

## **I. INTRODUCTION**

1. I have been retained by the law firm of Searcy Denney Scarola Barnhart & Shipley, PA. to provide expert analysis and opinion on behalf of Mr. Bradley J. Edwards in the case originally styled Jeffrey Epstein, Plaintiff, vs. Scott Rothstein, individually, Mr. Bradley J. Edwards, individually, and L. M., individually, Defendant, CASE NO.: 502009CA040800XX30GMBAG, which is pending in the Circuit Court of the 15<sup>th</sup> Judicial Circuit, in and for Palm Beach County, Florida.

## **II. QUALIFICATIONS**

2. I am an adjunct professor at the College of Information Sciences and Technology at The Pennsylvania State University, University Park, Pennsylvania, since 2017, where I have been employed since 2001. I was a tenure-track professor at The Pennsylvania State University from 2009 through 2016, departing as a tenured full professor in 2017. I am a principal scientist at the Qatar Computing Research Institute. I was a Senior Fellow at the Pew Internet & American Life Project, which is part of the Pew Research Center, from 2010-2012. I was a University Expert at the National Ground Intelligence Center from 2011 through 2014. Prior to my employment at The Pennsylvania State University, I was a Lecturer in the Computer Science Program at the University of Maryland (Asian Division) for 1 year, and before that, I was an Assistant Professor in the Department of Electrical Engineering and Computer Science at the United States Military Academy, a.k.a. West Point, for 3 years.

3. In addition to my academic credentials, my professional experience includes 20 years of practice in the U.S. military, serving in the Infantry as an enlisted soldier and then as a communications officer, working primarily in a variety of information technology-related positions.

4. I have authored approximately 250 academic publications, focusing on the areas of Web data, digital analytics, Web analytics, Web searching, Web search engines, social media, and

related areas. Approximately 200 of my publications address aspects of search analytics, Web analytics, online advertising, search engines, or Web searching. My recent research work focuses on online news analytics, which is the investigation of the online qualitative and quantitative attributes of news stories with other digital content, and social computing analytics, which is the investigation of social behavior using algorithmic methods. I am also the editor-in-chief of the international academic journal, Information Processing and Management, which is a top journal in information science field, and former editor-in-chief of the journal, Internet Research, a top-ranked journal in the web science domain. I have authored, co-authored, or co-edited four books, including Web Search: Public Searching of the Web (2007), Understanding User – Web Interactions via Web Analytics (2009) and Understanding Sponsored Search (2011). A copy of my complete Curriculum Vitae, which includes a list of all publications I have authored in the past 10 years, is attached as **Appendix A**.

5. My fields of professional expertise include web analytics, search engines, web searching, social media, online advertising, and related computer science and data science areas. In the course of my academic career, I have worked with a variety of search engines and information searching applications in order to understand user searching behavior on the Web and other environments. For example, as part of my Master’s program in Computer Science, I designed and coded a text-based search engine. For my Doctorate program in Computer Science, I developed a program interface for Web search engines and implemented it on the Gigabyte search engine. In subsequent research, I have worked with the Microsoft Internet Information Services (IIS) and Verity commercial searching systems.

6. As a computer scientist, I have engaged and am experienced with the classic computer science areas, such as programming, software development, algorithms, and networking.

I have done extensive server set-up and log analysis. As my master's project, for example, I designed and coded a tool for network performance evaluation and monitoring. I have taught a wide variety of computer courses, including microcomputing, programming (in various languages), and the Web/Internet, at both the undergraduate and graduate level.

7. Concerning user searching behaviors on the Web and web analytics, I have worked directly with real-user searching data from several web search engines. I've also analyzed web data of visitor traffic and other attributes from a variety of websites and social media platforms. I've analyzed real-user data from online search marketing campaigns and user referral traffic to websites. I have conducted research and teaching concerning aspects of websites, including search engine keyword advertising. I've developed web analytics models and processes for analysis of business goals, and I have used web analytics data in both my research and teaching. I've also conducted other research on user searching behaviors. I have advised government agencies and companies in consulting and expert witness matters. A list of cases in which I have testified as an expert in deposition or trial in the past four years is attached as **Appendix B**. I am being compensated for my work on this case at the rate of \$400 per hour.

### **III. ASSIGNMENT AND MATERIALS CONSIDERED**

8. In providing my expert opinion, I have been asked to respond to the following question:

9. *What is the level of dissemination of defaming statements associating Mr. Bradley J. Edwards with the illegal activities of Mr. Scott Rothstein as a result of Mr. Jeffrey Epstein's lawsuit against Mr. Edwards?*

10. For brevity, I refer to the statements associating Mr. Edwards with the illegal activities of Mr. Rothstein as a result of Mr. Epstein's lawsuit as the *defaming statements*, the *statements*, or the *defaming statements associating Mr. Edwards with Rothstein's illegal activities*.

11. The defaming statements associate Mr. Edwards with the illegal activities of a Mr. Scott Rothstein, who is a "notorious Ponzi schemer"<sup>1</sup>. Now a debarred lawyer, he is serving a 50-year prison sentence<sup>2</sup> for operating the \$1.4 billion fraud from his Fort Lauderdale law firm office, including forging the signatures of three federal judges on fake legal documents<sup>3</sup>. Prior to prison, in addition to spending money lavishly via the fruits of his fraud<sup>4</sup>, he paraded as a philanthropist<sup>5</sup>, resulting in some recipients having to return his charitable gifts<sup>6</sup>. After originally fleeing the US<sup>7</sup> with a reported 16 million in US dollars<sup>8</sup>, he returned to the US, agreeing to work with prosecutors in exchange for a reduced sentence. However, prosecutors withdrew the reduced sentence offer as they determined Mr. Rothstein lied during the investigation and was attempting to hide assets<sup>9</sup>.

12. My analysis is based on my experience, training, knowledge, and education and is formed through the application of that experience, training, knowledge, and education in the

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<sup>1</sup> Ponzi schemer Scott Rothstein lied to feds and should serve 50-year prison term, prosecutors say <http://www.sun-sentinel.com/local/broward/fl-reg-scott-rothstein-no-sentence-reduction-20170926-story.html>

<sup>2</sup> Miami, FL - Ponzi Schemer Scott Rothstein Gets 50-year Sentence <https://www.vosizneias.com/57450/2010/06/09/miami-fl-ponzi-schemer-scott-rothstein-gets-50-year-sentence/>; Florida Ponzi schemer jailed for \$1.2billion fraud currently serving a 50-year sentence and his wife officially divorce <http://www.dailymail.co.uk/news/article-3169768/Divorce-finalized-1-2B-Ponzi-schemer-Rothstein.html#ixzz4w3nn9pfa>

<sup>3</sup> Miami, FL - Ponzi Schemer Scott Rothstein Gets 50-year Sentence <https://www.vosizneias.com/57450/2010/06/09/miami-fl-ponzi-schemer-scott-rothstein-gets-50-year-sentence/>

<sup>4</sup> Rothstein Reveals How \$1.2 Billion Ponzi Scheme Money Was Spent <http://miami.cbslocal.com/2011/12/30/rothstein-reveals-how-1-2-billion-ponzi-scheme-money-was-spent>; The Ultimate Ponzi: Scott Rothstein Book Excerpts Reveal Juicy Details

[https://www.huffingtonpost.com/2013/03/12/scott-rothstein-book-the-ultimate-ponzi\\_n\\_2862093.html](https://www.huffingtonpost.com/2013/03/12/scott-rothstein-book-the-ultimate-ponzi_n_2862093.html); Scott Rothstein's Cheating Life <http://www.browardpalmbeach.com/news/scott-rothsteins-cheating-life-6444966>

<sup>5</sup> South Florida lawyer Scott Rothstein faces arrest in Ponzi scheme <http://www.tampabay.com/news/politics/stateroundup/south-florida-lawyer-scott-rothstein-faces-arrest-in-ponzi-scheme/1055500>

<sup>6</sup> South Florida lawyer Scott Rothstein faces arrest in Ponzi scheme <http://www.tampabay.com/news/politics/stateroundup/south-florida-lawyer-scott-rothstein-faces-arrest-in-ponzi-scheme/1055500>; Scott Rothstein Charged with Racketeering <https://www.cbsnews.com/news/scott-rothstein-charged-with-racketeering/>

<sup>7</sup> Ponzi schemer Scott Rothstein lied to feds and should serve 50-year prison term, prosecutors say <http://www.sun-sentinel.com/local/broward/fl-reg-scott-rothstein-no-sentence-reduction-20170926-story.html>

<sup>8</sup> Rothstein Sentenced to 50 Years Behind Bars <http://www.nbcmiami.com/news/local/Rothstein-Sentenced-95951004.html>

<sup>9</sup> Ponzi schemer Scott Rothstein lied to feds and should serve 50-year prison term, prosecutors say <http://www.sun-sentinel.com/local/broward/fl-reg-scott-rothstein-no-sentence-reduction-20170926-story.html>

principles of web data collection, web analytics, web search, search engines, websites, web traffic analysis, and related market analysis.

13. The materials that I considered in preparing this report are listed in **Appendix C**.

#### **IV. SUMMARY OF OPINIONS**

14. Based on my research and analysis in connection with this assignment, which is described in more detail in the body of this report, along with my own experience, training, knowledge, and education as stated, I have reached the following opinion:

15. *The defaming statements associating Mr. Bradley J. Edwards with the illegal activities of Mr. Scott Rothstein as a result of Mr. Jeffrey Epstein's lawsuit against Mr. Edwards have been disseminated to at least 74 online media or other sites in 104 separate stories or articles with a combined 9,669,542 potential daily visitors since the lawsuit was filed to the date that I filed this report, inclusive.*

16. This number is conservative, and it is more likely than not, that the defaming statements have received wider dissemination due to factors, discussed in more detail later in this report, such as:

a. It is a reasonable assumption that I have not located all references to the defaming statements on every website by the time of the submission of this report. So, there may be more sites with articles containing the defaming statements that are **not** included in my calculations.

b. The focus of my analysis was the online dissemination of the statements. Therefore, I examined only online sources and **not** the dissemination of the statements made via print or broadcast media. It is reasonable to assume that the statements made were disseminated via these other channels.

c. I have not included dissemination of the defaming statements in the book, Filthy Rich<sup>10</sup> by authors James Patterson and John Connolly. Therefore, this source of dissemination is **not** included in my analysis.

d. In my analysis, I have not attempted to measure face-to-face dissemination of articles containing the defaming statements. Therefore, these sources of dissemination are **not** included in the count of daily unique visitors.

e. Since I do not have access to certain online sources where articles containing the defaming statements may have been disseminated (e.g., email messages, personal social media messages, articles behind firewalls, etc.), these sources are **not** included in the count of daily unique visitors.

f. Given the nature of the Web, there are possibly sites that have hosted the defaming statements that I could not locate or where the statements have been removed. Therefore, these sources of dissemination are **not** included in the count.

g. Also, there are sites that hosted the articles containing the defaming statements where the visitor data is not accessible or where I could not confirm the number of visitors. In these cases, even though I had confirmed the site had posted one or more articles containing the defaming statements, I did **not** include these sites in my calculation of the unique daily visitors.

h. I did not consider the dissemination via social media platforms of articles containing the defaming statements. Therefore, these sources of dissemination are **not** included in the count of daily unique visitors.

