

Shawndra Hill

Curriculum Vitae

August 2014

Address: 567 Jon M. Huntsman Hall, The Wharton School,
3730 Walnut Street, Philadelphia, PA 19104.

Fax: (215) 898 3664

Email: shawndra@wharton.upenn.edu

WWW: <https://opimweb.wharton.upenn.edu/profile/33/>

Citizenship: USA

Background

Education

2007	Ph.D. in Information Systems	New York University
2003	M.Phil. in Information Systems	New York University
1995	BEE in Electrical Engineering	Georgia Institute of Technology
1995	BS in Mathematics	Spelman College

Employment

Jul 2007 – present	Assistant Professor, Operations and Information Management <i>The Wharton School, University of Pennsylvania</i>
Jul 2006 – Jun 2007	Instructor, Operations and Information Management <i>The Wharton School, University of Pennsylvania</i>
Jul 2009 – present	Visiting Professor, Information Technology Department <i>Addis Ababa University</i>
May 2003 – present	Visiting Researcher <i>AT&T Labs Research</i>
May 1998 – 1999	Account Manager <i>Siemens Energy & Automation</i>
Mar 1995 – 1998	Commissioning Engineer (Steel) <i>Siemens Energy & Automation</i>

Publications

Refereed Journal Papers

1. Hill, S. (2014). TV Audience Measurement with Big Data. *Big Data* 2(2), 76–86.
2. Ben-Assuli, O., I. Shabtai, M. Leshno, and S. Hill (2014). EHR in Emergency Rooms: Exploring the Effect of Key Information Components on Main Complaints. *Journal of Medical Systems* 38(4), 1–8.
3. Merchant, R., H. Griffis, A. Kilaru, A. Sellers, J. Hershey, S. Hill, E. Kramer-Golinkoff, L. Nadkarni, M. Debski, K. Padrez, L. Becker, and D. Asch (n.d.). Hidden in Plain Sight: A Crowdsourced Public Art Contest to Make Automated External Defibrillators More Visible. *American Journal of Public Health*. in press. accepted July 14, 2014.
4. Hill, S., R. Merchant, and L. Ungar (2013). Lessons Learned About Public Health from Online Crowd Surveillance. *Big Data* 1(3), 160–167.
5. Berhan, G., S. Hill, S. Atnafu, and T. Tadesse (2013). Drought Prediction System for Improved Climate Change Mitigation. *IEEE Transactions on Geoscience and Remote Sensing (TGRS)* PP(99), 1–6.
6. Ranard, B. L., Y. P. Ha, Z. F. Meisel, D. A. Asch, S. Hill, L. B. Becker, A. K. Seymour, and R. M. Merchant (2013). Crowdsourcing—Harnessing the Masses to Advance Health and Medicine, a Systematic Review. *Journal of General Internal Medicine*, 1–17.
7. Chang, A. M., A. Leung, O. Saynisch, H. Griffis, S. Hill, J. C. Hershey, L. B. Becker, D. Asch, A. Seidman, and R. M. Merchant (2013). Using a Mobile App and Mobile Workforce to Validate Data About Emergency Public Health Resources. *Emergency Medicine Journal*.
8. Merchant, R. M., D. Asch, J. C. Hershey, H. Griffis, S. Hill, O. Saynisch, A. Leung, J. Asch, K. Lozada, L. Nadkarni, A. Kilaru, C. Branas, L. Starr, F. Shofer, G. Nichol, and L. B. Becker (2013).

