Curriculum Vitae Bernard J. Jansen (Jim)

Principal Scientist
Qatar Computing Research Institute (QCRI)
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College of Science and Engineering
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Information Processing & Management, Elsevier

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Scholar: https://scholar.google.com/citations?user=gyhAqMQAAAAJ

Short Bio:
Jim has authored or co-authored nearly **400 research publications**, with articles appearing in a multi-disciplinary and extensive range of journals and conferences. He is the co-author of the book Understanding Audiences, Customers, and Users via Analytics – An Introduction to the Employment of Web, Social, and Other Types of Digital People Data, 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 at **Hamad bin Khalifa University**, and an Adjunct Professor at the College of Information Sciences and Technology at **The Pennsylvania State University**. He is a West Point graduate with a Ph.D. in computer science from **Texas A&M University** and 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 several international journals, former interim editor-in-chief of the journal International Journal of Information Management (Elsevier), and former editor-in-chief of the journal Internet Research (Emerald).

He has received **several awards and honors**, including an ACM Research Award, six application development awards, a university-level teaching award, and other honors for writing, publishing, research, teaching, and leadership.

He has served as a Senior Fellow at the **Pew Research Center**, with the Pew Internet and American Life Project, and as a university expert at the **National Ground Intelligence Center**. He has served on the research committee for the Search Engine Marketing Professional Organization (SEMPO). 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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- Professional Service: Conference Activities
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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:
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** (in a variety of domains including education, news, and ecommerce), **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**

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

MSCS. 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://wcfd.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://wcfd.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

2025 **Paper Award**: Honorable Mention, The article, Kaate, I., Salminen, J., Jung, Xuan, T., Häyhänen, E., Azem, J., and **Jansen, B. J.** (2025) *"You Always Get an Answer": Analyzing Users' Interaction with AI-Generated Personas Given Unanswerable Questions and Risk of Hallucination*. 2025 International Conference on Intelligent User Interfaces (IUI2025), 24-27 March 2025, Cagliari, Italy. p. 1624-1638. https://doi.org/10.1145/3708359.3712160

2025 **Demo Award**: Honorable Mention Demo: Jung, S. G., Medina, J., Aldous, K., Azem, J., Salminen, J., and **Jansen, B. J.** (2025) *CipherBot: A Learning Platform for AI-Augmented Education*, Augmented Humans Conference 2025, 16-20 March 2025. Abu Dhabi, United Arab Emirates.

Current – 2020 (DSP) **ACM Distinguished Speaker**, ACM's Distinguished Speaker Program

Honors and Awards

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.

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 for 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.

Honors and Awards

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, pp. 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 tlt.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, was selected as the **John Wiley Best JASIST Paper Award 2011** (see http://www.asis.org/awards/jasis_paper.html).

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 Awarded 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 the 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.

Honors and Awards

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.

2002 **Award of Distinction** for interactive website 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 the U.S. Army Trainer Journal

Books

Jansen, B. J., Aldous, K, Salminen, J., Almerekhi, H., and Jung, S. G. (2023). Understanding Audiences, Customers, and Users via Analytics – An Introduction to the Employment of Web, Social, and Other Types of Digital People Data. Springer Nature.

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., Kaate, I., Olkkonen, R., Yang, Y., Jung, SG., and **Jansen, B.J.** (2025). How Can Intelligent Persona Systems Support Online Advertisers' Daily Work Tasks?. In: Coursaris, C.K., Beringer, J., Léger, PM., Öz, B. (eds) The Design of Human-Centered Artificial Intelligence for the Workplace. Progress in IS. Springer, Cham. https://doi.org/10.1007/978-3-031-83512-4_10

Salminen, J., Kaate, I., Jung, S. G., Yang, Y., Olkkonen, R., and Jansen, B. J. (2024). *Intelligent Persona-Based Online Advertising Optimization*. Intelligent Systems in the Workplace. Ed. Constantinos, Pierre-Majorique, and Joerg. Springer-Nature.

Jansen, B. J., Jung, S. G., Farooq, A., Salminen, J., Aldous, K., Msefula, P. D., Alabed, A., Khan, S., and O'Kennedy, R. (2024) *Human-Centered Artificial Intelligence in Progressive Education: Unravelling the Benefits and Challenges in Qatar's HEIs*, Zaidan, E., Tok, E., Al-Fadala, A., & Cochrane, L. (Eds.). (2025). The Future of Education Policy in the State of Qatar. Springer. https://doi.org/10.1007/978-981-97-9667-0, p. 105-126.