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<sup>10</sup> James Patterson and John Connolly (2016) Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy - The Shocking True Story of Jeffrey Epstein. Little, Brown and Company.

i. There were many sites that published multiple articles on multiple days that contained or referenced the defaming statements; however, I did **not** use these multiple articles from the same site with different publication dates in my calculations in determining the number of daily unique visitors who have been exposed to the articles containing the defaming statements.

j. I did not include unique daily visitors to articles that link from that article to one or more of the articles containing the defaming statements; unless the article directly referenced the defaming statements, I did **not** include it in my analysis.

k. I did **not** include the number of individuals who after reading the articles shared the articles or contents contained within those articles with others, which would include multiple individuals reading the same article at or about the same time at the same computer as well as all individuals who learned of the content of the articles from others who had read the articles.

l. Finally, I did not include the counts of those who may have been searching and saw the defaming statements made in the search results listing.

## V. BACKGROUND WEB ANALYTICS FOR TRAFFIC ANALYSIS

17. In the course of forming this opinion, I implemented numerous web analytics and related techniques commonly used in the industry. In order to more clearly discuss these techniques, I define the following terms:

- **Direct Traffic**: visitors to a website that come from entering a website link into a browser location bar (e.g., not coming via a link on another website).
- **Dissemination**: the act of spreading or the circulation of information or articles.

- **Domain**: a specific Internet website that are administered as a unit and defined by an Internet Protocol (IP) address.

- **Reach**: the percentage or number of people who visit a website out of the total targeted population.

- **Referral Traffic**: visitors to a site that come from websites other than search engines.

- **Repeat Visits**: visitor traffic to a website in a given period that **just** includes multiple visits from the same set of IP addresses (i.e., IP addresses with more than one visit); provides a count of the people who have visited a site more than once in a given period. An individual is usually defined by a combination of IP address and browser within a given period but can also be defined by more sophisticated methods.

- **Search Engine**: a program and associated hardware and processes that allows people to find information on the Web, typically via the submission of queries consisting of terms.

- **Search Traffic**: visitors to a site that come from search engines rather than from other websites or via direct navigation.

- **Search**: a submission of a query to a search engine, usually in the form of terms forming a query.

- **Share**: sharing of an article or webpage typically via some social media platform.

- **Social Media**: content that is shared via a social networking website.

- **Unique Visits**: visitor traffic to a website within a given period that includes only the first visit (i.e., subsequent visits are ignored), which excludes repeat visits; provides a count of the individuals who have visited a site in a given period.

- **Unique Daily Visitors**: visitor traffic to a website who visits a site at least once in a given 24-hour period. Each visitor, to the site, is counted once during the reporting period, which means it excludes repeat visits; provides a count of the individuals who have visited a site on a given day.

- **Visits**: a count of all the traffic to a website in a given period, including both unique and repeat visits.

- **Web Analytics**: the measurement, collection, analysis, and reporting of web data.

18. In forming my opinion, I utilized accepted web analytics and related methodologies. To that end, I employed various publicly available online analytic services, as well as subscription-based services in conducting my research, including:

- **Alexa**: an online service that provides web traffic data and analysis.
- **Google Keyword Tool**: an online service that provides the number of searches for a given set of keywords in a given month on the Google search engine.
- **Google Trends**: an online service that shows how often a particular term is relatively searched on the Google search engine in a given period.
- **Quantcast**: an online service that provides web traffic data and analysis.
- **SimilarWeb**: an online service that provides web traffic data and analysis.

19. These tools offer a variety of data and analysis services, and they are frequently utilized by industry professionals in the search engine optimization, web analytics, and search engine marketing fields for the market, customer, and competitive analysis. Furthermore, where

possible, I did my own assessments, as outlined below, in order to validate the data and analysis results.

20. I also utilized search engines, primarily Google and Bing, to assess the dissemination of articles containing the statements.

21. When necessary, I used multiple data sources, which is a data verification technique known as triangulation<sup>11</sup>, where one uses multiple and disparate sources for analysis and then compare the results from the separate analysis. If the results are similar, it reinforces the conclusion that the overall data analysis is valid.

22. In situations where I believed that I could not adequately verify the number of individuals or did not have confidence in the numbers in those situations, I did **not** include those numbers in the calculation.

23. Concerning the accuracy of the analysis, the number of domains where the statements have been disseminated is reliable, as this is straightforward to verify (i.e., the article is either posted on a site or it is not and the article either contains the defaming statements or no). If anything, this is an undercount, as some domains, for example, may have removed such articles, making them no longer available. There are possibly articles containing the defaming statements that I have not been able to locate by the time that I submitted this report.

24. Concerning traffic numbers for domains, the traffic services I used are the de facto industry standard, with billions of dollars in online advertising spend being based on these and related numbers<sup>12</sup>. Therefore, I consider them reliable for the purpose employed here.

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<sup>11</sup> Triangulation (social science) [http://en.wikipedia.org/wiki/Triangulation\\_%28social\\_science%29](http://en.wikipedia.org/wiki/Triangulation_%28social_science%29)

<sup>12</sup> U.S. Digital Advertising Will Make \$83 Billion This Year, Says EMarketer <http://www.adweek.com/digital/u-s-digital-advertising-will-make-83-billion-this-year-says-emarketer/>

25. My analysis is based on my experience, training, knowledge, and education and is formed through the application of that experience, training, knowledge, and education in the principles of web data collection, web analytics, web search, search engines, websites, and related areas.

**VI. METHODOLOGY TO DETERMINE THE DISSEMINATION OF THE DEFAMING STATEMENTS AGAINST MR. EDWARDS**

26. My opinion is that articles containing the defaming statements have been disseminated to at least 74 online media or other sites in 104 separate stories or articles with a combined 9,669,542 potential daily visitors.

27. This is a conservative estimate, and it is more likely than not, the statements have received wider dissemination due to factors outlined above.

28. Concerning the procedure employed in determining the dissemination of the statements, nearly every major news site that I investigated has carried some aspects of the overall case relating to Mr. Edwards and Mr. Epstein, or other parties involved. In fact, there are hundreds of news articles and postings concerning the general story from news outlets worldwide, with combined potential viewership in the multi-millions.

29. However, I was not interested in articles that **just** discussed the story in general or other aspects of the story. I was specifically interested in only those articles that referenced directly the defaming statements. Naturally, this narrow focus is a much smaller subset of news articles and other articles than are the articles addressing the overall story.

30. To isolate these articles of interest, I generated a series of queries<sup>13</sup> that specifically targeted news articles from the case that addressed the defaming statements (e.g., *Jeffrey Epstein v. Scott Rothstein and Bradley J. Edwards lawsuit*) to retrieve a set of articles that directly related to the defaming statements<sup>14</sup>. I employed a modified snowball technique<sup>15</sup>, starting with one seed query, adding and modifying terms until I was not retrieving new results. I also located some articles via navigating from the set of retrieved articles.

31. An example of a search engine results page in response to one of these queries is shown in Figure 1.

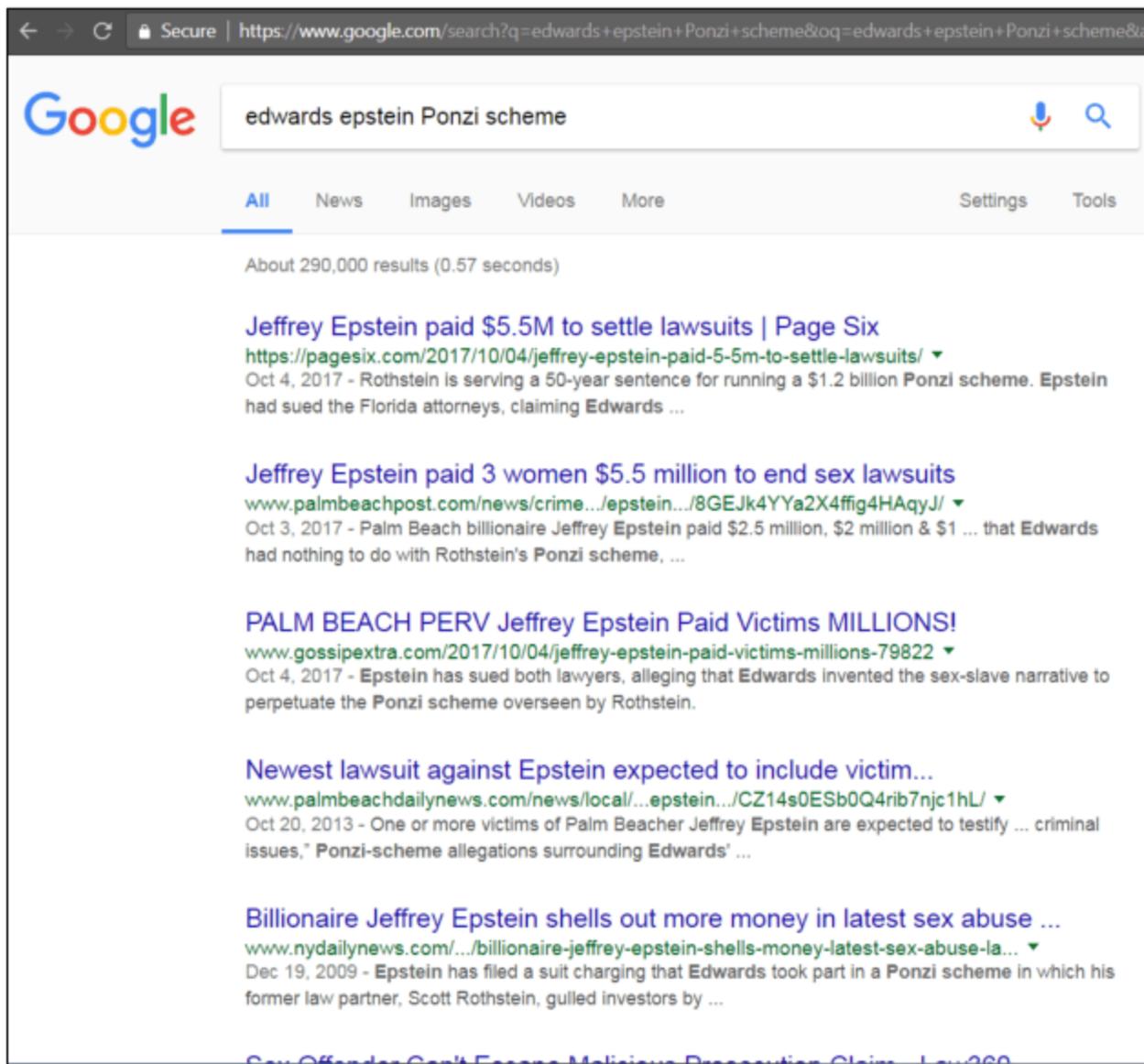
32. **Figure 1: Google search results for the search *edwards epstein Ponzi scheme*.**