- A Crowdsourcing Innovation Challenge To Locate and Map Automated External Defibrillators. *Circulation: Cardiovascular Quality and Outcomes* **6**, 229–236.
9. Mao, J. J., A. Chung, A. Benton, S. Hill, L. Ungar, C. E. Leonard, S. Hennessey, and J. Holmes (2013). Online Discussion of Drug Side Effects and Discontinuation Among Breast Cancer Survivors. *Pharmacoepidemiology and Drug Safety* **22**(3), 256–62.
 10. Leung, A., D. Asch, K. Lozada, O. Saynisch, J. Asch, N. Becker, H. Griffis, F. Shofer, J. C. Hershey, S. Hill, C. Branas, G. Nichol, L. B. Becker, and R. M. Merchant (2013). Where Are Lifesaving Automated External Defibrillators Located and How Hard is it to Find Them in a Large Urban City? *Resuscitation* **84**(7), 910–914.
 11. Bosley, J. C., N. Zhao, S. Hill, F. Shofer, D. Asch, L. B. Becker, and R. M. Merchant (2012). Decoding Twitter: Surveillance and Trends for Cardiac Arrest and Resuscitation Communication. *Resuscitation* **84**(2), 206–212.
 12. Benton, A., J. Holmes, S. Hill, A. Chung, and L. H. Ungar (2012). Medpie: An Information Extraction Package for Medical Message Board Posts. *Bioinformatics* **28**(5). (software note), 743–744.
 13. Benton, A., S. Hill, L. Ungar, A. Chung, C. E. Leonard, C. Freeman, and J. H. Holmes (2011). A System for De-Identifying Medical Message Board Text. *BMC Bioinformatics* **12**(3).
 14. Benton, A., L. Ungar, S. Hill, S. Hennessy, J. Mao, A. Chung, C. E. Leonard, and J. H. Holmes (2011). Identifying Potential Adverse Effects using the Web: A New Approach to Medical Hypothesis Generation. *Journal of Biomedical Informatics* **44**(6), 989–996.
 15. Hill, S., J. Mao, L. Ungar, S. Hennessy, C. E. Leonard, and J. H. Holmes (2011). The Rise of H1N1 and Herbal Supplements. *Journal of Medical Internet Research* **14**(2).
 16. Hill, S. and N. Ready-Campbell (2011). Expert Stock Picker: The Wisdom of (the Experts in) Crowds. *International Journal of Electronic Commerce* **15**(3), 73–102.
 17. Berhan, G., T. Tadesse, S. Atnafu, and S. Hill (2011). Using Satellite Images or Drought Monitoring: A Knowledge Discovery Approach. *Journal of Strategic Innovation and Sustainability* **7**(1), 135–153.
 18. Hill, S., D. Agarwal, R. Bell, and C. Volinsky (2006). Building an Effective Representation for Dynamic Networks. *Journal of Computational & Graphical Statistics* **15**(3), 584–608.
 19. Hill, S., F. Provost, and C. Volinsky (2006). Network-based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science* **21**(2), 256–276.
 20. Bernstein, A., F. Provost, and S. Hill (2005). Toward Intelligent Assistance for a Data Mining Process: An Ontology-Based Approach for Cost-Sensitive Classification. *IEEE Transactions on Knowledge and Data Engineering* **17**(4), 503–518.
 21. Hill, S. and F. Provost (2003). The Myth of the Double-blind Review? Author Identification Using Only Citations. *SIGKDD Explorations* **5**(2), 179–184.

Articles Under Review or Revision

22. Hill, S., K. Abayomi, and J. Vastola (n.d.). Statistics for Re-Identification in Networks. (Under review June 26, 2013 Social Network Analysis and Mining).
23. Hill, S. and A. Benton (n.d.). Talkographics: Using What Viewers Say Online to Calculate Audience Affinity Networks for Social TV-based Recommendations. (revising for resubmission to Marketing Science).
24. Panniello, U., S. Hill, M. Liye, M. Gorgoglione, K. Hosanagar, and R. Krishnan (n.d.). Incorporating Profit Margins into Recommender Systems: A Randomized Trial of Consumer Trust and Purchase Behavior. (First submission Nov. 26, 2013 Management Information Systems Quarterly (MISQ). Revising for resubmission to MISQ.)
25. Hinz, O., S. Hill, and J.-Y. Kim (n.d.). The Big Distraction: The Impact of Popular TV on Online Retail Sales. (submitted to MISQ, May 23, 2014).
26. Griffis, H., A. Kilaru, R. Werner, D. Asch, J. C. Hershey, S. Hill, Y. Ha, C. Wong, K. Mahoney, and R. M. Merchant (n.d.). Adoption and Utilization of Social Media Across US Hospitals. (submitted to JAMA IM on February 10, 2014).

27. Govindan, P., T. Eliassi-Rad, J. Xu, S. Hill, and C. Volinsky (n.d.). Structural Features Threaten Privacy across Social Graphs. (submitting to ICDM June 2014).