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.

Parts of Books

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.

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.

Parts of Books

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)U. 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

Salminen, J., Jung, S. G., Kaate, I., Xuan, T., Azem, J., Aldous, K., Amin, D., and **Jansen, B. J.** (under review) *Analyzing Human-AI Interactions with AI-Generated Conversational Personas: An Evaluation of Interactive Persona System Challenges*, Decision Support Systems.

Farooq, A., Salminen, J., Azem, J., Jung, S. G., and **Jansen, B. J.** (under review) *Understanding Privacy Personas for Understanding Users: What Information Systems Research Knows and What It Should Look Into*, Information Systems Frontiers.

Aldous, K., Salminen, J., Farooq, A., Jung, S. G., and **Jansen, B. J.** (accepted) *Understanding User Engagement with Cross-Platform Social Media Content Created by Humans Versus AI: An Evaluation of ChatGPT in Content Marketing*, ACM Transactions on the Web.

Amin, D., Salminen, J., **Jansen, B. J.**, Shin, J.G., and Kim, D. H. (2025) *Generative AI Personas Considered Harmful? Putting Forth Twenty Challenges of Algorithmic User Representation in Human-Computer Interaction*. International Journal of Human-Computer Studies. Article 103657 https://doi.org/10.1016/j.ijhcs.2025.103657

Farooq, A., Salminen, J., Dahabiyeh, L., Javed, Y., and **Jansen, B. J.** (2025) *Does Negative Buzz Result in Social Media Discontinuation? Investigating the Effects of Negative Word of Mouth in the United States, India, and Finland*, Technology in Society. Article 103103. https://doi.org/10.1016/j.techsoc.2025.103103

Refereed Journal Articles

Aldous, K., Şengün, S., Salminen, J., Farooq, A., Jung, S. G., and **Jansen, B. J.** (2025) *Multiple engagement by an individual on a social media post is rare: Insight from an analysis of 3.5 million Instagram user accounts and 29 user interviews*, Data and Information Management. Article 100113. https://doi.org/10.1016/j.dim.2025.100113

Haider, W., Martin, J., Farooq, A., Salminen, J., and **Jansen, B. J.** (2025) *The Effect of Religiousity and Cultural Conservatism on Digital Privacy Concerns: A Comparative Longitudinal Study of Five Arab Countries*. International Communication Gazette, 0(0), p 1-33. https://doi.org/10.1177/17480485251374883

Kbaier, E., Salminen, J., and **Jansen, B. J.** (2025) *"A Glimpse into the AI": Exploring the Effect of Consumers' Chatbot Interaction Experience on Brand Attachment and Advocacy with the Moderating Role of AI Skepticism*, Asia-Pacific Journal of Business Administration, p. 1-26. https://doi.org/10.1108/APJBA-01-2025-0003

Kaate, I., Salminen, J., Jung, S. G., Santos, J. M., Aldous, K., Häyhänen, E., Azem, J., and Jansen, B. J. (2025) *Demographics Do Not Matter?: Exploring the Impact of Gender and Ethnicity on Users' Identification with AI-Generated Personas*, International Journal of Human Computer Studies. Article 103548, https://doi.org/10.1016/j.ijhcs.2025.103548

Salminen, J., Mustak, M., Jung, S. G., Makkonen, H., and **Jansen, B. J.** (2025) *Decoding deception in the online marketplace: enhancing fake review detection with psycholinguistics and transformer model*, Journal of Marketing Analytics. https://doi.org/10.1057/s41270-025-00393-8

Kaate, I., Salminen, J., Jung, S. G., Santos, J. M., Häyhänen, E., Xuan, T., Azem, J., and **Jansen, B. J.** (2025) *The "Fourth Wall" and Other Usability Issues in AI-Generated Personas: Comparing Chat-based and Profile Personas*, Behaviour & Information Technology. https://doi.org/10.1080/0144929X.2025.2469659

Häyhänen, E., Salminen, J., and **Jansen, B. J.**, (2025) *Why Are Personas the Way They Are? Identifying Six Persona Creation Strategies*. Persona Studies. (11), https://doi.org/10.21153/psj2025vol11noart2002

