughie/qlaw2009/index.html>

Presentation, Google. 30 October 2008. Mountain View, CA.

Presentation, IMPAQT (search engine marketing agency). 28 October 2008, Pittsburgh, PA. <http://jimjansen.blogspot.com/2008/10/visit-to-sem-impagt.html>

Presentation, Mahalo (a human power search engine). 6 July 2008, Los Angeles, CA. <http://jimjansen.blogspot.com/2008/07/mahalo-human-power-search-engine.html>

Presentation, Pepperjam (search engine marketing agency). 24 June 2008, Wilkes-Barre, PA. <http://jimjansen.blogspot.com/2008/06/visit-to-pepperjam.html>

Presentation, School of Communication and Information, Rutgers University. 2 September 2005, New Brunswick, NJ.

Presentation, College of Information, University of North Texas, 15 June 1998. Denton, TX

### **Membership in Professional Societies**

Association for Information Science and Technology (ASIS&T)

Armed Forces Communications and Electronics Association (AFCEA)

### **Membership in Professional Societies**

Association for Computing Machinery (ACM)

The Institute of Electrical and Electronics Engineers (IEEE)

*Societies:* Computer Society

### **Professional Experience**

Numerous **consulting projects** and **expert witnessing** (class action suits, patent litigation, and civil litigation)

**US Army Officer** (2002 – 1985): Held various command and staff positions of progressively increasing responsibility. Responsible for vision articulation, planning, directing, and day-to-day management of organizations ranging in size from 10 to over 200 personnel. Served in numerous locations in the United States, Europe, Central America, and the Far East as a communication officer. Responsible for the planning and installation of various types of communication systems including radio, telephone, computer and other digital networks. Served with the 8<sup>th</sup> U.S. Army Y2K Operational Evaluation Team validating critical information management systems. Responsible for the long term planning, developing, and budgeting of communication systems of all types for the U.S. Forces stationed on the Korean Peninsula. Responsible for a 22-person division that develops photographic, graphical, audio-visual and multimedia material for the U.S. Army War College.

## Consulting and Litigation Engagements of Dr. Jim Jansen

Jansen Expert Witnessing, LLC, 1001 East Marketing Street, #7, Charlottesville, Virginia 22902

# Total Cases Completed: **45**

# Total Cases: **53** # of Reports: **45** # of Depositions: **16** # of Trial or Arbitration Testimony: **5**

No.	Year Retained	Deliverables	Retained by	Case
42	2021	Report Affidavit Research	Defendant	Ontario Superior Court of Justice, between Tracy Skanes Plaintiff and Ontario Wide Insurance Solutions Inc. and Michelle Hughes Defendants. Court File No. 3259/15  Law Firm: Law Office of Marlon M. Roefe (Canada)
41	2020	Report Research	Defendant	ClickThrough Marketing Limited (“the Defendant”) concerning a claim brought against it by Regency Hampers Limited (“the Claimant”), Cambridge, United Kingdom, In the High Court of Justice Business and Property Courts in Bristol Circuit Commercial Courts (QBD)  Law Firm: Mills & Reeve LLP (United Kingdom)
40	2019	Report Research	Plaintiff	AARON RICH, Plaintiff, v. EDWARD BUTOWSKY, MATTHEW COUCH, AMERICA FIRST MEDIA and THE WASHINGTON TIMES, Defendants. UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA. Case 1:18-cv-00681-RJL  Law Firm: Boies Schiller & Flexner LLP and Willkie Farr & Gallagher LLP
39	2019	Declaration Report Research	Plaintiff	Walter Bradford, plaintiff, v. Median News Group, INC. dba Digital First Media; Bay Area News Group East Bay LLC; Jeff Anderson & Associates PA; Jeff Anderson; and DOES 1-20. Superior Court of the State of California In and For the City and County of Contra Costa. C19-00697  Law Firm: The Brandi Law Firm
38	2019	Testimony Deposition Report Research	Plaintiff	VERNON UNSWORTH, Plaintiff, v. ELON MUSK, Defendant. Case No. 2:18-cv-8048 in the UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA  Law Firm: L. Lin Wood, P.C.