Articles/Extended Abstracts in Refereed Conference Proceedings

28. Hill, S., A. Benton, and C. V. den Bulte (Dec. 2013). When Does Social Network-based Prediction Work? A Large Scale Analysis of Brand and TV Audience Engagement by Twitter Users. In: *International Conference on Information Systems (ICIS)*. Milan, Italy.
29. Ben-assuli, O., M. Leshno, S. Itamar, and S. Hill (2013). Improving Medical Decision-Making Using Electronic Health Records Systems. In: *International Conference on Information Systems (ICIS)*. Milan, Italy.
30. Benton, A. and S. Hill (Nov. 2012). The Spoiler Effect?: Designing Social TV Content that Promotes Ongoing WOM. In: *Conference on Information Systems and Technology (CIST)*. Phoenix, AZ.
31. Hill, S. and A. Benton (Dec. 2012). Social TV: Linking TV Content to Buzz and Sales. In: *International Conference on Information Systems (ICIS)*. Orlando, FL.

Journal Papers In Progress

- C. Weeg, A. Schwartz, S. Hill, C. Arango, L. Ungar, and R. Merchant (n.d.). The Relationship between Tweets and Disease Prevalence. (to be submitted to JMIR June 2014)
- S. Hill and C. V. den Bulte (n.d.). When Does Social Network-based Prediction Work? (to be submitted to Marketing Science June 2014)
- S. Hill (n.d.). Using Online Buzz to Predict TV Viewership. (to be submitted to MISQ October 2014)
- K. Padrez, L. Ungar, H. A. Schwartz, R. J. Smith, S. Hill, T. Antanavicius, D. Asch, and R. Merchant (n.d.). Sharing Social Media with Health Researchers and the Feasibility for Building a Social Media and Health Databank. (to be submitted Journal of Medical Internet Research)

Book Chapters

- G. Berhan, T. Tadesse, S. Atnafu, and S. Hill (2011). "Experiences of Climate Change Adaptation in Africa". In: ed. by W. L. Filho. Springer. Chap. Knowledge Discovery from Satellite Images for Drought Monitoring: A Case Study in Ethiopia, pp. 183–200

Articles and Extended Abstracts in Refereed Workshop Proceedings

- S. Hill and O. Ben-assuli (Dec. 2013). Social TV: Social Media to Predict Offline TV Viewing in Advance. In: *Workshop on Information Technologies and Systems (WITS)*. Milan, Italy
- S. Hill (Dec. 2013). Social Media Engagement Leads to Loyalty: A Case Study from Social TV. in: *Workshop on Information Technologies and Systems (WITS)*. Milan, Italy
- O. Ben-Assuli, M. Leshno, I. Shabtai, and S. Hill (Dec. 2012). Assessing the Contribution of EHR Systems to Medical Decision making. In: *Workshop on Information Technologies and Systems (WITS)*. Orlando, FL, pp.163–168
- S. Hill, A. Benton, and J. Xu (Dec. 2012). Social Media-Based Social TV Recommendation System. In: *Workshop on Information Technologies and Systems (WITS)*. paper extended to reference #[23]. Orlando, FL, pp.79–84
- S. Hill, A. Nalavade, and A. Benton (July 2012). Social TV: Real-time Social Media Response to TV Advertising. In: *Proceedings of the Sixth International Workshop on Data Mining for Online Advertising and Internet Economy*. ACM. Beijing, China, pp.4–10
- S. Hill, A. Benton, L. Ungar, A. Chung, S. Mackskassey, and J. H. Holmes (Dec. 2011). A Cluster-based Method for Identifying Influence on Twitter. In: *Workshop on Information Technologies and Systems (WITS)*. Shanghai, China