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<sup>13</sup> *edwards epstein, edwards epstein Ponzi scheme, brad edwards Ponzi, brad edwards lawyer Ponzi, brad edwards dirty lawyer, Jeffrey Epstein v. Scott Rothstein and Bradley J. Edwards lawsuit, Edwards Epstein Attorney's Suit Against Billionaire Allowed as Long as Justices Say It's OK, Just an 'Ordinary Guy,' Lawyer Dishes on Surviving Rothstein, Battling Epstein.*

<sup>14</sup> In addition to the queries, I located some articles via direction navigation.

<sup>15</sup> [https://en.wikipedia.org/wiki/Snowball\\_sampling](https://en.wikipedia.org/wiki/Snowball_sampling)



33. I then personally verified that each article contained the defaming statements, by reviewing each article used in my analysis to ensure that the articles directly referenced in some way the defaming statements.

34. So, articles relating to the overall story that did **not** mention the defaming statements were **not** included in the analysis.

35. In the end, I had a set of 104 online news articles or stories to the date that I filed this report that specifically referenced the defaming statements to conduct my analysis, as outlined below. These articles are listed in **Appendix D**.

36. Each of these 104 online articles was posted online. The 104 online articles were distributed among 74 unique domain websites (i.e., some websites posted multiple articles that contain the statements). These 74 domains are also listed in **Appendix D** with the specific articles links.

37. As seen from the list of domains that have published articles or stories containing references to the statement, many of these domains are those of major news organizations or sources, including BuzzFeed, Forbes, New York Daily News, Page Six, Radar Online, The Daily Mail, The Telegraph, etc.

38. There are regional Florida newspapers, where Mr. Edwards' law office is located, that published articles containing the defaming statements, including The Palm Beach Daily News and The Palm Beach Post.

39. I then used a variety of web analytics traffic services and other sources to get the unique daily visitor traffic for each of these domains. I used multiple services when necessary to get the unique daily visitor traffic for each of these domains, as these traffic services may use different techniques to arrive at their traffic numbers. In end, I used primarily SimilarWeb, as the service was generally providing the most consistent results across websites.

40. In cases where I determined I could not get unique daily visitor traffic numbers or the unique daily visitor traffic was not reliable, in my opinion, I did not include the unique daily visitor traffic numbers for that domain in the numbers. This usually occurred for the sites with a smaller number of daily visitors or sites with an extremely large number of daily visitors.

41. *Unique daily visitors* measure is an industry standard web analytics metric for measuring people that visit a website in a given day, also known as unique audience<sup>16</sup>. It is generally averaged out over multiple days with a given period, such as week or month, as there are normal daily fluctuations.

42. Table 1 shows the unique daily visitor traffic for the listed domains that posted articles or stories referencing the statements and the associated unique daily visitor traffic for each of those domains, along with the number of articles containing the defaming statements posted on that site.

43. **Table 1: Domains that published articles or stories containing the defaming statements with the domain’s number of unique daily visitors and the number of articles containing the statements published on that domain to the date that I filed this report.**

No.	Domain	Domain Unique Visitor Traffic (Daily)	Number of Articles Published
1	15thcircuit.co.palm-beach.fl.us	<sup>a</sup>	1
2	aangirfan.blogspot.qa	<sup>a</sup>	1
3	able2know.org	18980	1
4	abovethelaw.com	51000	2
5	absolutewrite.com	37333	1
6	amlawdaily.typepad.com	<sup>a</sup>	1
7	anonhq.com	18689	1
8	archive.org	<sup>b</sup>	1
9	articles.sun-sentinel.com	14979	1
10	books.google.com.qa	<sup>b</sup>	1
11	cannonfire.blogspot.qa	<sup>a</sup>	1
12	casetext.com	20947	1
13	deeppoliticsforum.com	<sup>a</sup>	1
14	docplayer.net	42400	1
15	docuri.com	6024	1
16	forum.davidicke.com	11607	1
17	fullcontentdaily.com	<sup>a</sup>	1

<sup>16</sup> Nielsen Online Ratings Metrics Guidelines, <http://digitalmeasurement.nielsen.com/files/metrics-guidelines.pdf>

No.	Domain	Domain Unique Visitor Traffic (Daily)	Number of Articles Published
18	girlsjustwannahaveguns.com	8461	1
19	ijr.com	63500	1
20	jonathanturley.org	11827	1
21	law.justia.com	92567	1
22	lawnewz.com	114800	1
23	mondoweiss.net	13949	1
24	nesaranews.blogspot.qa	6227	1
25	novaordemnews.blogspot.qa	<sup>a</sup>	1
26	pagesix.com	55600	1
27	peuplesobservateursblog.wordpress.com	<sup>a</sup>	1
28	radaronline.com	303367	1
29	seeker401.wordpress.com	<sup>a</sup>	1
30	sites.eveyo.com	21627	1
31	static1.squarespace.com	<sup>b</sup>	1
32	tabublog.com	<sup>a</sup>	2
33	theawarenesscenter.blogspot.qa	<sup>a</sup>	1
34	thegoldwater.com	21239	1
35	themillenniumreport.com	8640	1
36	www.4dca.org	<sup>a</sup>	2
37	www.abajournal.com	17782	1
38	www.alectomm.com	<sup>a</sup>	1
39	www.browardpalmbeach.com	17431	1
40	www.buzzfeed.com	717350	1
41	www.courthousenews.com	8785	1
42	www.dailybusinessreview.com	<sup>a</sup>	1
43	www.dailymail.co.uk	1245477	3
44	www.democraticunderground.com	114467	1
45	www.documentcloud.org	38367	1
46	www.facebook.com	<sup>b</sup>	1
47	www.fairfaxunderground.com	9860	1
48	www.floppingaces.net	<sup>a</sup>	1
49	www.floridabulldog.org	<sup>a</sup>	2
50	www.forbes.com	3942600	2
51	www.freerepublic.com	181467	1
52	www.garyeto.com	<sup>a</sup>	1
53	www.gossipextra.com	41647	3
54	www.gpo.gov	58667	1
55	www.ieyenews.com	<sup>a</sup>	1
56	www.justice-integrity.org	<sup>a</sup>	3

No.	Domain	Domain Unique Visitor Traffic (Daily)	Number of Articles Published
57	www.law.com	34000	1
58	www.law360.com	46333	1
59	www.librarything.com	105333	1
60	www.nydailynews.com	1785333	2
61	www.pacificpundit.com	6399	1
62	www.palmbeachdailynews.com	8320	7
63	www.palmbeachpost.com	183000	3
64	www.pressreader.com	b	5
65	www.reddit.com	b	1
66	www.rigorousintuition.ca	a	1
67	www.scribd.com	b	3
68	www.slideshare.net	b	1
69	www.sott.net	112333	1
70	www.talkleft.com	a	3
71	www.telegraph.co.uk	4828	2
72	www.the5thestate.asia	a	1
73	www.veteranstoday.com	46000	1
74	www.yumpu.com	b	2
		9,669,542	104

<sup>a</sup> - Unique daily visitor traffic not available

<sup>b</sup> - Unique daily visitor traffic not verifiable

44. As shown in Table 1, there are 74 domains that hosted 104 articles containing the defaming statements against Mr. Edwards with these defaming statements begin disseminated to, conservatively, a potential 9,669,542 daily visitors to these websites.

45. I used each domain's unique daily visitor count to calculate the dissemination of the articles containing the statements to various websites and potentially to visitors to that site (i.e., as visitors to the news sites, these individuals could have been exposed to the articles containing the statements), using the unique daily visitor number only once for each domain, regardless whether that domain published more than one article referring to the statements.

## **VII. RESULTS FOR ANALYSIS OF THE DISSEMINATION OF THE DEFAMING STATEMENTS AGAINST MR. EDWARDS**

46. Based on my analysis as outlined above, my opinion is that *the defaming statements associating Mr. Edwards with the illegal activities of Mr. Rothstein as a result of Mr. Epstein's lawsuit against Mr. Edwards have been disseminated to at least 74 online media or other sites in 104 separate stories or articles with a combined 9,669,542 potential daily visitors since the lawsuit was filed to the date that I filed this report, inclusive.*

47. This is a conservative number, and more likely than not, articles containing the defaming statements made have been disseminated to more individuals.