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No.	Year Retained	Deliverables	Retained by	Case
37	2018	Report Research	Defendant	<p>CHARLES COSTELLO, BRUCE FILIPIAK, JOSH SELDNER, ANTHONY BAUMANN, KOURTNEY ERVINE, HANS HASS, IVA HAUKENES, and BRAD and LINDA McHENRY on behalf of themselves and all others similarly situated, Plaintiffs, v. HOMEADVISOR, INC., IAC/INTERACTIVECORP., ANGI HOMESERVICES, INC., CROWDSTEER INC., and DOES 1 through 10, Defendants Civil Action No. 1:18-cv-01802-WJM, IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLORADO</p> <p>Law Firm: Michael Best &amp; Friedrich, LLP</p>
36	2018	Research	Plaintiff	<p>TYLER BARNETT PR, LLC, LLE ONE, LLC, d/b/a Crowd Siren and d/b/a Social Media Models, Jonathan Murdough, on behalf of themselves and all others similarly situated, Plaintiffs, v. FACEBOOK, INC., Defendant, UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA Lead Case No. 3:16-cv-06232-JSW, Related Case No. 3:17-cv-00233-JSW</p> <p>Law Firm: Gibbs Law Group, LLC</p>
35	2017	Deposition Report Research	Plaintiff	<p>CONGOO, LLC, a Delaware limited liability company, d/b/a ADIANT (Plaintiff) v. SELL IT SOCIAL, LLC, a New York limited liability company, d/b/a REBEL CIRCUS (Defendant), Docket No. C-12037-16 Civil Action, Superior Court of New Jersey Chancery Division, Somerset County</p> <p>Law Firm: Beattie Padovano, LLC</p>

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No.	Year Retained	Deliverables	Retained by	Case
34	2017	Report Research	Plaintiff	<p>JOSEPH WALTER EGAN, Plaintiff, vs DAILY ITEM PUBLISHING COMPANY, INC., FRANCIS SCARCELLA, ERIC SCICCHITANO, COMMUNITY NEWSPAPER HOLDINGS, INC., TIMOTHY S. MILLER, PENN LIVE, LLC, JOHN BEAUGE, THE ASSOCIATED PRESS, USA, LLC, CHICAGO TRIBUNE, PA, MEDIA GROUP, and PATRIOT NEWS COMPANY, Defendants, IN THE COURT OF COMMON PLEAS NORTHUMBERLAND COUNTY, PENNSYLVANIA</p> <p>Law Firm: Kepner, Kepner &amp; Corba, P.C.</p>
33	2018	Report Research	Plaintiff	<p>Dr. Hany Salah (Plaintiff) v. Eagle Force Associates, Inc. (Defendant) Case No, CL-2018-0387 (Fairfax Circuit Court) In the Circuit Court of Fairfax County, Virginia</p> <p>Law Firm: BerlikLaw, LLC</p>
32	2017	Deposition Report Research	Defendant	<p>Originally styled: JEFFREY EPSTEIN, Plaintiff, vs. SCOTT ROTHSTEIN, individually, BRADLEY J. EDWARDS, individually, and L. M., individually, Defendant, IN THE CIRCUIT COURT OF THE FIFTEENTH JUDICIAL CIRCUIT, IN AND FOR PALM BEACH COUNTY, FLORIDA. CASE NO.: 502009CA040800XX3OGMBAG</p> <p>Law Firm: Searcy Denney Scarola Barnhart &amp; Shipley, PA</p>
31	2017	Report Research	Plaintiff	<p>Dankor Architecture vs. WME Group. Reference number: C7458/2017. Pending in the Victorian Civil and Administrative Tribunal (VCAT), Victoria, Australia</p> <p>Law Firm: pro se litigant</p>