- G. Berhan, S. Hill, T. Tadesse, and S. Atnafu (June 2011). Geographic Information Systems and Geo-statistics for Modeling and Mapping Endangered Species: A Case Study in Bonga Forest of Ethiopia. In: *Global Information Technology Management Association (GITMA)*. Las Vegas, NV
- A. Benton, S. Hill, L. Ungar, A. Chung, and J. H. Holmes (Dec. 2010). A System for De-Identifying Medical Message Board Text. In: *Proceedings of the International Conference on Machine Learning Applications (ICMLA)*. paper extended to reference #[13]. Washington, D.C.
- G. Berhan, T. Tadesse, S. Atnafu, and S. Hill (June 2010). Knowledge Discovery from Satellite Images for Drought Monitoring: A Case Study in Ethiopia. In: *Proceedings of the Global Information Technology Management Association World Conference (GITMA)*. paper extended to reference #[5]. Washington, D.C.
- J. Vastola, K. Abayomi, and S. Hill (Sept. 2010). Statistics for Re-Identification Signatures in Networked Data. In: *Workshop on Information Networks (WIN)*. paper extended to reference #[22]. NYU
- S. Hill, G. Berhan, A. Banser, and N. Eagle (Mar. 2010). Reality Mining Africa. In: *Proceedings of the AAAI Symposium on Artificial Intelligence for Development*. Stanford, pp.45–50
- M. Yigzaw, S. Hill, A. Banser, and L. Lessa (Mar. 2010). Using Data Mining to Combat Infrastructure Inefficiencies: The Case of Predicting Non-payment for Ethiopian Telecom. In: *Proceedings of the AAAI Symposium on Artificial Intelligence for Development*. Stanford
- T. Besheh and S. Hill (Mar. 2010). Mining Road Traffic Accident Data to Improve Road Safety: The Role of Road-related Factors on Accident Severity in Ethiopia. In: *Proceedings of the AAAI Symposium on Artificial Intelligence for Development*. Stanford
- S. Hill and A. Nagle (June 2009). Social Network Signatures: A Framework for Re-Identification in Networked Data. In: *Proceedings of the International Conference on Computational Aspects of Social Networks (CASON '09)*. paper extended to reference #[22]. Fontainebleau, France
- S. Hill and N. Ready-Cambell (Nov. 2009). Expert Stock Picker: The Wisdom of (the Experts in the) Crowds. In: *1st International Workshop on Mining Social Media, Data Mining and Machine Learning*. paper extended to reference #[16]. Sevilla, Spain
- S. Hill, F. Provost, and C. Volinsky (Aug. 2007). Learning and Inference in Massive Social Networks. In: *Proceedings of the 5th International Workshop on Mining and Learning with Graphs*. Firenze, Italy, pp.47–50
- S. Hill, D. Agarwal, R. Bell, and C. Volinsky (Aug. 2005). Tuning Representations of Dynamic Network Data. In: *Proceedings of the 3rd International Workshop on Link Discovery (LinkKDD '05)*. paper extended to reference #[18]. Chicago, IL, pp.25–27
- S. Hill (Aug. 2003). Social Network Relational Vectors for Anonymous Identity Matching. Workshop on Learning Statistical Models from Relational Data (SRL 2003). In: *International Joint Conference on Artificial Intelligence (IJCAI 2003)*. paper extended to reference #[21]. Acapulco, Mexico
- A. Bernstein, S. Clearwater, S. Hill, C. Perlich, and F. Provost (July 2002). Discovering Knowledge from Relational Data Extracted from Business News. Workshop on Multi-Relational Data Mining (MRDM 2002). In: *8th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*. Edmonton, Alberta

Other Refereed Papers and Abstracts

- A. Benton, L. Ungar, S. Hill, S. Hennessy, J. Mao, A. Chung, C. E. Leonard, and J. H. Holmes (Nov. 2010). Mining Internet Conversations for Evidence of Supplement-Associated Adverse Events. In: *Proceedings of the American Medical Informatics Association (AMIA)*. paper extended to reference #[14]. Washington, DC
- S. Hill (Feb. 2010). Social Network-based Marketing: Discovering the Relationship Between Homophily, Word-of-Mouth Recommendations, and Advertising on Application Adoption and Diffu-

- sion Using Facebook. In: *Proceedings of the Winter Conference on Business Intelligence*. Salt Lake City, Utah
- G. Berhan, S. Hill, and N. Eagle (June 2010). Detecting Social Network Communities Using Mobile Phone Call Data. In: *Proceedings of the Global Information Technology Management Association World Conference (GITMA)*. Washington, D.C.
 - S. Hill, F. Provost, and C. Volinsky (May 2008). Collective Inference for Social Networks. In: *Proceedings of the Symposium on Statistical Challenges in Ecommerce, NYU*. New York, NY
 - S. Hill (June 2007). Customer Heterogeneity: A Positive Side Effect of Network-based Target Marketing. In: *Proceedings of the AMA Marketing and Public Policy Conference*. Washington, D.C.
 - S. Hill, F. Provost, and C. Volinsky (May 2005). The Gift of Gab: Evidence Tel-Ecommerce Firms can Profit from Viral Marketing. In: *Proceedings of the Symposium on Statistical Challenges in Ecommerce*. paper extended to reference #[19]. University of Maryland. College Park, MD
 - S. Hill and A. Sundararajan (June 2004). EVOLVE: Evolutionary Organizational Learning in Variable Environments. In: *Proceedings of the Computational Analysis of Social and Organizational Systems Conference*. Carnegie Mellon University. Pittsburgh, PA