### **VIII. WHY THE NUMBER IS CONSERVATIVE**

48. This is a conservative number, and it is more likely than not, the defaming statements have received wider dissemination due to factors such as:

a. Although I spent considerable effort to locate published articles that contained the defaming statements, it is reasonable to assume that I have not located all such articles by the time of the submission of this report. So, there are most likely more sites with articles containing the defaming statements that are **not** included in my calculations, which would increase the dissemination of the articles on domains and increase the traffic count.

b. The focus of my analysis was the dissemination of online articles containing the defaming statements, and I examined only online sources and **not** print or broadcast media.

c. I have not included dissemination of the defaming statements in the book, Filthy Rich<sup>17</sup> by authors James Patterson and John Connolly. As Mr. Patterson is a well-known author, the book had an initial printing of 500,000<sup>18</sup>, is well ranked in Amazon's electronic book

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<sup>17</sup> James Patterson and John Connolly (2016) Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy - The Shocking True Story of Jeffrey Epstein. Little, Brown and Company.

<sup>18</sup> FILTHY RICH - PATTERSON, JAMES/ CONNOLLY, JOHN (CON)/ MALLOY, TIMOTHY (CON) - NE  
[http://www.ebay.com.au/itm/FILTHY-RICH-PATTERSON-JAMES-CONNOLLY-JOHN-CON-MALLOY-TIMOTHY-CON-NE/192248712306?\\_trkparms](http://www.ebay.com.au/itm/FILTHY-RICH-PATTERSON-JAMES-CONNOLLY-JOHN-CON-MALLOY-TIMOTHY-CON-NE/192248712306?_trkparms)

and other sections<sup>19</sup>, and also, a top USA Today top selling book<sup>20</sup>. The book is available and/or has been reviewed on at least 20 websites, including USA Today, New York Journal of Books, The Daily Beast, and the New York Post, and is available from major online retailers, including Amazon, Wal-mart, Barnes and Noble, and eBay, among others, as shown in **Appendix E**. This source of dissemination is **not** included in my calculation.

d. In my analysis, I did not attempt to measure face-to-face dissemination that may have occurred after individuals may have read articles containing the defaming statements, which would increase the count. Therefore, this is **not** included in my calculations.

e. Naturally, I could not access certain online sources where the defaming statements made may have been disseminated (e.g., email messages, social media messages, articles behind firewalls, etc.). Therefore, these numbers are **not** included in my calculations.

f. Also, there are possibly sites that have hosted articles containing the defaming statements where the articles have been removed. Therefore, they are **not** included in my calculations.

g. For sites where one or more of the articles containing the defaming statements are posted but where I could not locate or not determine reliable daily unique visitor traffic, I have **not** included these sites in my calculations.

h. I did **not** include the dissemination of the articles containing the defaming statements directly to social media platforms.

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<sup>19</sup> Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy: The Shocking True Story of Jeffrey Epstein [https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)

<sup>20</sup> Patterson takes on sordid Jeffrey Epstein case in 'Filthy Rich' <https://www.usatoday.com/story/.../filthy-rich-jeffrey-epstein...patterson.../91605266/>

i. I did not include articles that link to one of the articles containing the statements in my calculations of dissemination. Unless the article directly mentioned the statements, I did **not** include that article in my calculations.

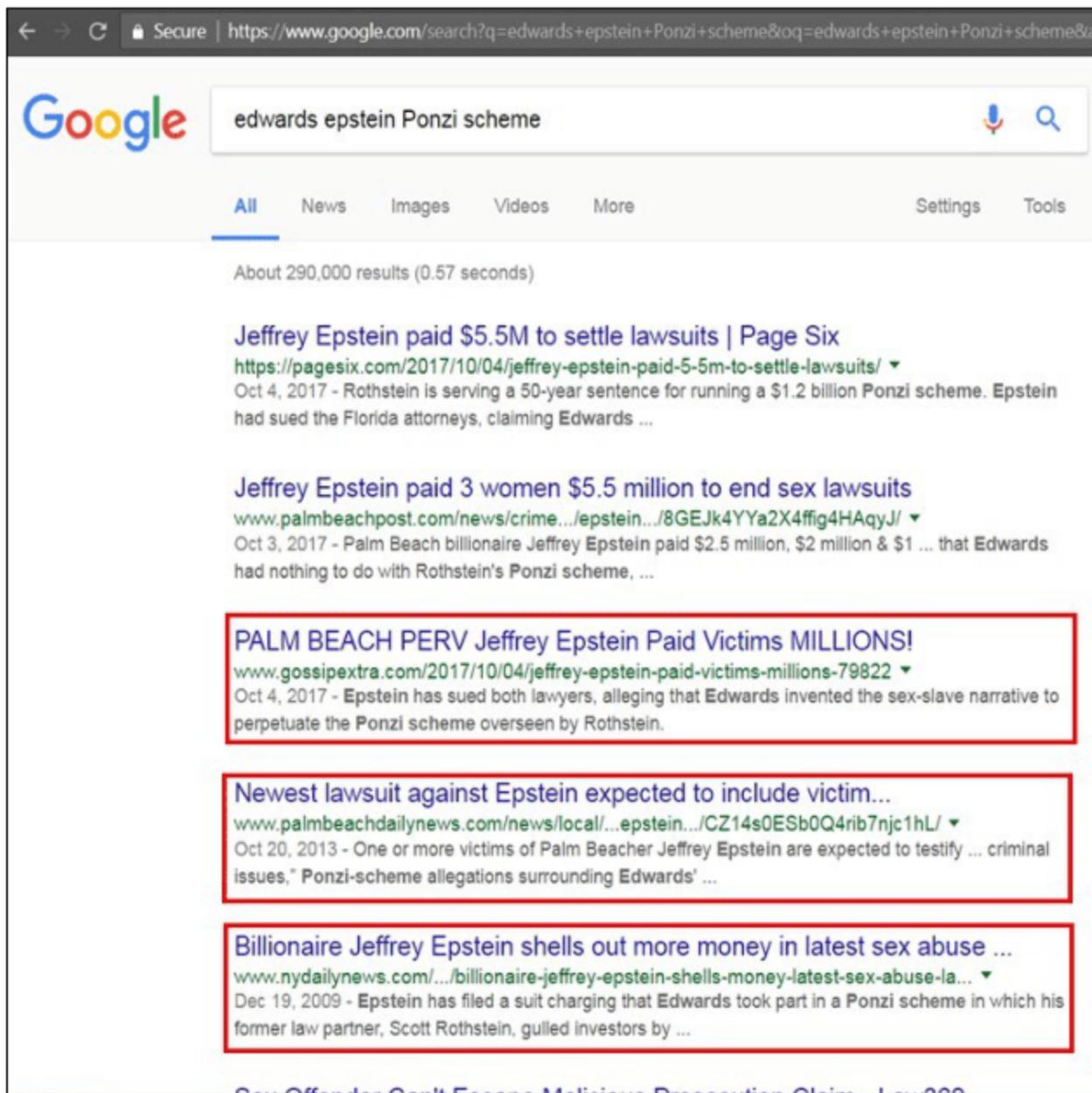
j. Many sites published multiple articles on multiple days that quoted or referenced the statements; however, I did not use these multiple publication dates from the same site in my calculations of unique visitor traffic. If a domain published only one article containing the statements, then I directly used the unique daily visitors number. If a domain published multiple articles concerning the statements, I did not count the traffic for the subsequent articles containing the statements made, even though research shows that repeat traffic to websites is generally only about 30%<sup>21</sup>, meaning that 70% of the traffic would be unique. However, I was not comfortable using this figure given the nature of these sites, which might have higher repeat visitors day-to-day. Therefore, I did **not** include the visitors to multiple articles in my calculations.

k. Finally, I did **not** include the count of people who may have been searching and may have seen the statements made in the search results, without needing to visit the actual articles, which can easily happen, as shown in Figure 2.

l. **Figure 2: Example of search results with the defaming statements appearing in the result snippets, requiring no need to visit the website hosting the articles themselves.**

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<sup>21</sup> Teevan, J., Adar, E., Jones, R. and Potts, M. (2006). History repeats itself: repeat queries in Yahoo's logs. In *Proceedings of the 29th annual international ACM SIGIR conference on Research and development in information retrieval (SIGIR '06)*. ACM, New York, NY, USA, 703-704.



## XI. SUMMARY OF OPINION

49. The defaming statements concerning Mr. Edwards have been disseminated to at least 74 online media or other sites in 104 separate stories or articles with a combined 9,669,542 individual unique visitors to the date that I filed this report, inclusive. More likely than not, this is a conservative estimate.

50. Right to Amend: Although I have had access to materials publicly available pertaining to claims in this dispute, I have not been able to review all the material by the deadline for completion of this report. I reserve the right to review and rely on any such material, including at the time of trial. I also reserve the right to issue a supplemental or an amended report if my review of such material results in any significant change or addition to my opinion.

DATED: 20 October 2017

Respectfully submitted,

By  \_\_\_\_\_

Dr. Bernard J. Jansen  
Adjunct Professor  
College of Information Sciences and Technology  
The Pennsylvania State University  
University Park, PA, 16802  
Phone: [REDACTED]  
Email: [REDACTED]  
URL: <http://www.bernardjjansen.com/>

## Appendix A Curriculum Vitae



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

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

**Principal Scientist**  
Qatar Computing Research Institute (QCRI),  
Doha, Qatar

Voice: [REDACTED]  
Web: <http://www.bernardjjansen.com/>  
Email: [REDACTED]  
LinkedIn: [www.linkedin.com/in/jjansen/](http://www.linkedin.com/in/jjansen/)  
Blog: <http://jimjansen.blogspot.com/>

### Research

**Research Goal:** Increase the effectiveness and efficiency for accomplishing information tasks by improving the interaction among people, information, and technology

#### **Research Interests:**

I study the uses and affordances of the Web for information searching and ecommerce, with a focus on interactions among the person, information, and technology. Current active research areas are **Web searching, information retrieval, keyword advertising, online marketing, and online social networking** within the ecommerce domain.

- **Sponsored search** and **keyword advertising**
- **Social media** as an information source
- **Information searching** and **Web information retrieval**

#### **Short Bio:**

Jim has authored or co-authored **250 or so research publications**, with articles appearing in a multi-disciplinary and extremely wide range of journals and conferences. He is 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 in the social computing group at the **Qatar Computing Research Institute**, Professor in the College of Science and Engineering, **Hamad bin Khalifa University**, and Adjunct Professor at the College of Information Sciences and Technology at **The Pennsylvania State University**. He is a graduate of **West Point** and has a PhD in computer science from **Texas A&M University**, along with master degrees from **Texas A&M** (computer science) and **Troy State** (international relations).