Farooq, A., Alabed, A., Msefula, P. S., AL Tamime, R., Salminen, J., Jung, S. G., and **Jansen, B. J.** (2025) *Representing Groups of Students as Personas: A Systematic Review of Persona Creation, Application, and Trends in the Educational Domain*, *Computers & Education Open, 8, 100242*. https://doi.org/10.1016/j.caeo.2025.100242

Jung, S. G., Salminen, J., Aldous, K., and **Jansen, B. J.** (2025) *PersonaCraft: Leveraging language models for data-driven persona development*. International Journal of Human Computer Studies, 197, 103445. https://doi.org/10.1016/j.ijhcs.2025.103445

Kaate, I., Salminen, J., Al Tamime, R., Jung, S. G., and **Jansen, B. J.** (2025) Is deepfake diversity real? analyzing the diversity of deepfake avatars. Expert Systems with Applications, 269, 126382. https://doi.org/10.1016/j.eswa.2025.126382

Refereed Journal Articles

Şengün, S., Santos, J. M., Salminen, J., Milenkovic, M., and **Jansen, B. J.** (2025). *Is Death Only the Beginning? How People Mourn Artificial Characters in Social Media.* Games and Culture, 20 (1), 77-124 https://doi.org/10.1177/15554120231190195

Farooq, A., Salminen, J., Martin, J., Aldous, K., Jung, S. G., and **Jansen, B. J.** (2024) *Exploring Social Media Privacy Concerns: A Comprehensive Survey Study Across 16 Middle Eastern and North African Countries*, IEEE Access. vol. 12, pp. 147087-147105, 2024, doi: 10.1109/ACCESS.2024.3463869

Mall, R., Nagpal, M., Salminen, J., Almerekhi, H., Jung, S., and **Jansen, B. J.** (2024). *Politics on YouTube: Detecting Online Group Polarization Based on News Videos' Comments*. Sage Open, 14(2). https://doi.org/10.1177/21582440241256438

Kaate, I., Salminen, J., and **Jansen, B. J.** (2024) *There Is Something Rotten in Denmark": Investigating the Deepfake Persona Perceptions and Their Implications for Human-Centered AI*, Computers in Human Behavior: Artificial Humans**,** 2(1), 100031, https://doi.org/10.1016/j.chbah.2023.100031

Nan, D., Sun, S., **Jansen, B. J.**, Kim, J. H. (2023) *Beyond Avatar Coolness: Exploring the Effects of Avatar Attributes on Continuance Intention to Play Massively Multiplayer Online Role-Playing Games*, International Journal of Human–Computer Interaction, DOI: https://doi.org/10.1080/10447318.2023.2278941

Guan, K., Salminen, J., Jung, S. G., and **Jansen, B. J.** (2023) *Leveraging Personas for Social Impact: A Review of Their Applications to Social Good in Design*. International Journal of Human-Computer Interaction. DOI: 10.1080/10447318.2023.2247568

Salminen, J., Santos, J., Jung, S. G., and **Jansen, B. J.** (2023) *How Does an Imaginary Persona's Attractiveness Affect Designers' Perceptions and IT Solutions? An Experimental Study on Users' Remote Working Needs*. Information Technology and People. 36(8), p. 196-225. https://doi.org/10.1108/ITP-09-2022-0729

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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

Jung, S. G., Salminen, J., and **Jansen, B. J.** (2025) *Survey2Persona: Facilitating Survey Insight Generation Through Automatic Segmentation,* The 11th Conference of the European Survey Research Association (ESRA2025), 14-18 July 2025, Utrecht, The Netherlands.

Jansen, B. J., Salminen, J., Santos, J., Akari, M., Jung, S. G., Aldous, K., Farooq, A., Amin, S., and Amin, D. (2025) *Quality In, Quality Out: Investigating the Impact of Survey Response Quality on Data-Driven Persona Development,* The 11th Conference of the European Survey Research Association (ESRA2025), 14-18 July 2025, Utrecht, The Netherlands.

Salminen, J., Salenius, T., Yang, Y., and **Jansen, B. J.** (2025) Attribution is in the Eye of the Beholder: Statistically Significant Differences in Social Advertising Revenue by Channel, 54th Annual Conference of the European Marketing Academy (EMAC) Spring Conference 2025, 27-30 May, 2025, Pozuelo (Madrid), Spain.