Teaching

- OPIM 950, Wharton, "Information Systems Seminar". Fall 2012, Spring 2013
- Executive Education, Wharton, "Social Media", Google, Glaxo Smith Kline
- OPIM 410/672, Wharton, "Data Mining for Business Intelligence". Spring 2008, Spring 2009, Spring 2010, Spring 2011, Spring 2013, Spring 2014
- CIT828, University of Addis Ababa, "Business Intelligence, Data Warehousing, and Data Mining". Summer 2009, Summer 2010, Summer 2011, Summer 2014
- OPIM 101, Wharton, "Introduction to Information and Operations Management". Spring 2007, Spring 2008, Spring 2009, Spring 2010
- C20.001, NYU, "Information Technology in Business and Society". Spring 2004

Honors

- 2014 MBA Teaching Commitment and Curricular Innovation Award
- 2013 Blacks in Action (STEM Research), Alpha Kappa Alpha Sorority, Inc.
- 2012 Global Competition for Social Media Excellence: Social Media Leadership Award organized by Knowledge@Wharton and Social Strategy
- 2012 ECRI Institute Health Devices Achievement Award (finalist)
- 2010 AIS Volunteer Spotlight
- 2009 INFORMS ISS Design Science Award
- 2007 Finalist INFORMS George B. Dantzig Dissertation Award
- 2007 Herman E. Kroos Best Dissertation Award
- 2005 Finalist, Fifth Annual e-BRC Doctoral Support Award Competition, Penn State University
- 2005 Selected for Fifth Annual Transatlantic Doctoral Consortium, London Business School, London, England
- 2005 Selected for Blacks in Action, Alpha Kappa Alpha Sorority, Inc.
- 2004 Selected for Fred Renwick Research Fellowship
- 2003 Recognized for Outstanding Ph.D. Student Teaching
- 2003 3rd Place, KDD Cup 2003 Open Task Competition
- 2001 Selected for NYU Graduate and Opportunity Fellowship
- 2001 Selected for KPMG Information Systems Doctoral Fellowship
- 2003,2005 Selected for NMBBAA, New York Chapter Ph.D. Scholarship
- 1991 NASA undergraduate research scholar

Invited Talks/Presentations

- *Social TV*
 - University of San Diego, October 2014
 - From Innovation to Market Successes Symposium, Erasmus University, May 2014
 - Erasmus University, May 2014
 - ADS - CON, New York, February 2014
 - University of Texas at Austin, February 2014
 - Telecom Italia, December 2013
 - Marketing Science Institute, Boston, December 2013
 - Boston University, December 2013
 - New York University, December 2013
 - University of California Davis, November 2013
 - **Keynote:** Indian School of Business (ISB) Digital Summit, August 2013
 - **Keynote:** Strata, October 2013
 - **Keynote:** Blacks in Action Awards (STEM), Alpha Kappa Alpha Sorority, Inc., June 2013
- *Social TV: Linking TV to Buzz and Sales*
 - NYC Media Lab Roundtable on Will Big Data Save TV, May 2013
 - Georgia Institute of Technology, April 2013
 - Winter Conference on Business Intelligences, March 2013
 - Temple University, February 2013
 - Minne Analytics Conference, University of Minnesota, January 2013

- Indian School of Business (ISB), January 2013
- Emory University, December 2012
- University of Michigan, November 2012
- **Keynote:** Social Media for Business, Kampala, Uganda, September 2012
- Statistical Challenges in E-Commerce Research, Montreal, June 2012
- INFORMS, Phoenix, AZ, October 2012
- Wharton Sports Initiative Conference, NY, September 2012
- Workshop on Information in Networks, NY, September 2012
- *Mining Twitter and Medical Discussion Board Data*
 - Big Data and Health (BDAH), Singapore, July 2014
 - INFORMS, Phoenix, AZ, October 2012
 - IMA, Minneapolis, MN, May 2012
 - University of Minnesota, May 2012
 - University of Maryland, April 2012
- *Identifying Influence in Networks*
 - Winter Conference on Business Intelligence, SLC, Utah, March 2012
 - Statistical Challenges in E-Commerce Research, Montreal, June 2012
- *Data Mining for Business Intelligence*
 - Google Uganda, March 2012
 - WCAI Google Executive Education Program, May 2011
 - **Keynote:** ICT for Africa Conference, March 2012
- *Teaching Business Analytics*
 - DSI, San Deigo, CA, November 2010
- *Online Wisdom of Crowds*
 - Polytechnic Bari, Bari, Italy, August 2010
 - Tel Aviv University, July 2009
 - Research Seminar Series, INSEAD, June 2009
- *Information Systems in the Developing World*
 - IBM Watson Research Center, Hawthorne, NY, June 2010
 - GITMA, Washington, DC, June 2010
 - AAAI Spring Symposium on Artificial Intelligence for Development (AI-D), Stanford, March 2010
 - AMCIS Panel: An International Model for IS Ph.D. Program in Low-Income Countries, San Francisco, August 2009
- *Re-Identification in Networks*
 - IMA, Minneapolis, MN, February 2012
 - INFORMS, Austin, November 2010
 - INSNA-Sunbelt Social Networks Conference XXX, Riva del Garda, Italy, July 2010
 - CAARMS, Baltimore, June 2010