## Research

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

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

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

## Education

Ph.D. Computer Science, August 1999 - May 1996

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

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

Advisor: Dr. Udo Pooch

M.CS. Computer Science, May 1996 - June 1994

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

Research Area: Network Performance and Monitoring

M.S. 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

## Academic Appointments

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

Current - 2016 **Adjunct Professor**, College of Information Sciences and Technology, The Pennsylvania State University, University Park, PA, 16802, USA.

## Academic Appointments

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

- 2016 **2016 President's Award for Engagement with Students**, The Pennsylvania State University, University Park, Pennsylvania.
- 2015 **Best Paper**: Liu, Z. and Jansen, B.J. (2015) *Subjective versus Objective Questions: Perception of Question Subjectivity in Social Q&A*. 2015 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP15). Washington DC, p. 131-140. 31 Mar.-3 Apr.

## Honors and Awards

- 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/](http://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 *Journal of the American Society for Information Science and Technology* selected as **John Wiley Best JASIST Paper Award 2011** (see [http://www.asis.org/awards/jasis\\_paper.html](http://www.asis.org/awards/jasis_paper.html)).
- 2010 Emerald Literati Network **2010 Award for Excellence for Outstanding Reviewer** for the journal *Internet Research* (<http://info.emeraldinsight.com/authors/literati/index.htm>)
- 2008 **Best Paper**, Jansen, B.J., Zhang, M., and Schultz, C. (2008) *The Effect of Brand on the Evaluation of IT System Performance*. Proceedings of the Southern Association for Information Systems Conference, Richmond, VA, USA 13-15 March 2008
- 2008 Presented with a **Google Faculty Research Award** (\$50,000)
- 2007 Article selected as **Highly Commended Winner** at the Emerald Literati Network Awards for Excellence 2007. Spink, A. and Jansen, B.J. (2006) *Searching multiple federated content Web collections*, *Online Information Review*. 30(5), [REDACTED]
- [REDACTED] Worldwide press coverage for book *Web Search: Public Searching of the Web*, co-authored with Dr. Amanda Spink. Including AP, Yahoo! News, CNN, MSN, and numerous other television, radio, Web, and print outlets.
- 2003 Worldwide press coverage and interviews 6/30/2003-7/3/2003 reference article: Jansen, B.J., and Spink, A. (2003) *An analysis of Web pages retrieved and viewed*, IC'03: Internet Computing: Web Mining Session, Las Vegas, 4-6 June, 2003. Including: BBC, Irish Radio, Washington Times, Psychology Today, and several U.S. radio stations.
- 2003 **ISI Most Highly Cited Articles in Field of Web Searching** for the manuscript Jansen, B.J., Spink, A., and Saracevic, T. (2000) *Real Life, Real Users, and Real Needs: A Study and Analysis of User Queries on the Web*, *Information Processing & Management*. 38(2), 207-227.
- The article was identified in May 2003 by ISI Essential Science Indicators to be one of the most cited papers in the research area of Web Searching Behavior.
- 2002 **Highly Commended Article** invited for journal publication. Jansen, B.J. (2002) *Towards Implementing a Cognitive Model of Searching*, Proceedings of the E-Learning 2002 Conference (Web Track), Montreal, Canada. 15-19 October.
- 2002 **Two Crystal Awards of Excellence** for outstanding software development in the communications field.

## **Honors and Awards**

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 Web site development.

2002 **Two Awards of Excellence** for exceptional multimedia application development.

2002 US Army War College **Team of the Year** for outstanding contributions as team manager.

2001 **U.S. Army Visual Information Award** for multimedia development.

2000 **Highly Commended Award** by MCB Publishers, for: Spink, A., Bateman, J., and Jansen, B.J. (1999) *Searching the Web: A survey of Excite users*, Journal of Internet Research: Electronic Networking Applications and Policy, 9(2), [REDACTED]

[REDACTED] **Top Paper Award** for: Spink, A., Bateman, J., and Jansen, B.J. (1998) *Users' searching behavior on the Excite Web search engine*, 1999 World Conference on the WWW and Internet, Orlando, Florida.

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

1992 **Writing and Research Award**, U.S. Marine Corps University.

1992 **Research Award** from U.S. Army Trainer Journal

## **Books**

**Jansen, B.J.** (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.

## **Books**

Spink, A., and **Jansen, B.J.** (2004) Web Search: Public Searching of the Web, Dordrecht: Kluwer Academic Publishers.

## **Parts of Books**

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

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

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

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

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

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

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

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

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

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

## **Parts of Books**

**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.

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 Sarmiento. p. 50-72. Hershey, PA: Idea Group Publishing.

## **Refereed Journal Articles**

Mukherjee, P. and **Jansen, B.J.** (2017) *Conversing and Searching: The Causal Relationship between Social Media and Web Search*. Internet Research.

Clarke, T. and **Jansen, B.J.** (2017) Conversion potential: A metric for evaluating search engine advertising performance. Journal of Interactive Marketing. 11(2), 142-159.

Mukherjee, P. and **Jansen, B.J.** (2017) *Information Sharing by Viewers via Second Screens for In Real Life Events*. ACM Transactions on the Web. 11(1), Article 1.

Liu, Z., and **Jansen, B.J.** (2017) *Identifying and Predicting the Desire to Help in Social Question and Answering*. Information Processing & Management. 53(2), 490-504.

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## **Refereed Journal Articles**

Coughlin, D. and **Jansen, B.J.** (2016) *Modeling Journal Bibliometrics to Predict Downloads and Inform Purchase Decisions at University Research Libraries*. Journal of the Association for Information Science and Technology. 67(9), 2263–2273.

Liu, Z., and **Jansen, B.J.** (2016) *Understanding and Predicting Question Subjectivity in Social Question and Answering*. IEEE Transactions on Computational Social Systems. 3(1), 32-41.

Ortiz-Cordova, A. and **Jansen, B.J.** (2016) *Associating Searching on Search Engines to Subsequent Searching on Sites*. International Journal of Information Systems in the Service Sector. 8(2), 30-43.

Coughlin, D., Campbell, M., and **Jansen, B.J.** (2015) *A Web Analytics Approach for Appraising Electronic Resources in Academic Libraries*. Journal of the Association for Information Science and Technology. 67(3), 518-534.

Ortiz-Cordova, A., Yang, Y., and **Jansen, B.J.** (2015) *External to Internal Search: Associating Searching on Search Engines with Searching on Sites*. Information Processing & Management. 51(5), 718–736.

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Yang, Y., Qin, R., Zhang, J., Zeng, D., and **Jansen, B.J.** (2014) *Budget Planning for Coupled Campaigns in Sponsored Search*. International Journal of Electronic Commerce. 18(3), 39-66.

Mukherjee, P. and **Jansen, B.J.** (2014) *Performance Analysis of Keyword Advertising Campaign Using Gender-Brand Effect of Search Queries*. Electronic Commerce Research and Applications. 13(2), 139–149.

**Jansen, B.J.**, Liu, Z., and Simon, Z. (2013) *The Effect of Ad Rank on Performance of Keyword Advertising Campaigns*. Journal of the American Society for Information Science and Technology. 64(10), 2115-2132.

**Jansen, B.J.**, Moore, K., and Carman, S. (2013) *Evaluating The Performance of Demographic Targeting Using Gender in Keyword Advertising*. Information Processing & Management. 49(1), 286-302.

**Jansen, B.J.**, Zhang, L, and Mattila, A. S. (2012) *Investigating Brand Knowledge of Web Search Engines: User Reactions to Search Engine Logos*. Electronic Commerce Research. 12(4), 429-454.

Zhang, L, **Jansen, B.J.**, Mattila, A. S. (2012) *A Branding Model for Web Search Engines*. International Journal of Internet Marketing and Advertising. 7(3), 195 – 216.

Ortiz-Cordova, A. and **Jansen, B.J.** (2012) *Classifying Web Search Queries in Order to Identify High Revenue Generating Customers*. Journal of the American Society for Information Science and Technology. 63(7), 1426 – 1441.

## **Refereed Journal Articles**

Zhang, M., **Jansen, B.J.**, and Chowdhury, A. (2011) *Influence of Business Engagement in Online Word-of-mouth Communication on Twitter: A Path Analysis*. Electronic Markets: The International Journal on Networked Business. 21(3), 161-175.

**Jansen, B.J.**, Sobel, K., and Zhang, M. (2011) *The Brand Effect of Key Phrases and Advertisements in Sponsored Search*. International Journal of Electronic Commerce. 6(1), 77-106.

**Jansen, B.J.**, Liu, Z., Weaver, C., Campbell, G. and Gregg, M. (2011) *Real Time Search on the Web: Queries, Topics, and Economic Value*. Information Processing & Management. 47(4), 491-506.

**Jansen, B.J.**, Sobel, K. and Cook, G. (2011) *Classifying Ecommerce Information Sharing Behaviour by Youths on Social Networking Sites*. Journal of Information Science. 37(2), 120-136.

**Jansen, B.J.** and Schuster, S. (2011) *Bidding on the Buying Funnel for Sponsored Search Campaigns*. Journal of Electronic Commerce Research. 12(1), 1-18.

Kuthuria, A., **Jansen, B.J.**, Hafernik, C. (2010) *K-means Clustering to Determine User Intent of Web Queries*. Journal of Internet Research: Electronic Networking Applications and Policy. 20(5), 563-581.

Rosso, M. A. and **Jansen, B.J.** (2010) *Brand Names as Keywords in Sponsored Search Advertising*. Communications of the Association for Information Systems. 27(1), Article 6. Available at: <http://aisel.aisnet.org/cais/vol27/iss1/6>

### **JASIST Best Paper**

**Jansen, B.J.**, and Rieh, S. (2010) *The Seventeen Theoretical Constructs of Information Searching and Information Retrieval*. Journal of the American Society for Information Science and Technology. 61(8), **1517-1534**.