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No.	Year Retained	Deliverables	Retained by	Case
30	2016	Deposition Report	Plaintiff	Jane Doe v. Transocean Offshore Deepwater Drilling Inc.; BHP Billiton Petroleum (Deepwater) Ltd.; Schlumberger Technology Corporation; Aramark Services, Inc., and RPS Group, Inc., Cause No. 2016-14927, In the 151st Judicial District Court of Harris County, Texas  Law Firm: Arnold & Itkin LLP
29	2016	Report	Defendant	THOMAS CREATIVE GROUP PRODUCTIONS, LLC, D/B/A TCG + VISUAL and TCG + DIGITAL, LLC, Plaintiffs, VS. TFC HOLDING, INC., F/K/A THE FREEMAN COMPANY; FREEMAN AUDIO VISUAL, INC. F/K/A FREEMAN AUDIO VISUAL SOLUTIONS, INC.; FREEMAN DECORATING, CO. F/K/A FREEMAN DECORATING SERVICES, INC.; FREEMAN XP, INC.; and TFC SERVICES, INC., CAUSE NO. 15-06216 IN THE DISTRICT COURT DALLAS COUNTY, TEXAS 298th JUDICIAL DISTRICT  Law Firm: Gardere, Wynne & Sewell, LLP
28	2016	Report	Defendant	Gray Services L.L.C., an Arizona limited liability company, Plaintiff, vs. TPG (GRIGIO) Note Acquisition L.L.C., a Delaware limited liability company, Defendant. Case 2:15-cv-01602-GMS UNITED STATES DISTRICT COURT DISTRICT OF ARIZONA.  Law Firm: McKool Smith Hennigan, P.C.
27	2016	Deposition Report	Plaintiff	VIRGINIA L. GIUFFRE, Plaintiff, v. GHISLAINE MAXWELL, Defendant. Case #: 1:15-cv-07433 United States District Court Southern District of New York  Law Firms: Boies Schiller & Flexner LLP and Jaffe, Weissing, Edwards, Fistos & Lehrman, P.L.

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No.	Year Retained	Deliverables	Retained by	Case
26	2015	Testimony Deposition Report	Plaintiff	<p>WICKFIRE, LLC, Plaintiff, v. TRIMAX MEDIA, INC., LAURA WOODRUFF, WREI, INC., JOSH WEST, Defendants. CIVIL ACTION NO. 1:14-CV-34. IN THE UNITED STATES DISTRICT COURT FOR THE WESTERN DISTRICT OF TEXAS AUSTIN DIVISION</p> <p>Law Firms: Susman Godfrey LLP, Bracewell &amp; Giuliani LLP, Denko Coburn Lauff LLP, Dykema Cox Smith, and Atlas Law PLLC</p>
25	2016	Report	Defendant	<p>TANGELO IP, LLC, PLAINTIFF, V. L BRANDS, INC., L BRANDS DIRECT MARKETING, INC., VICTORIA'S SECRET STORES, LLC, BATH &amp; BODY WORKS, LLC, AND BATH &amp; BODY WORKS DIRECT, INC., Civil Action No. 2:15-cv-00770 IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF TEXAS MARSHALL DIVISION</p> <p>Law Firm: Ballard Spahr LLP</p>
24	2014	Testimony Deposition Report	Plaintiff	<p>ERIN ANDREWS, Plaintiff, vs MARRIOTT INTERNATIONAL, INC., a Delaware Corporation; WESTEND HOTEL PARTNERS, LLC dba NASHVILLE MARRIOTT AT VANDERERBILT UNIVERSITY, a Delaware Limited Liability Company, and MICHAEL DAVID BARRETT, an individual, Defendants. CASE NO. 11C4831, which is pending in the Circuit Court for Davidson County Tennessee at Nashville.</p> <p>Law Firm: Greene Broillet &amp; Wheeler LLP</p>
23	2015	Deposition Report	Plaintiff	<p>ENCORE MEDIA METRICS, LLC fka SPUR DIGITAL L.P., dba SPUR INTERACTIVE and STEVE LATHAM VS ADOMETRY, INC. fka CLICK FORENSICS, INC. Cause 2012-44351 / Court: 281. (The District Court of Travis County, Texas.)</p> <p>Law Firms: Watts &amp; Guerra LLP and DiNovo Price Ellwanger &amp; Hardy LLP</p>