- Information Security Best Practices, Wharton, January 2009
- INFORMS, Washington, D.C., October 2008
- University of Pittsburgh, October 2008
- *Inference in Consumer Networks*
 - EMTM, Philadelphia, January 2011
 - Supernova Conference, Philadelphia, August 2010
 - ALIOS-INFORMS Joint International Meeting, Buenos Aires, Argentina, June 2010
 - WIMI-Penn Interactive Media Colloquium, Wharton, March 2010
 - Supernova Conference, San Francisco, December 2009
 - INFORMS, San Diego, October 2009
 - Data Mining Meets Marketing Conference, UT Austin, August 2009
 - Social Networks Conference, Fontainebleau, France, June 2009
 - Social Graph Symposium, Sun Microsystems, May 2009
 - EMTM, Wharton, May 2009
 - WIMI-Modeling Social Network Data, Wharton, January 2009
 - Wharton Marketing Conference, Philadelphia, November 2008
 - Supernova Conference, San Francisco, June 2008
- *Collective Inference in Consumer Networks*
 - Google, New York, November 2010
 - Wharton Marketing Seminar, Wharton, November 2007
 - Joint Statistics Meetings, Salt Lake City, July 2007
 - International Society for Business and Industrial Statistics, Azores, Portugal, August 2007
 - Marketing Science Institute, March 2007
 - Machine Learning Lunch, UPenn CS, November 2006
 - INFORMS, Pittsburgh, November 2006
- *Network-based Marketing: Identifying Likely Adopters via Consumer Networks*
 - **Keynote:** The Future of Advertising Conference, Copenhagen Denmark, 2012
 - Joint Statistical Meetings, Seattle, August 2006
 - Yahoo!, July 2006
 - ECML, Workshop on Practical Data Mining: Applications, Experiences and Challenges, Berlin, Germany, September 2006
 - Winter IS Conference 2006, University of Utah, March 2006
- *Deriving Value from Consumer Networks: A Large Scale Viral Marketing Quasi-Experiment*
 - Boston College, Carroll School of Management, December 2005
 - New York University, Stern School of Business, December 2005
 - Georgia Institute of Technology, College of Management, January 2006
 - University of Michigan, Ross School of Business, January 2006
 - University of Pennsylvania, The Wharton School, January 2006
 - University of Texas at Dallas, The School of Management, February 2006
 - Carnegie Mellon University, Heinz School, February 2006
- *A Vector Space Relational Model for Anonymous Identity Matching*
 - JSM 2003, San Francisco, CA.
 - Ph.D. Project Information Systems Doctoral Students Association, Tampa, FL., 2003