Minina, T., Salminen, J., Makkonen, H., and **Jansen, B. J.** (2025) The Persona User Journey: Exploring Stakeholder Use and Critical Questions in Marketing, 54th Annual Conference of the European Marketing Academy (EMAC) Spring Conference 2025, 27-30 May, 2025, Pozuelo (Madrid), Spain.

Jung, S.G., Medina, J., Azem, J., Aldous, K., Salminen, J., and **Jansen, B. J.** (2025) "*Answer Me, Cipherbot": An AI-Based Conversational Agent For Question-Answering Using Educational Content*, AIRSI2025 The Metaverse, 9-11 June (Metaverse).

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

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 25th 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/pra2.2016.14505301021

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.

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.

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

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

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.

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

2026 - 2025
Title: **Insightful Data via Survey2Persona**
Granting Agency: **HBKU Corp**
Total Amount: $27,400
Role: Co-Principal Investigator

2025 - 2024
Title: Assessing the Potential of Generative AI to Modernize and Enhance the Effectiveness of Qatar's Charitable Sector. MCSC01-0626-240005 ,
Granting Agency: Qatar Research, Development, and Innovation Council (**QRDI**)
Total Amount: $41,000
Role: Co-Principal Investigator

2025 - 2023
Title: CipherBot: An AI-based Bilingual Interactive Platform for Supporting Progressive Education through Collaborative Storytelling. HBKU Thematic Research Grant Program 2nd cycle-2022
Granting Agency: **HBKU** Thematic Research Grant Program 2nd cycle-2022
Total Amount: $98,437
Role: Principal Investigator

20240 - 2022
Title: Personas for Progression Education
Granting Agency: **Qatar Foundation** Research Office
Total Amount: $164,375
Role: Principal Investigator

Funded Projects, Grants, Commissions, and Contracts

2024 - 2021
Title: Privacy Personas in the MENA Region: A Large-Scale Analysis of 21 Countries
Granting Agency: **Facebook** (https://research.fb.com/programs/research-awards/proposals/peoples-expectations-and-experiences-with-digital-privacy-request-for-proposals/)
Total Amount: $79,000
Role: Principal Investigator

2019 - 2017
Title: Technology Development Fund for Automatic Persona Generation
Granting Agency: **Qatar Foundation Research & Development**
Total Amount: $145,500
Role: Principal Investigator

2015 - 2014
Title: Web Analytics for a Research University Library
Granting Agency: **Penn State, University Library**
Total Amount: $19,717
Role: Principal Investigator

2015 - 2013
Title: Exploring Scholarly Discourse in MOOC Discussion Forums
Granting Agency: **Penn State, Center for Online Innovation in Learning**
Total Amount: $30,383
Role: Principal Investigator

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

Funded Projects, Grants, Commissions, and Contracts

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).

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)

Funded Projects, Grants, Commissions, and Contracts

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).

1998 -1996
Title: The use of software agents in information retrieval.
Granting Agency: **Army Research Laboratory**
Amount: $68,000
Role: Principal Investigator ($68,000)

1998
Title: Information searching on Web Search Engines
Granting Agency: **Army Research Laboratory**
Amount: $5,000
Role: Principal Investigator ($5,000)

1997
Title: Software agents for information retrieval.
Granting Agency: **Army Research Laboratory**
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 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 that the students would use 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, a graduate seminar course, and a graduate course on human information interaction. Additionally, I have mentored students in various independent studies and served on several course development committees.

At The Pennsylvania State University (2016 – 2002):

- Committee Lead, the curriculum development team for a college-level executive master's program.
- Committee Lead, Curriculum Development Committee for redesign 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 ranked in the top 15 of 4,000 teams from around the world (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 ranked in the top 15 of 4,000 teams from around the world (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%).

Teaching

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 among the top fifteen from 4,000 teams worldwide (0.4%).

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

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

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

2009 – Mentor for three teams in the **Global Final 15 in The Google Online Marketing Challenge** for 2008. The three teams were in the top fifteen of 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 students' 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 students' academic career

Teaching

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. Additionally, mentored students in various independent studies.