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No.	Year Retained	Deliverables	Retained by	Case
22	2015	Report	Defendant	AMERICAN MUSCLE DOCKS & FABRICATION, LLC, Plaintiff: v. MERCO, INC., Defendant IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF WEST VIRGINIA. Case 5:14-cv-00056-JPB  Law Firm: Busch, Zurbuch & Thompson, PLLC
21	2014	Research	Plaintiff	RICK WOODS, Individually and On Behalf of All Others Similarly Situated, Plaintiff, v. GOOGLE INC., Defendant Case No. 11-cv-1263-EJD (UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA SAN JOSE DIVISION)  Law Firm: Nix, Patterson, & Roach, LLP
20	2013	Research	Plaintiff	Lane's Gifts and Collectibles Plaintiff v. Microsoft Online, INC Case No. 2:12-cv-01181-JCC (Western District of Washington)  Law Firm: Nix, Patterson, & Roach, LLP
19	2014	Report	Petitioner	Patient Review: Inter Partes Review of U.S. Patent No. 6,609,115 Toyota Motor Corporation, Petitioner, v. GE Medical Technology Services, Inc., Patent Owner.  Law Firm: Young Basile Hanlon & MacFarlene P.C.
18	2014	Report	Defendant	Efficient Collaborative Retail Marketing, LLC sued by Market Track, LLC Case Number: 1:14-cv-04957 (Illinois Northern District Court)  Law Firm: Choate, Hall & Stewart LLP
17	2014	Research	Petitioner	Inter Partes Review: Google v. Rockstar CBMS 45448.004  Law Firm: Williams & Connolly LLP
16	2014	Report Research	Government Entity	Research into and experiment planning for search and online advertising practices by search engine companies  Organization: Federal Trade Commission, Division of Advertising Practice

## Consulting and Litigation Engagements of Dr. Jim Jansen

Jansen Expert Witnessing, LLC, 1001 East Marketing Street, #7, Charlottesville, Virginia 22902

No.	Year Retained	Deliverables	Retained by	Case
15	2014	Deposition, Report	Defendant	M.B. AS NEXT FRIEND OF J.B., A MINOR <i>Plaintiffs</i> , V. CAMP STEWART FOR BOYS, INC., AMERICAN INSTITUTE FOR FOREIGN STUDY, INC. D/B/A CAMP AMERICA, AND SCOTT ASH JAMES ZIRUS <i>Defendant</i> . NO. 5:12-CV-1133 (Western District of Texas)  Law Firm: Rymer, Moore, Jackson, & Echols PC
14	2014	Report	Patent Owner	Inter Partes Review: Palo Alto Networks, Inc. v. Juniper Networks, Inc., IPR2013-00369 Patent 7,107,612  Law Firm: Irell & Manella LLP
13	2014	Testimony, Deposition, Report	Defendant	REAL LOCAL PAGE PARTNERS, LLC, Claimant, v. PAYMENT ALLIANCE INTERNATIONAL, INC., Respondent & PAYMENT ALLIANCE INTERNATIONAL, INC. Counter-Claimant, v. REAL LOCAL PAGE PARTNERS, LLC, Counter-Respondent. CASE NO. 32 147 Y 0021413. AMERICAN ARBITRATION ASSOCIATION, MIAMI, FLORIDA  Law Firm: Kirkland & Ellis LLP
12	2013	Report	Defendant	Utilitech, Inc. v. Lowe's companies Inc. Civil Action No. 13-3096 (Eastern District of Pennsylvania)  Law Firm: Hunton & Williams LLP
11	2013	Deposition, Report	Plaintiff	CABLE WHOLESALE.COM, INC. v. SF CABLE, INC. Case No. CV 11-2966 EMC (Northern District of California)  Law Firm: Law Offices of James G. Schwartz P.C.
10	2013	Report	Defendant	PERFECT 10, INC. vs. YANDEX N.V., YANDEX INC., and YANDEX LLC. CASE NO. CV 12 1521 WHA (Northern District of California)  Law Firm: Quinn, Emanuel, Urquhart, & Sullivan, LLP