**Jansen, B.J.**, Tapia, A. H., and Spink, A. (2010) *Searching for salvation: An analysis of US religious searching on the World Wide Web*, Religion. 40(1), 39-52.

### **Highly Cited**

**Jansen, B.J.**, Zhang, M, Sobel, K, and Chowdury, A. (2009) *Twitter Power: Tweets as Electronic Word of Mouth*. Journal of the American Society for Information Science and Technology. 60(11), 2169-2188.

Recognized as one of the **top 10 most highly cited papers in JASIST** published since 2001 [http://www.asis.org/Bulletin/Aug-12/AugSep12\\_Bar-Ilan.html](http://www.asis.org/Bulletin/Aug-12/AugSep12_Bar-Ilan.html)

**Jansen, B.J.**, Booth, D. and Smith, B. (2009) *Using the taxonomy of cognitive learning to model online searching*. Information Processing & Management. 45(6), 643-663.

Tjondronegoro, D., Spink, A., and **Jansen, B.J.** (2009) *A Study and Comparison of Multimedia Web Searching: 1997-2006*. Journal of the American Society for Information Science and Technology. 60(9), **1756-1768**.

## Refereed Journal Articles

**Jansen, B.J.**, Zhang, M., and Schultz, C. (2009). *Search engine brand and the effect on user perception of searching performance*. Journal of the American Society for Information Science and Technology. 60(8), **1572-1595**.

Flaherty, T. B., **Jansen, B.J.**, Hofacker, C., and Murphy, J. (2009). *Insights on the Google Online Marketing Challenge and Its Successful Classroom Implementation*. Journal of Online Learning and Teaching. 5(2), 446-457.

**Jansen, B.J.**, Booth, D. L., and Spink, A. (2009). *Patterns of query modification during Web searching*. Journal of the American Society for Information Science and Technology. **60(7)**, 1358-1371.

**Jansen, B.J.**, Flaherty, T.B., Baeza-Yates, R., Hunter, L., Kitts, B., and Murphy, J. (2009). *The Components and Impact of Sponsored Search*. IEEE Computer. 42(5) 98-101.

Rosso, M., McClelland, M. K., **Jansen, B.J.**, and Fleming, S. W. (2009) *Using Google AdWords in the MBA MIS Course*. Journal of Information System Education. 20(1), 41-50.

Zhang, Y., **Jansen, B.J.**, and Spink, A. (2009) ***Identification of factors predicting clickthrough in Web searching using neural network analysis***. Journal of the American Society for Information Science and Technology. 60(3), **557-570**.

Zhang, Y., **Jansen, B.J.**, and Spink, A. (2009) *Time Series Analysis of a Web Search Engine Transaction Log*, Information Processing & Management. 45(2), 230-245.

**Jansen, B.J.** and Spink, A. (2009) *Investigating Customer Click through Behavior with Integrated Sponsored and Non-Sponsored Results*, International Journal of Internet Marketing and Advertisement, 5(1/2), 74-94.

**Jansen, B.J.**, Ciamacca, C., and Spink, A. (2008) *An Analysis of travel searching on the Web*, Journal of Information Technology and Tourism. 10(2), 101-118.

**Jansen, B.J.** and Mullen, T. (2008) *Sponsored search: An overview of the concept, history, and technology*, International Journal of Electronic Business. 6(2), 114 – 131.

Spink, A., and **Jansen, B.J.** (2008) *Trends in searching for business and e-commerce information on Web search engines*, International Journal of Electronic Commerce. 9(2), 154-161.

## **Highly Cited**

**Jansen, B.J.**, Booth, D., and Spink, A. (2008) *Determining the informational, navigational, and transactional intent of Web queries*, Information Processing & Management. 44(3), 1251-1266.

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**Best Paper  
Award**

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**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.

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

**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 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 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**

2015 - 2014	Title: Web Analytics for a Research University Library Granting Agency: <b>Penn State, University Library</b> Total Amount: \$19,717 Role: Principal Investigator
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<b>Funded Projects, Grants, Commissions, and Contracts</b>	
2015 - 2013	Title: Exploring Scholarly Discourse in MOOC Discussion Forums Granting Agency: <b>Penn State, Center for Online Innovation in Learning</b> Total Amount: \$30,383 Role: Principal Investigator
2014 - 2010	Title: Broadband to Support SMEs in Pennsylvania Granting Agency: <b>Commonwealth of Pennsylvania</b> Total Amount: \$500,000 Role: Faculty Investigator (\$70,000)
2014 - 2010	Title: Semantic CiteSeerX Granting Agency: <b>National Science Foundation</b> 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: <b>Google</b> Amount: \$50,000 Role: Principal Investigator
2011 - 2009	Title: Using Keyword Advertising for Economic and Workforce Development Granting Agency: The <b>Pennsylvania State University</b> Amount: \$25,000 Role: Principal Investigator
2011 - 2010	Title: Toolkits for Deployable Best Practices Granting Agency: <b>Office of Naval Research STTR Phase II</b> Total Amount: \$750,000 Role: Principal Investigator (\$87,500)
2011 - 2010	Title: RAPID: Text Message-based Infrastructure for Emergency Response Granting Agency: <b>National Science Foundation</b> Total Amount: \$75,000 Role: Principal Investigator (\$15,000)
2009 - 2008	Title: Toolkits for Deployable Best Practices Granting Agency: <b>Office of Naval Research STTR Phase I</b> Total Amount: \$100,000 Role: Principal Investigator (\$15,000)

<b>Funded Projects, Grants, Commissions, and Contracts</b>	
2009 - 2007	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: <b>National Science Foundation</b> Amount: \$12,000 Role: Co-Principal Investigator (\$12,000).
2009 - 2006	Title: Synchronized Interactions Among Users, Systems, and Information Granting Agency: <b>Air Force Research Lab</b> Amount: \$463,000 Role: Principal Investigator (\$463,000).
2008 - 2005	Title: The Next Generation CiteSeer Granting Agency: <b>National Science Foundation</b> 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: <b>National Science Foundation</b> 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: <b>National Science Foundation</b> Amount: \$12,000 Role: Co-principal Investigator with Dr. Madhu Reddy (\$6,000)
2007 - 2006	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: <b>National Science Foundation</b> 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: <b>US Marine Corps Research University</b> Amount: \$500,000 Role: Co-Principal Investigator (\$83,957)
2005	Title: Knowledge Management Granting Agency: <b>US. Department of Defense, Defense Threat Reduction Agency (DTRA)</b> Amount: \$625,832 Role: Co-Principal Investigator (\$18,439).

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

2006 - 2005	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: <b>National Science Foundation</b> Amount: \$6,000 Role: Co-Principal Investigator (\$6,000).
1998 -1996	Title: The use of software agents in information retrieval. Granting Agency: <b>Army Research Laboratory</b> Amount: \$68,000 Role: Principal Investigator (\$68,000)
1998	Title: Information searching on Web Search Engines Granting Agency: <b>Army Research Laboratory</b> Amount: \$5,000 Role: Principal Investigator (\$5,000)
1997	Title: Software agents for information retrieval. Granting Agency: <b>Army Research Laboratory</b> Amount: \$5,000 Role: Principal Investigator (\$5,000)

### **Software Developed**

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

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

### **Teaching**

At *Hamad Bin Khalifa University* (Current – 2017), College of Science and Engineering, I developed ICT632 Advanced Applications of the Web and Internet, a course that I proposed and designed. A breath course, divided into eights 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 assignment. 7 team assignments. I designed the course so the students used the technologies they were studying.

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

## Teaching

At The Pennsylvania State University (2016 – 2002):

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

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

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

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

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

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

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

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

## **Teaching**

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

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

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

Had seven other teams get 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 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 faculty member who had the biggest impact on student's academic career

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

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

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

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

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

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

## **Membership on Degree Committees**

The Pennsylvania State University  
College of Information Sciences and Technology

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

Partha Mukherjee (Committee Chair) (PhD degree conferred in 2016)  
Alex Brown (Committee Chair) (M.S. 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) (M.S. degree conferred in 2013)  
Adan Ortiz-Cordova (Committee Chair) (M.S. degree conferred in 2013)  
Jian-Syuan Wong (Committee Chair [until 2016]) (PhD degree expected in 2018)  
Steve Carmen (Committee Chair [until 2013]) (M.S. degree conferred in 2013)  
Kathleen Moore (Committee Chair [until 2012]) (PhD degree expected 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) (M.S. degree conferred in 2010)  
Young Shin Kim (Committee Co-Chair) (M.S. degree conferred in 2010)

### **Committee Member**

Eric McMillan (Committee Member) (PhD degree expected in 2017)  
Nathan McNeese (Committee Member) (PhD degree conferred in 2014)  
**Patricia Spence** (Committee Member) (PhD degree conferred in 2013)  
Arvind Karunakaran (Committee Member) (M.S. degree conferred in 2011)  
Yusuf Raza (Committee Member) (M.S. 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 expected in 2013)

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

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

The Pennsylvania State University  
Department of Electrical Engineering  
Vijay Mohan (Committee Co-Chair) (M.S. degree conferred in 2009)  
Dheepak Ramaswamy (Committee Co-Chair) (M.S. degree conferred in 2009)

## **Membership on Degree Committees**

Ashish Kathuria (Committee Chair) (M.S. 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) (M.S. degree conferred in 2008)

The University of Pittsburgh

School of Information Sciences

Department of Library and Information Science

Zhen Yue (Committee Member) (Ph.D. degree conferred in 2014)

Minsoo Park (Committee Member) (Ph.D. degree conferred in 2008)

Rutgers, the State University of New Jersey

School of Communication, Information and Library Studies

Yuelin Lee (Committee Member) (Ph.D. degree conferred in 2008)

The Pennsylvania State University

Schreyer Honors College, thesis advising

Megan Krause (B.S. degree conferred 2107)

Allie Whitman (B.S. degree conferred 2106)

Adan Ortiz-Cordova (B.S. degree conferred 2011)

Bradley Shively (B.S. degree conferred 2010)

Kate Sobel (B.S. degree conferred 2010)

Steven Troxell (B.S. degree conferred in 2008)

Steven Clancy (B.S. degree conferred in 2007)

Paulo Molina (B.S. degree conferred in 2004)

Chris Catalano (B.S. degree conferred in 2004)