As an executive officer for the department (1999 – mid-1997), I 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
The College of Science and Engineering

Chair or Co-Chair

Kholoud Aldous (Committee Chair) (PhD. degree conferred in 2022)
Hind Almerekhi (Committee Chair) (PhD. degree conferred in 2022)
Haya Al-Thani (Committee Chair) (PhD. degree conferred in 2022)
Hasan Al Sammarraie (Committee Chair) (PhD. degree expected in 2026)
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 conferred 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 conferred in 2021)
Marwa Essam (Committee Member) (PhD. degree conferred 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)

Membership on Degree Committees

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 conferred 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)
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 conferred 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)

Membership on Degree Committees

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)
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

Student	Degree	Major	University	Role
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 http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about
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 http://pa.spacegrant.org/wiser
Chris Ciamacca	BS	IST	Penn State	Research Mentor
Karen Lee	BS	IST	Penn State	Research Mentor
Dana Kracow	BS	IST	Penn State	Research Mentor

Supervision of Other Undergraduate Research

Student	Degree	Major	University	Role
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

Professional Service

Editorial Boards

Current – 2016	Editor-in-chief, Information Processing & Management (Elsevier)
Current – 2016	Editorial Board Member, Information Discovery and Delivery
Current – 2012	Editorial Advisory Board Member, Social Networks
Current – 2011	Editorial Advisory Board Member, International Journal of Electronic Business
Current – 2006	Editorial Panel, International Journal of Internet Science
Current – 2006	Editorial Advisory Board Member, Information Research
Current – 2004	Editorial Advisory Board Member, Information Processing & Management
2024 – 2024	Editor-in-Chief (interim), International Journal of Information Management
2024 - 2009	Editorial Advisory Board Member, Future Internet
2021 – 2009	Editorial Advisory Board Member, Journal of the American Society for Information Science and Technology
2016 – 2011	Editor-in-Chief, Internet Research (Emerald)
2011 - 2004	Editorial Advisory Board Member, Journal of Internet Research
2010 - 2004	Editorial Advisory Board Member, Library and Information Science Journal

Professional Service

Editorial Boards

2008 - 2004 Associate Editor (Book Reviews), Information Processing & Management

1996 –1998 Student Editor, SIG Computer Human Interaction SIGCHI Bulletin

Professional Service

Tenure Letters

2023 External Promotion Letter Writer for a faculty member of Al Hussein Technical University (HTU), Amman, Jordan

2023 External Promotion Letter Writer for a faculty member of the School of Computing and Information Systems at the Singapore Management University, Singapore

2023 External Promotion Letter Writer for a faculty member of the Department of Software Engineering at the Jordan University of Science and Technology, Amman, Jordan

2022 External Promotion Letter Writer for a faculty member of the Department of Software Engineering at The Hashemite University, Amman, Jordan

2021 External Promotion Letter Writer for a faculty member of the College of Information Sciences and Technology, Management, The Pennsylvania State University, USA

2021 External Tenure Letter Writer for a faculty member of Black School of Business, Behrend College, The Pennsylvania State University, USA

2020 External Promotion Letter Writer for a faculty member of the Department of Information Management, Peking University, China

2019 External Promotion Letter Writer for a faculty member of the Department of Computer Information Systems,

2019 External Promotion Letter Writer for a faculty member of the Department of Computer Information Systems, Jordan University of Science and Technology

2018 External Promotion Letter Writer for a faculty member of the Department of Computer Information Systems, Jordan University of Science and Technology

2017 External Promotion Letter Writer for a faculty member of the School of Information Studies, McGill University

2017 External Promotion Letter Writer for a faculty member of the Department of Computer Information Systems, Jordan University of Science and Technology

2017 External Promotion Letter Writer for a faculty member of the Department of Computer Information Systems, Jordan University of Science and Technology

Professional Service

Tenure Letters

2016 External Promotion Letter Writer for a faculty member of the School of Information Sciences, University of Pittsburgh

2016 External Promotion Letter Writer for a faculty member of the School of Business, McMaster University

2016 External Tenure Letter Writer for a faculty member of the Department of Library and Information Science, The Catholic University of America

2015 External Tenure Letter Writer for a faculty member of the School of Communication and Information, Rutgers University

2013 External Tenure Letter Writer for a faculty member of the College of Information Science and Technology, Drexel University

2013 External Tenure Letter Writer for a faculty member of the Graduate School of Management, University of Haifa

2012 External Tenure Letter Writer for a faculty member of the Faculty of Social Sciences, Bar-Ilan University

2012 External Tenure Letter Writer for a faculty member of the Henry B. Tippie College of Business, The University of Iowa

2012 External Tenure Letter Writer for a faculty member of the School of Business, North Carolina Central University

2010 External Tenure Letter Writer for a faculty member of the School of Business Administration, Bar Ilan University, Israel

