Grabbing Eyeballs

Thoughts on Conference Posters
Poster = Abstract

• Of your research
  – Why important
  – How done
  – What you found (or expect to find)
  – So what

• Of what you are prepared to say
Presenting Situation

• Title visible to passers by
• Space
• Design
• Entropy ~ .5
• Interactions
  – Judges
  – Colleagues
• Takeaways
• Follow up
The Globalization of the iSchool Movement

Background

- Analytic Clicks
- Interactions
- Clicks

Method - Content Analysis

- Analyzing
- Interactions
- Clicks

Concept Distribution by Discipline (ES vs. CIUS)

Discipline

Analysis & Findings

- Personal
- Interactions
- Clicks
grabbing eyeballs 2.16.18
The Opinionated Reader

Aggregating & Visualizing Public Opinion

A news aggregator platform which aggregates news stories and public statements, opinions and sentiments associated with those stories. The user can choose to narrow down the opinions to a particular time frame or a specific geographical area.

- **Sentiment Score**: Indicates the popular reader sentiments associated with the story (e.g., "Strongly", "Strongly", "Favorable", "Unfavorable", etc.) based on sentiment analysis.
- **Politics Score**: Shows the level of positivity associated with the story on a three-scale: based on positive/negative/mixed opinions expressed by the users.
Teaching Tools, Applications, and Infrastructure for Digital Science Through the Use of a Virtual Lab

EXPERIMENT CONTENT

RESULTS & DISCUSSION

Inference Methodologies

<table>
<thead>
<tr>
<th>Method</th>
<th>MAP</th>
<th>NRMSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UDA</td>
<td>0.323</td>
<td>0.328</td>
</tr>
<tr>
<td>LDA</td>
<td>0.342</td>
<td>0.403</td>
</tr>
<tr>
<td>LDA</td>
<td>0.341</td>
<td>0.404</td>
</tr>
<tr>
<td>LDA</td>
<td>0.319</td>
<td>0.357</td>
</tr>
<tr>
<td>LDA</td>
<td>0.218</td>
<td>0.192</td>
</tr>
<tr>
<td>LDA</td>
<td>0.225</td>
<td>0.197</td>
</tr>
<tr>
<td>LDA</td>
<td>0.225</td>
<td>0.193</td>
</tr>
</tbody>
</table>

grabbing eyeballs 2.16.18
The Globalization of the iSchool Movement

Background

Shifts in changing technology have complicated technology integration into our education system.

Inter-professional and international collaboration between iSchools (IS) over the past 15 years has addressed the development of a shared identity (McCormick & Bernard, 2009).

Dialogues around international iSchools and US discourse resulted in the formation of iSchool Canada in 2007 and in 2013 it expanded to include 100 members from US and Canada.

Goals for the iSchools: to build a community that works with the iSchools to create a culture that places a challenge to the school movement (MPEG-21, 2008).

I Discipline

- Information Conceptualisation

I Movement

H1: (Ideal philosophical position)

Disciplinary Genealogical Route

Next Steps

Semi-structured interviews with administrative heads of international schools

Follow-up interviews with administrative heads of Green School Network
HELPP ZONE: TOWARDS PROTECTING COLLEGE STUDENTS FROM DATING VIOLENCE
Annamaria Mavrommatidou, Lei Jin, James Jondal, and Zoe Constantinou
School of Information Sciences, University of Pittsburgh
School of Informatics, University of Edinburgh
November 14, 2017

Abstract
Dating violence is a type of intimate partner violence (IPV) which is considered a serious, preventable public health and social justice issue. Dating violence is often underestimated and long-term negative effects of violence, especially among college students who are developing emotionally. We built a mobile application called HELPP Zone (Helpful Education on Safety and Preventing Partner Violence) for college students to protect them against potential dating violence. The HELPP Zone, a user can set a list of trusted contacts and role to inform them when potential violence occurs. The HELPP Zone is our first step towards creating a platform to end dating violence.

Main App Features
- Calling Emergency Numbers
- Situation-Aware Helpers
- Asking for Help
- Educational Resources

Future Work
We are currently focusing on building the HELPP Zone app among college students through evidence-based research and design to test hypotheses:
3. How can we help students understand the risks of dating violence?
4. How can we encourage students to take action when they suspect violence?
5. How can we improve the usability and accessibility of the app for different populations?

Helping students recognize the signs of dating violence and providing them with resources and support is crucial in ending dating violence on college campuses.
This poster presents the results of a study of disciplinary stylistics differences among dissertation abstracts from physics, psychology, and philosophy. Based on differences in relative frequencies of metadiscourse terms as provided by Hyland (2005), we used a machine learning approach to construct SMO vector support models of each discipline. The average accuracy of the SMO model was 88.2%, demonstrating the potential of this method for analyzing metadiscourse in different disciplines. We found that model term weights significantly differ from those expected by chance, with positive weights indicating use of certain metadiscourse terms, while negative weights suggest the avoidance of such terms. Given the success of this model, we conclude that metadiscourse terms are indicative of the disciplinary style of the abstract and can be used to inform further research in the field.
Nonparametric Estimation of Search Query Patterns

SooHyung Joo, Dietmar Wolfgramm, Suyong Song
University of Wisconsin-Milwaukee

INTRODUCTION

Previous Query Pattern Modeling
- Query logs have been a focus of research to identify patterns for several decades.
- Many studies use topic models to infer a model that describes the relationship between the queries and their contexts.
- This involves a learning model, but has been limited to parametric analysis.
- Parametric analysis has limitations, and nonparametric analysis is an alternative.

Limitations of Parametric Modeling
- Long tails: Parameter modeling merely represents the frequency distribution of each query, ignoring the tail.
- Nonlinearity: Nonparametric distributions fit in non-linear patterns of the search process, which can be modeled using non-parametric approaches.
- Dataset Size: The size of the dataset does not affect the linearity of the frequency distribution. Nonparametric models can be used to analyze more complex distributions.

Nonparametric regression model is more flexible and can be adapted to the needs of the data. It estimates the local shape of the distribution through local regression (Kotz & Kozubal, 1990).

KERNEL REGRESSION

The search query behavior can be represented with a parametric kernel (par)

\[ f(x) = \frac{1}{n} \sum_{i=1}^{n} K(d(x, x_i)) \]

where \( K \) is the kernel function, \( d(x, x_i) \) is the distance between the query \( x \) and the data point \( x_i \), and \( n \) is the number of data points.

RESULTS

Size-frequency Distribution

- The size-frequency distribution is a measure of the frequency of queries as a function of their size.
- The distribution can be used to identify the most frequent queries and the tail of the distribution.

DATASET & ANALYSIS

- 368 First query frequency log data set (corresponding queries)
- Built the size of the query on the left and the number of queries on the right, with a gradient according to the frequency (left: high frequency, right: low frequency).