Andy Shingle (B.S. degree conferred in 2004)

## **Supervision of Other Undergraduate Research**

<b>Student</b>	<b>Degree</b>	<b>Major</b>	<b>University</b>	<b>Role</b>
Arielle Amchin	BS	Marketing	Penn State	Research Mentor
Arun Das	BS	CS	Brown University	Research Mentor
Manisha Dareddy	BS	MIS	Carnegie Mellon Qatar	Research Mentor
Satyajit Narayanan	BS	CS	Bharati Vidyapeeth University	Research Mentor
Will Berkheiser	BS	IST	Penn State	Work Study Mentor <a href="http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about">http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about</a>
Pat Bonner	BS	IST	Penn State	Research Mentor
Danielle Booth	BS	IST	Penn State	Research Mentor
Anna Brown	BS	IST	Penn State	Research Mentor

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

<b>Student</b>	<b>Degree</b>	<b>Major</b>	<b>University</b>	<b>Role</b>
Nicole Butera	BS	Chemistry	Penn State	Women in Science and Engineering Research (WISER) Mentor <a href="http://pa.spacegrant.org/wiser">http://pa.spacegrant.org/wiser</a>
Chris Ciamacca	BS	IST	Penn State	Research Mentor
Karen Lee	BS	IST	Penn State	Research Mentor
Dana Kracow	BS	IST	Penn State	Research Mentor
Daehee Park	BS	IST	Penn State	Research Mentor
Melissa Reizner	BS	IST	Penn State	Research Mentor
Mitchell Rukat	BS	IST	Penn State	Research Mentor
Paul Rinaldi	BS	IST	Penn State	Research Mentor
Simone Schuster	BS	Advertising	Penn State	Research Mentor
Laura Solomon	BS	Advertising	Penn State	Research Mentor
Meng Ting Sun	BS	Accounting	Penn State	Research Mentor
Pete Smith	BS	IST	Penn State	Research Mentor
Megan Tan	BS	Marketing	Penn State	Research Mentor
Courtney Weaver	BS	IST	Penn State	Research Mentor

### **Professional Service**

#### **Editorial Boards**

Current – 2016	Editor-in-chief, <u>Information Processing &amp; Management</u> (Elsevier)
Current – 2016	Editorial Board Member, <u>Information Discovery and Delivery</u>
Current – 2012	Editorial Advisory Board Member, <u>Social Networks</u>
Current – 2011	Editorial Advisory Board Member, <b><u>International Journal of Electronic Business</u></b>
Current – 2009	Editorial Advisory Board Member, <u>Journal of the American Society for Information Science and Technology</u>
Current – 2009	Editorial Advisory Board Member, <u>Future Internet</u>
Current – 2006	Editorial Panel, <u>International Journal of Internet Science</u>
Current – 2006	Editorial Advisory Board Member, <u>Information Research</u>
Current – 2004	Editorial Advisory Board Member, <u>Information Processing &amp; Management</u>
2016 – 2011	Editor-in-chief, <u>Internet Research</u> (Emerald)

## **Professional Service**

### **Editorial Boards**

- 2011 - 2004 Editorial Advisory Board Member, Journal of Internet Research
- 2010 - 2004 Editorial Advisory Board Member, Library and Information Science Journal
- 2008 - 2004 Associate Editor (Book Reviews), Information Processing & Management
- 1996 –1998 Student Editor, SIG Computer Human Interaction SIGCHI Bulletin

## **Professional Service**

### **Tenure Letters**

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

## **Professional Service**

### **Tenure Letters**

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

## **Professional Service**

### **Ad hoc Reviewing**

- 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, Transactions on Computer-Human Interaction, Information Research, Information and Management
- 2012 Reviewer, Electronic Commerce Research, International Journal of Information Management, Journal of Information Science, Communication Research, International Journal of Internet Science, Journal of Organizational Computing and Electronic Commerce, Social Science Computer Review, Information Research, MIS Quarterly, Journal of Organizational Computing and Electronic Commerce, Library and Information Science, IEEE Transactions on Multimedia, Advances in Human-Computer Interaction (2x), Journal of Theoretical and Applied Electronic Commerce Research (3x), ACM Transactions on Computer-Human Interaction
- 2011 Reviewer, IEEE Transactions on Multimedia, Information Technology and People, Journal of Computer-Mediated Communication (2x), Sage Publishing, Electronic Commerce Research, International Journal of Electronic Commerce, Journal of Interactive Marketing (2x), ACM Transactions on the Web, ACM Transactions on Computer-Human Interaction
- 2010 Reviewer, International Journal of Information Management (2x), ACM Transactions on the Web, Social Science Computing Review, MIS Quarterly, International Journal of Human-Computer Studies, PLoS One, Information Research, Netherlands Organisation for Scientific Research, Computing Surveys, Information Sciences, Future Internet, International Information and Library Review, International Journal of Internet Science, Behaviour & Information Technology, Journal of Media Economics

**Reviewer  
Award**

## **Professional Service**

### **Ad hoc Reviewing**

- 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
- 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.

## **Professional Service**

### **Grant Reviewing**

- 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**

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

## **Professional Service**

### **Other**

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

## **Professional Service**

### **Conference Activities**

- 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.

## **Professional Service**

### **Conference Activities**

- 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.
- 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, 7<sup>th</sup> International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management, Lisbon, Portugal. 12-14 Nov.
- 2015 Meta-Reviewer, Papers and Posters, 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: 3<sup>rd</sup> International Information Systems for Crisis Response and Management Conference (ISCRAM 2014), State College, PA. May 2014.
- 2014 Reviewer, ACM CHI Conference on Human Factors in Computing Systems, Toronto, Canada. 26 April – 1 May.
- 2013 Reviewer, Papers, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, Posters, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, 22<sup>nd</sup> International World Wide Web Conference (WWW 2013). 13<sup>th</sup>-17<sup>th</sup>, May, Rio de Janeiro, Brazil.
- 2013 Program Committee: European Conference on Information Retrieval (ECIR 2013) Workshop on Group Membership and Search (GRUMPS), 24 March, Moscow, Russia
- 2013 Program Committee: Sixth ACM WSDM Conference on Web Search and Data Mining Workshop on Web Search Click Data, 4-8 February, Rome, Italy.
- 2012 Program Committee: Fourth Information Interaction in Context Conference (IIIX 2012), Nijmegen, the Netherlands, 21-24 August 2012.

## **Professional Service**

### **Conference Activities**

- 2011 Session Track Chair, 74<sup>th</sup> Annual Meeting of the American Society for Information Science and Technology (ASIST 2011). 9-13 October. New Orleans, LA.
- 2011 Program Committee, iConference. Toronto, Canada, 7-10 February.
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011), Best Paper Committee, Dublin, Ireland, 19-21 April 2011
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011), Workshop on Information Retrieval Over Query Sessions, Dublin, Ireland, 19-21 April 2011.
- 2011 Program Committee: 12<sup>th</sup> ACM Conference on Electronic Commerce (EC11). San Jose, CA. 5-9 June.
- 2011 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2011). Amsterdam, the Netherlands, 19-22 September 2011.
- 2011 Program Committee: 33<sup>rd</sup> European Conference on Information Retrieval (ECIR 2011). Dublin, Ireland. 18-21 April.
- 2010 Program Committee, American Society for Information Science and Technology Annual Meeting 2010. Pittsburgh, PA. 22-27 October.
- 2010 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2010). Padua, Italy, 20-23 September.
- 2010 Program Committee: LREC 2010 Workshop on Web Logs and Question Answering (WLQA2010). Malta, 22 May.
- 2010 Program Committee: 32<sup>st</sup> European Conference on Information Retrieval (ECIR 2010). Keynes, UK. 28-31 March.
- 2009 Program Committee: Web Information and Data Management. 19<sup>th</sup> International Conference on Information and Knowledge Management (CIKM 2009). Hong Kong. 6 November.
- 2009 Program Committee: Workshop on the Analysis of System Logs. 22<sup>nd</sup> ACM Symposium on Operating Systems Principles. Big Sky, MT. 14 October.
- 2009 Program Committee: Collaborative Information Behavior. GROUP 2000. Sanibel Island, Florida. 10 May.
- 2009 Program Committee: Qualitative and Quantitative Methods in Libraries International Conference (QQML2009). Chania, Crete, Greece, 26-29 May.

## **Professional Service**

### **Conference Activities**

- 2009 Program Committee: 31<sup>st</sup> European Conference on Information Retrieval (ECIR 2009). Toulouse, France. 6-9 April.
- 2009 Reviewer, ACM Conference on Computer Human Interaction 2009 (CHI 2009), Boston, MA, 4 – 9 April.
- 2008 Reviewer, 18<sup>th</sup> Conference on Information and Knowledge Management (CIKM 2008). Napa Valley, California. 26-30 October.
- 2008 Program Committee: Workshop on Human-Computer Interaction and Information Retrieval (HCIR 2008). Redmond, Washington. 23 October.
- 2008 Program Committee: 1<sup>st</sup> Information Interaction in Context Symposium (IiX 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, 8<sup>th</sup> World Congress on the Management of eBusiness. Toronto, Canada. 11-13 July.
- 2007 Program Committee, WWW'07 Workshop on Query Log Analysis: Social and Technological Challenges. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, WWW'07 Workshop on Sponsored Search. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, Chi'07 Workshop on Exploratory Search and HCI: Designing and Evaluating Interfaces to Support Exploratory Search Interaction. ACM CHI2005, Conference on Human Factors in Computing Systems (CHI'07), San Jose, CA. 29 April 2007.
- 2007 Program Committee, IEEE Intelligence and Security Informatics Conference (ISI 2007), New Brunswick, NJ. 23 – 24 May, 2007.