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

Professional Service

Ad hoc Journal Reviewing

2025 Reviewer, International Journal of Human-Computer Studies (6x), International Journal of Human-Computer Interaction, Knowledge and Information Systems

2024 Reviewer, ACM Transactions on the Web

2023 Reviewer, Expert Systems With Applications

Professional Service

Ad hoc Journal Reviewing

2022 Reviewer, Journal of Transport Geography, Human Factors in Healthcare, Computers in Human Behavior Reports, Expert Systems With Applications, Journal of Consumer Policy,

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

2020 Reviewer, Journal of Retailing and Consumer Services, International Journal of Human-Computer Interaction

2019 Reviewer, International Journal of Electronic Commerce

2018 Reviewer, Electronic Commerce Research

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

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

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

Professional Service

Ad hoc Journal Reviewing

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

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

Professional Service

Ad hoc Journal Reviewing

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

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

2025 Opponent for a Sweden PhD thesis defense (Umeå University, Umeå, Sweden)

Professional Service

Other

2023 External Examiner for an Indian PhD thesis (Indian Institute of Technology Patna)

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 over 11,000 student teams, the Challenge may be the largest worldwide educational course ever conducted.

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)

2009 – 2006 Chair of the American Society for Information Science and Technology (ASIST) Information Science Education Committee Dissertation Jury

2008 External Examiner for an Australian PhD thesis (The University of New South Wales)

2008 External Examiner for an 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

Professional Service

Other

1995 -1994 President, Computer Science Graduate Students Association, Texas A&M University, College Station, Texas.

Professional Service

Conference Activities

2025 General Chair, The 3rd International Conference on Foundation and Large Language Models (FLLM2025), 25-28 November 2025, Vienna, Austria.

2025 Reviewer, ACM AI, Ethics, and Society Conference 2025 (AIES2025), 20-22 October 2025, Madrid, Spain

2025 Reviewer (3x), ACM Designing Interactive Systems Conference 2025 (DIS2025), 5-9 July 2025, Funchal, Madeira

2024 Reviewer (9x), The Web Conference 2025, 28 April - 2 May 2025, Sydney, Australia

2024 Reviewer (8x), CHI Conference on Human Factors in Computing Systems (CHI '25), 26 April to 1 May 2025, Yokohama, Japan

2024 General Chair, The 2nd International Conference on Foundation and Large Language Models (FLLM2024), 26-29 November 2024, Dubai, UAE

2022 Conference Chair, Information Processing & Management Conference 2022, 20-21 October. (Note: 1st conference in series, organized from the ground up. More than 300 submissions in the first year.)

2022 Reviewer, Designing Interactive Systems (DIS2022)

2022 Reviewer, ACM CHI Conference on Human Factors in Computing Systems (CHI2022), New Orleans, USA, 30 April - 6 May 2022.

2021 ACM CHI Conference on Human Factors in Computing Systems (CHI2021)

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

2021 Reviewer, 84th 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.

Professional Service

Conference Activities

2021 Conference Chair, 84th 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, 83rd Annual Meeting of the Association of Information Science and Technology (ASIST 2020), Pittsburgh, PA, USA, 23-28 October.

2020 Best Paper Selection Committee, 2020 Human Information Interaction and Retrieval (CHIIR2020), 14–18 March 2020, Vancouver, British Columbia, Canada.

2019 Program Committee, ACM SIGIR Workshop on eCommerce (SIGIR eCom'19), Paris, France, 21-25 July.

2019 Program Committee, 82nd 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.

2019 ACM CHI Conference on Human Factors in Computing Systems (CHI2020)

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, 81st Annual Meeting of the Association of Information Science and Technology (ASIST 2018), Vancouver, Canada, 10-14 November.

2017 ACM CHI Conference on Human Factors in Computing Systems (CHI2018)

2017 Reviewer, Papers and Posters, 80th Annual Meeting of the American Society for Information Science and Technology (ASIST 2017). Washington, D.C. 27 October-! November.

2016 Chair, Program Committee, The Second International Workshop on Online Social Networks Technologies (OSNT-2016), 13th 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 4th International Conference on Future Internet of Things and Cloud (FiCloud-2016), Vienna, Austria. 22-24 August.

Professional Service

Conference Activities

2016 Reviewer, Papers and Posters, 79th Annual Meeting of the American Society for Information Science and Technology (ASIST 2016). Copenhagen, Denmark. 14-18 October.