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Jansen Expert Witnessing, LLC, 1001 East Marketing Street, #7, Charlottesville, Virginia 22902

No.	Year Retained	Deliverables	Retained by	Case
9	2013	Report	Defendant	C.R. AS NEXT FRIEND OF C.R., A MINOR <i>Plaintiffs</i> , V. AMERICAN INSTITUTE FOR FOREIGN STUDY, INC. D/B/A CAMP AMERICA <i>Defendant</i> . NO. S:12-CV-OI046 (Western District of Texas)  Law Firm: Rymer, Moore, Jackson, & Echols PC
8	2013	Report	Defendant	ONTARIO SUPERIOR COURT OF JUSTICE TUCOWS.COM CO. Plaintiff -and-THE BRICKMAN GROUP, LTD. LLC Court File No.: CV-12-00-446692-0000 (Ontario, Canada)  Law Firm: Tucows in-house counsel
7	2013	Report	Plaintiff	INTERFLORA, INC. INTERFLORA BRITISH UNIT - and -MARKS AND SPENCER PLC FLOWERS DIRECT ONLINE LIMITED Neutral Citation Number: [2013] EWHC 1291 (Ch) Case No: HC08C03340 IN THE HIGH COURT OF JUSTICE CHANCERY DIVISION (London, UK)  Law Firm: Pinsent Masons LLP
6	2012	Research	Defendant	Civ No 10-690-SLR Internet Media Corporation v. Hearst Newspaper, LLC  Law firm Patterson Belknap Webb & Tyler LLP
5	2011	Testimony	Defendant	SMILEY NETWORKS, INC. d/b/a SMILEY MEDIA Claimant, v. DIGITAL ADVERTISING, LLC Respondent. Case No.: 1:2009cv00834 (Western District of Texas)  Law Firm: Bracewell & Giuliani LLP
4	2011	Report	Plaintiff	LOCAL 731 LB. OF T. EXCAVATORS AND PAVERS PENSION TRUST FUND) PRIVATE SCAVENGER AND GARAGE) ATTENDANTS PENSION TRUST FUND) AND TEXTILE MAINTENANCE AND) LAUNDRY CRA PENSION FUND) Individually and on Behalf of All Others) Similarly Situated Plaintiff, vs. DAVID C. SWANSON, et aL., Defendants Civil Action No. 1:09-cv-00799-MMB  Law Firm: Robbins, Geller, Rudman, & Dowd, LLP

## Consulting and Litigation Engagements of Dr. Jim Jansen

Jansen Expert Witnessing, LLC, 1001 East Marketing Street, #7, Charlottesville, Virginia 22902

No.	Year Retained	Deliverables	Retained by	Case
3	2011	Deposition, Report	Plaintiff	<p>Rootzoo, Inc., Unified ECM, Inc., Matthew Smith, and Steven Price (collectively, "Plaintiffs"), on behalf of themselves and all others similarly situated Plaintiff, vs. FACEBOOK PPC Advertising Litigation Master Case No. C 09-03043 JF (Northern District of California)</p> <p>Law Firm: Seeger Weiss LLP</p>
2	2009	Deposition, Report	Plaintiff	<p>Tom Lambotte, et al. v. IAC Interactive Corp, et. al. Case No. SV-08004263 (Central District of California)</p> <p>Law Firm: Kabateck, Brown, Kellner LLP</p>
1	2006	Report, Class Expert	Plaintiff	<p>CHECKMATE STRATEGIC GROUP, INC., a Florida corporation, individually, and purportedly on behalf of all others similarly situated, Plaintiff, vs. YAHOO! INC., a Delaware corporation, and DOES 1 THROUGH 100, Inclusive, Defendants. Case No.: CV 05-4588 CAS</p> <p>Law Firm: Kabateck, Brown, Kellner LLP</p>