Academic Service

- *Outreach*: Broadening Participation in Data Mining Panel (BPDM 2013), Ph.D. Project: I am currently one of three faculty advisors for the Ph.D. Project Information Systems Doctoral Student Association (ISDSA). I served as the President and Vice President of the Ph.D. Project's ISDSA and as a faculty member I have served many times on the planning committee and panels at the annual conference. Visiting faculty member at Addis Ababa University: Invited to teach doctoral seminar, July 2009 – July 2013 (supported by the University of Addis Ababa and World Bank). CAARMS Presenter 2010. National Black MBA Association: NYC Chapter – mentor for high school students – supervised summer projects (2000–2005).
- *Program Committees*: CIST 2015 Co-Chair, SCECR 2015 Co-Chair, Associate Editor for European Conference on Information Systems (ECIS): 2014, WWW: 2013, 2014, Workshop on Information Technologies and Systems (WITS): 2008, 2009, 2010, Knowledge Discovery and Data Mining (KDD) Industrial Track: 2008, 2009, 2010, 2011, 2013, 2014, Associate Editor for International Conference on Information Systems (ICIS): 2009, 2011, 2012, 2013, 2014, Data Co-Chair for Symposium on Artificial Intelligence for Development (AI-D): 2010, Workshop on Social Media Analytics (SOMA): 2010, 2012
- *Referee*: Editorial Board for Special Issue on Big Data MISQ, Management Science, Information Systems Research, INFORMS Journal on Computing, International Journal of Forecasting, Decision Support Systems
- *Service@Wharton*: IDDEAS Program (2013), Rodin Faculty Panel (2013), Wharton Women Reception (2013), Moderator, Wharton Africa Conference (2011), Ph.D. Admissions Committee (2009–2011), OPIM Seminar Committee (2008, 2012), Panelist EMTM 20th Anniversary (2009), Ph.D. Project representative and panelist (2008–2010), Iron Prof Competition (2010), EMTM lecture (2011), Whitney M. Young Jr. Memorial Conference Master Class Instructor (2011), Wharton Faculty International Seminar to Africa (2011), Proposal for OPIM Business Analytics Track (accepted January 2011)
- *Doctoral Students*: Co-advisor for Getachew Berhan (University of Addis Ababa, IS 2013, with Tsegaye Tadesse of University of Nebraska), thesis committee member for Alexy Khrabrov (UPENN, CS 2011), and Daniel Fleder (UPENN, OPIM 2009)

Selected Press Mentions (for full list see <https://opimweb.wharton.upenn.edu/profile/33/news>)

- E. Schoeniger (2013). The second screen goes mainstream. *Wall Street Journal*. <http://cadwaladercommunications.com/wsj-second-screen.pdf>
- Q. Kim (2013). Can chatter on Twitter boost TV ratings? *Marketplace*. <http://www.marketplace.org/topics/tech/can-chatter-twitter-boost-tv-ratings>
- A. Brenker (2013). The social media strategy for TV in 2013. *Examiner.com*. <http://www.examiner.com/article/the-social-media-strategy-for-tv-2013?cid=rss>
- R. Wauters (2013). As the social TV industry comes of age, stay tuned for what Facebook has in store. *The Next Web*. <http://thenextweb.com/facebook/2013/02/09/facebook-social-tv-checkin-feature/#!pLTsI>
- D. Denison (2013). Should you start a big data project? *Acquia*. <http://www.acquia.com/blog/should-you-start-big-data-project>
- L. Keslar (2013). On the trail of drug risks. *proto*. <http://protomag.com/assets/on-the-trail-of-drug-risks?page=3>
- M. Beck (Feb. 2012). Researchers tune in to the Internet buzz. *Wall Street Journal*. <http://online.wsj.com/news/articles/SB10001424052702303404704577309794125038010>
- A. Gaskell (2012). Nielson and Twitter establish social TV ratings. *Technorati*. <http://technorati.com/entertainment/tv/article/nielson-and-twitter-establish-social-tv/>

- S. Hill (2012). Social TV: Linking content, buzz and sales. *Google Think*.
<http://www.google.com/think/columns/social-tv.html>
- K. Kuehner-Hebert (2012). Cover Story : Are you ready for big data? *Target Marketing*.
<http://www.targetmarketingmag.com/article/big-data-test-extreme-customer-insights-revealed/1#>
- N. Collins (2012). Penn research team raises cardiac arrest awareness. *The Daily Pennsylvanian*.
http://www.thedp.com/index.php/article/2012/05/penn_research_team_raises_cardiac_arrest_awareness
- R. Finkel (2011). New Wharton initiative to focus on consumer analytics. *The Daily Pennsylvanian*.
http://www.thedp.com/index.php/article/2011/01/new_wharton_initiative_to_focus_on_consumer_analytics
- L. Hoffmann (2011). Data optimization in developing nations. *Communications of the ACM*.
<http://dl.acm.org/citation.cfm?id=1941495>
- B. Kunz (2010). Go ahead, Facebook. Sell that data. *Bloomberg Businessweek*.
http://www.businessweek.com/technology/content/may2010/tc20100526_720314.htm
- S. Clifford (2009). The online ad that knows where your friends shop. *Wall Street Journal*.
http://www.nytimes.com/2009/06/26/business/media/26adco.html?_r=0
- K. Lemm (2008). Im fadenkreuz der netzwerk-werber. *stern.de*.
<http://www.stern.de/digital/online/daten-zu-verkaufen-im-fadenkreuz-der-netzwerk-werber-619367.html>