2015 Program Committee, 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management, Lisbon, Portugal. 12-14 Nov.

2015 Meta-Reviewer, Papers and Posters, 78th 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, 77th Annual Meeting of the American Society for Information Science and Technology (ASIST 2014). Montreal, Canada. 31 October-4 November.

2014 Program Committee: 3rd 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, 22nd International World Wide Web Conference (WWW 2013). 13th-17th, 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, 74th 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.

Professional Service

Conference Activities

2011 Program Committee: 33rd European Conference on Information Retrieval (ECIR 2011), Best Paper Committee, Dublin, Ireland, 19-21 April 2011

2011 Program Committee: 33rd European Conference on Information Retrieval (ECIR 2011), Workshop on Information Retrieval Over Query Sessions, Dublin, Ireland, 19-21 April 2011.

2011 Program Committee: 12th 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: 33rd 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.

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: 32nd European Conference on Information Retrieval (ECIR 2010). Keynes, UK. 28-31 March.

2009 Program Committee: Web Information and Data Management. 19th International Conference on Information and Knowledge Management (CIKM 2009). Hong Kong. 6 November.

2009 Program Committee: Workshop on the Analysis of System Logs. 22nd 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: 31st 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.

Professional Service

Conference Activities

2008 Reviewer, 18th 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: 1st 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.

2007 Reviewer, American Society for Information Science and Technology Annual Meeting 2007. Milwaukee, Wisconsin. 18-25 October.

2007 Program Committee, 8th 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.

Professional Service

Conference Activities

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 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). 6-11 August. Seattle, Washington.

2006 Program Committee: 4th International Conference on Information Technology: New Generations, 16-19 April 2007, Las Vegas, Nevada.

2006 Program Committee: 1st Information Interaction in Context Symposium (IiiX 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.

2006 Reviewer, Human Factors and Ergonomics Society 49th Annual Meeting, 2005.

2006 Program Committee: IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada, 5-7 April 2005.

2006 Program Committee: the 5th 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 5th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada, 4-6 April 2005.

2005 Program Committee, IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada, 5-7 April 2005.

2005 Program Committee, the 5th 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 5th 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.

Professional Service

Conference Activities

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

Invited Talks (Selected)

Keynote The 2nd International Generative AI and Computational Language Modelling Conference (GACLM 2025), 18-21 August 2025 | Valencia, Spain, Hybrid Conference

Keynote Keynote, Interactive Intelligent Systems & Techniques Conference (IIS&TC2025), 7-9 June 2025, Shanghai, China

Presentation, School of Computer Sciences, University of Birmingham, 28 May 2025, Birmingham, United Kingdom

Presentation, Department of Computer and Information Sciences, 14 May 2025, University of Strathclyde, Glasgow, Scotland

Invited Talks (Selected)

Presentation, Birla Institute of Technology and Science, Pilani- Dubai, Academic City – Dubai, 18 April 2024, United Arab Emirates.

Keynote Keynote, The 3rd International Conference on Cognitive based Information Processing and Application (CIPA 2022), 2-3 November 2023, Changzhou, China

Presentation, University of Shanghai for Science and Technology, Shanghai, 2 November 2023, Shanghai, China.

Keynote Keynote, The 18th Asia Pacific International Conference on Information Science and Technology, 25-28 June 2023, Acros Fukuoka, Fukuoka city, Japan https://www.apicist.org

Keynote Keynote, The 7th International Conference on Mechatronics and Intelligent Robotics (ICMIR2023)
16-18 June 2023, Kunming, China. http://www.icmir-conference.com

Keynote Keynote, The 6th International Conference on Intelligent Computing, Communication & Devices (ICCD2023). 17 March 2023, Hong Kong, China.

Panelist: Al Jazeera Artificial Intelligence and the Media, 13 March 2023, Doha, Qatar.

Presentation, Invited Speaker, Computer Science and Engineering Department, College of Engineering, Qatar University, Qatar. 16 February 2023. Doha, Qatar.

Presentation, Invited Speaker, School of Cultural Heritage and Information Management (iSchool), Shanghai University, China, 4 January 2023. Shanghai, China.

Presentation, Invited Speaker, School of Public Administration, Xiangtan University, China, 17 November 2022. Wuhan, China.

VIP Guest Speaker/Panelist: Middle East Enterprise AI and Analytics Summit 2022, 27 October 2022, Doha, Qatar.

Keynote Keynote, SIG-KM (Special Interest Group on Knowledge Management) International Research Symposium. 23-24 September 2022. Dallas, Texas, USA.

Keynote Keynote, The International Conference on Intelligent Data Science Technologies and Applications (IDSTA2022), 5-7 September 2022. San Antonio, Texas, USA.

Presentation, Invited Speaker, Changzhou Institute of Mechatronic Technology, 23 August 2022, Changzhou City, Jiangsu Province, China.

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.

Invited Talks (Selected)

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.

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

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

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

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

Invited Talks (Selected)

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, Phetchabur, Thailand

Keynote Keynote, 2016 Sixth National Doctoral Forum of Information Science, 7-18 July 2016, Tianjin, China.
http://jimjansen.blogspot.qa/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 Keynote, The 10th International ACM Conference on Ubiquitous Information Management and Communication (IMCOM 2016), 4-6 January, Danang, Vietnam.
http://jimjansen.blogspot.qa/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

Invited Talks (Selected)

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

Keynote Keynote, Advance 2011: Rediscovering the Customer. 20-22 September 2011, San Diego, CA. http://www.idanalytics.com/advance2011/

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.

Invited Talks (Selected)

Presentation, Query Log Analysis: From Research to Best Practice 2009/ 27-28 May. London, UK. Funded by the 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-impaqt.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)

Association for Computing Machinery (ACM)

The Institute of Electrical and Electronics Engineers (IEEE)
Societies: Computer Society

Professional Experience

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

Professional Experience

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 8th 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.

Have held several jobs, including busboy, dishwasher, janitor, cook, and movie projectionist. Served in the US Army as an enlisted soldier in the Infantry and the Signal Corps as an officer. After serving in the military, I transitioned to a second career in academia.

Appendix B Testifying Litigation Engagements of Dr. Jim Jansen

Case
MICHAEL DAVID SILLS and MARY SILLS, Plaintiffs, v. SOUTHERN BAPTIST CONVENTION, et al., Defendants., IN THE UNITED STATES DISTRICT COURT FOR THE MIDDLE DISTRICT OF TENNESSEE NASHVILLE DIVISION, Case No.: 3:23-cv-00478
V Media Doo & First Click Marketing Operations Management Limited –vs– Techads Media Limited, High Court Record Number 2022 6348 P, Dublin, Ireland
Inter partes review (IPR) in connection with SitNet LLC v. Meta Platforms, Inc., 1:23-cv-06389 (S.D.N.Y.) New York Southern District Court
Webeye Mobile (HK) Limited, Claimant, vs. Twitter, Inc. Respondent, X Corp. a Nevada corporation as successor in interest to named Respondent Twitter, Inc. Cross-Claimant vs. Webeye Mobile (HK) Limited and Does 1-10, inclusive. JAMS Ref. 11—114704
Roku, Inc. v. AlmondNet, Inc., et al., District of Delaware C.A. No. 21-1035-MN (consolidated with District of Delaware C.A. No. 22-1540-MN); AlmondNet, Inc., et al. v. Roku, Inc., Western District of Texas C.A. No. 6:21-cv-00731-ADA
Sydney Broxton, Plaintiff, v. Wesley College, Defendant in the United States District Court for the Middle District of Georgia Macon Division, Civil Action No. 5:21-cv-00035
Jim S. Adler, P.C. and Jim Adler, Plaintiff, vs. McNeil Consultants, LLC d/b/a Accident Injury Legal Center, Quintessa Marketing, LLC d/b/a Accident Injury Legal Center, and Lauren Von McNeil, Defendants, the United States District Court for the Northern District of Texas, Dallas Division, Civil Action No. 3:19-cv-02025-K-BN
EDIBLE IP, LLC. and EDIBLE, ARRANGEMENTS LLC; Plaintiffs, v. 1-800-FLOWERS.COM, INC. and 800-FLOWERS, INC., Defendants. CIVIL ACTION No. 1:20-cv-2405-SCJ IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION
Impact Engine, Inc., Plaintiff, vs. Google LLC, Defendant. CASE NO. 3:19-cv-01301-CAB-BGS. United States District Court for the Southern District of California.
Roslyn La Liberte, Plaintiff, v. Joy Reid, Defendant. Civil Action No. 1:18-cv-05398 (DLI). In the United States District Court for the Eastern District of New York