Journal Impact Factors

Journal Name	Year Published	Impact Factor ¹
American Journal of Public Health http://ajph.aphapublications.org	2014	3.930
IEEE Transactions on Geoscience and Remote Sensing (TGRS) http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=36	2013	3.467
Journal of General Internal Medicine http://www.springer.com/medicine/internal/journal/11606	2013	3.278
Emergency Medicine Journal http://emj.bmj.com/	2013	1.645
Circulation: Cardiovascular Quality and Outcomes http://pubget.com/journal/1941-7705/circulation-cardiovascular-quality-and-outcomes	2013	4.840
Pharmacoepidemiology and Drug Safety http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1099-1557/issues?activeYear=2013	2013	2.897
Resuscitation http://www.journals.elsevier.com/resuscitation/	2013	4.104
Bioinformatics http://www.medical-journals-links.com/bioinformatics-medical-informatics-journals.php	2012	5.468
BMC Bioinformatics http://www.medical-journals-links.com/bioinformatics-medical-informatics-journals.php	2011	2.751
Journal of Biomedical Informatics http://www.journals.elsevier.com/journal-of-biomedical-informatics/	2011	2.151
Journal of Medical Internet Research http://www.medical-journals-links.com/bioinformatics-medical-informatics-journals.php	2011	4.409
International Journal of Electronic Commerce http://www.ijec-web.org/	2011	1.550
Journal of Computational & Graphical Statistics http://www.tandfonline.com/toc/ucgs20/current.UtYCuBYeW-I	2006	1.32
Statistical Science http://www.imstat.org/sts/	2006	1.531
IEEE Transactions on Knowledge and Data Engineering (TKDE) http://www.computer.org/portal/web/tkde/about	2005	1.758

¹The impact factors are taken from either Thomson Reuters or the journal web page.

Grant Activity

Awarded Research Grants

Name	Funding Agency	Period	Type	Role	Total Amount
Using Social Media in TV and Radio Commercials to Drive Online Engagement and Product Sales in South Africa	<i>Global Initiatives Research Program</i>	2014	Internal	PI	\$17,500
Education Coursework Grant	<i>Amazon Web Services</i>	2014	External	PI	\$12,500
Public Health and Public Art	<i>LDI Pilot Program</i>	2013	Internal	Collab.	\$20,000
Education Coursework Grant	<i>Amazon Web Services</i>	2013	External	PI	\$10,100
Using Novel Media Technology to Improve Cardiovascular Health	<i>American Heart Association</i>	2012	External	Collab.	\$66,000
Privacy Preserving Social Network Strategies	<i>Wharton Customer Analytics Initiative</i>	2011	Internal	PI	\$2,500
De-Anonymization in Social Networks	<i>Wharton Junior Faculty Dean's Research Fund</i>	2011	Internal	PI	\$25,000
Data Driven Analysis in Ethiopia	<i>Wharton Global Initiatives</i>	2009	Internal	PI	\$1,500
Collective Inference for Online Advertising	<i>Google and WPP Marketing</i>	2010-14	External	PI	\$80,000
Mining Internet Conversations for Evidence of Herbal Association	<i>NIH</i>	2010-12	External	Co-PI	\$496,998
Effective Matching in Dynamic Networks	<i>Office of Naval Research</i>	2008-14	External	Co-PI	\$7,500,000

Research Grants Under Review

Name	Funding Agency	Period	Type	Role	Total Amount
A Longitudinal Study of the Impact on Online Word-of-Mouth of E-cigarette TV Advertising and Usage in TV Shows	<i>TCORS</i>	2014	Internal	PI	\$50,000
Using the Language of Social Media to Predict Disease Severity and Health Care Utilization	<i>LDI Pilot Program</i>	2013	Internal	Co-PI	\$20,000
Twitter and Cardiovascular Health	<i>NIH</i>	2013	External	Co-PI	\$1,500,000
Social TV Analytics	<i>Unilever</i>	2013	External	Co-PI	\$100,000
Physicians Network for Patient Electronic Health Records	<i>Marie Curie International Outgoing Fellowships</i>	2013	External	Co-PI	\$100,000