## **Professional Service**

### **Conference Activities**

- 2006 Program Committee: 2006 Research Symposium of the Special Interest Group on Human-Computer Interaction. American Society for Information Science and Technology. Austin, Texas. 5 November 5, 2006
- 2006 Reviewer, Hawaii International Conference on System Sciences 2007. Waikoloa, Big Island, Hawaii. 3-6 January, 2007.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 16 -19 April 2007.
- 2006 Reviewer for SIGIR 2006 Workshop on Evaluating Exploratory Search Systems. The 29<sup>th</sup> Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). 6-11 August. Seattle, Washington.
- 2006 Program Committee: 4<sup>th</sup> International Conference on Information Technology: New Generations, 16-19 April, 2007, Las Vegas, Nevada.
- 2006 Program Committee: 1<sup>st</sup> Information Interaction in Context Symposium (IiX symposium). Copenhagen, Denmark. 18-20 October 2006.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 10 – 12 April 2006.
- 2006 Reviewer, The Fourth Annual Pre-ICIS Workshop on HCI Research in MIS, International Conference on Information Systems, 2005.
- 2006 Reviewer, Human Factors and Ergonomics Society 49<sup>th</sup> Annual Meeting, 2005.
- 2006 Program Committee: IEEE 6<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April 2005.
- 2006 Program Committee: the 5<sup>th</sup> International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.
- 2006- 2002 Reviewer, ACM SIGIR International Conference on Information Retrieval.
- 2006 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 4-6 April 2005.
- 2005 Program Committee, IEEE 6<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2005.
- 2005 Program Committee, the 5<sup>th</sup> International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.

## **Professional Service**

### **Conference Activities**

- 2004 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5<sup>th</sup> International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2004.
- 2004 Reviewer, ACM CHI2005, Conference on Human Factors in Computing Systems
- 1998 Session Moderator, New Engineering Educators Conference, June 1998, Seattle, Washington.
- 1998 Co-organizer for ACM Computer Science Education Research Competition, February 1998, Atlanta, Georgia.
- 1998 Reviewer, New Engineering Educators Conference
- 1998 Reviewer, American Society for Engineering Education National Conference
- 1997 Session Moderator for American Society for Engineering Education National Conference, June 1997, Milwaukee, Wisconsin.

### **Advisory Boards**

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

- Keynote, 13th ACS/IEEE International Conference on Computer Systems and Applications (AICCSA 2016). 29 Nov – 02 Dec. 2016, Agadir, Morocco.  
<http://jimjansen.blogspot.com/2016/11/social-media-conversations-using-cross.html>

## **Invited Talks (Selected)**

- 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>
- 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/casualivingconference/2012/index.html>

## **Invited Talks (Selected)**

Keynote, The Direct Marketing Association of Washington (DMAW) Professor Institute. 3-4 January 2012, Washington. DC.

[http://www.dmawef.org/Professors\\_Page/Professors\\_Page.html](http://www.dmawef.org/Professors_Page/Professors_Page.html)

Presentation, 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.

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

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

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

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

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

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

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

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**

American Society for Information Science and Technology (ASIST)

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

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

## Appendix B Testimony Cases Last Four Years

Year Retained	Deliverables	Retained by	Case
2016	Deposition Report	Plaintiff	Jane Doe v. Transocean Offshore Deepwater Drilling Inc.; BHP Billiton Petroleum (Deepwater) Ltd.; Schlumberger Technology Corporation; Aramark Services, Inc., and RPS Group, Inc., Cause No. 2016-14927, In the 151st Judicial District Court of Harris County, Texas  Law Firm: Arnold & Itkin LLP
2016	Deposition Report	Plaintiff	██████████ L. ██████████, Plaintiff, v. GHISLAINE MAXWELL, Defendant. Case #: 1:15-cv-07433 United States District Court Southern District of New York  Law Firms: Boies Schiller & Flexner LLP and Jaffe, Weissing, Edwards, Fistos & Lehrman, P.L.
2015	Testimony Deposition Report	Plaintiff	WICKFIRE, LLC, Plaintiff, v. TRIMAX MEDIA, INC., LAURA WOODRUFF, WREI, INC., JOSH WEST, Defendants. CIVIL ACTION NO. 1:14-CV-34. IN THE UNITED STATES DISTRICT COURT FOR THE WESTERN DISTRICT OF TEXAS AUSTIN DIVISION  Law Firms: Bracewell & Giuliani LLP, Denko Coburn Lauff LLP, Dykema Cox Smith, Susman Godfrey LLP, and Atlas Law PLLC,
2014	Testimony Deposition Report	Plaintiff	ERIN ANDREWS, Plaintiff, vs MARRIOTT INTERNATIONAL, INC., a Delaware Corporation; WESTEND HOTEL PARTNERS, LLC dba NASHVILLE MARRIOTT AT VANDERBILT UNIVERSITY, a Delaware Limited Liability Company, and MICHAEL DAVID BARRETT, an individual, Defendants. CASE NO. 11C4831, which is pending in the Circuit Court for Davidson County Tennessee at Nashville.  Law Firm: Greene Broillet & Wheeler LLP
2015	Deposition Report	Plaintiff	ENCORE MEDIA METRICS, LLC fka SPUR DIGITAL L.P., dba SPUR INTERACTIVE and STEVE LATHAM VS ADOMETRY, INC. fka CLICK FORENSICS, INC. Cause 2012-44351 / Court: 281. (The District Court of Travis County, Texas.)  Law Firms: Watts & Guerra LLP and DiNovo Price Ellwanger & Hardy LLP

<b>Year Retained</b>	<b>Deliverables</b>	<b>Retained by</b>	<b>Case</b>
2014	Deposition, Report	Defendant	<p>M.B. AS NEXT FRIEND OF J.B., A MINOR <i>Plaintiffs</i>, V. CAMP STEWART FOR BOYS, INC., AMERICAN INSTITUTE FOR FOREIGN STUDY, INC. D/B/A CAMP AMERICA, AND SCOTT ASH JAMES ZIRUS <i>Defendant</i>. NO. 5:12-CV-1133 (Western District of Texas)</p> <p>Law Firm: Rymer, Moore, Jackson, &amp; Echols PC</p>
2014	Testimony, Deposition, Report	Defendant	<p>REAL LOCAL PAGE PARTNERS, LLC, Claimant, v. PAYMENT ALLIANCE INTERNATIONAL, INC., Respondent &amp; PAYMENT ALLIANCE INTERNATIONAL, INC. Counter-Claimant, v. REAL LOCAL PAGE PARTNERS, LLC, Counter-Respondent. CASE NO. 32 147 Y 0021413. AMERICAN ARBITRATION ASSOCIATION, MIAMI, FLORIDA</p> <p>Law Firm: Kirkland &amp; Ellis LLP</p>

## Appendix C Documents Referenced

### Web Services

- Alexa [www.alexa.com/](http://www.alexa.com/)
- Bing Search Engine <https://www.bing.com/>
- Google Keyword Tool <https://adwords.google.com/KeywordPlanner>
- Google Search Engine [www.google.com/](http://www.google.com/)
- Google Trends <https://www.google.com/trends/>
- Microsoft Bing Keyword Tool [www.bing.com/toolbox/keywords](http://www.bing.com/toolbox/keywords)
- Quantcast <https://www.quantcast.com>
- SimilarWeb [www.similarweb.com/](http://www.similarweb.com/)

### Reports and Articles Referenced

- FILTHY RICH - PATTERSON, JAMES/ CONNOLLY, JOHN (CON)/ MALLOY, TIMOTHY (CON) - NE [http://www.ebay.com.au/itm/FILTHY-RICH-PATTERSON-JAMES-CONNOLLY-JOHN-CON-MALLOY-TIMOTHY-CON-NE/192248712306?\\_trkparms](http://www.ebay.com.au/itm/FILTHY-RICH-PATTERSON-JAMES-CONNOLLY-JOHN-CON-MALLOY-TIMOTHY-CON-NE/192248712306?_trkparms)
- Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy: The Shocking True Story of Jeffrey Epstein [https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)
- Florida Ponzi schemer jailed for \$1.2billion fraud currently serving a 50-year sentence and his wife officially divorce <http://www.dailymail.co.uk/news/article-3169768/Divorce-finalized-1-2B-Ponzi-schemer-Rothstein.html#ixzz4w3nn9pfa>
- James Patterson and John Connolly (2016) Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him, and All the Justice that Money Can Buy - The Shocking True Story of Jeffrey Epstein. Little, Brown and Company.
- Miami, FL - Ponzi Schemer Scott Rothstein Gets 50-year Sentence <https://www.vosizneias.com/57450/2010/06/09/miami-fl-ponzi-schemer-scott-rothstein-gets-50-year-sentence/>
- Nielsen Online Ratings Metrics Guidelines. <http://digitalmeasurement.nielsen.com/files/metrics-guidelines.pdf>
- Patterson takes on sordid Jeffrey Epstein case in 'Filthy Rich' <https://www.usatoday.com/story/.../filthy-rich-jeffrey-epstein...patterson.../91605266/>
- Ponzi schemer Scott Rothstein lied to feds and should serve 50-year prison term, prosecutors say <http://www.sun-sentinel.com/local/broward/fl-reg-scott-rothstein-no-sentence-reduction-20170926-story.html>
- Rothstein Reveals How \$1.2 Billion Ponzi Scheme Money Was Spent <http://miami.cbslocal.com/2011/12/30/rothstein-reveals-how-1-2-billion-ponzi-scheme-money-was-spent/>
- Rothstein Sentenced to 50 Years Behind Bars <http://www.nbcmiami.com/news/local/Rothstein-Sentenced-95951004.html>

- [Scott Rothstein Charged with Racketeering](https://www.cbsnews.com/news/scott-rothstein-charged-with-racketeering/) <https://www.cbsnews.com/news/scott-rothstein-charged-with-racketeering/>
- [Scott Rothstein's Cheating Life](http://www.browardpalmbeach.com/news/scott-rothsteins-cheating-life-6444966) <http://www.browardpalmbeach.com/news/scott-rothsteins-cheating-life-6444966>
- [South Florida lawyer Scott Rothstein faces arrest in Ponzi scheme](http://www.tampabay.com/news/politics/stateroundup/south-florida-lawyer-scott-rothstein-faces-arrest-in-ponzi-scheme/1055500) <http://www.tampabay.com/news/politics/stateroundup/south-florida-lawyer-scott-rothstein-faces-arrest-in-ponzi-scheme/1055500>
- Teevan, J., Adar, E., Jones, R. and Potts, M. (2006). History repeats itself: repeat queries in Yahoo's logs. In Proceedings of the 29th annual international ACM SIGIR conference on Research and development in information retrieval (SIGIR '06). ACM, New York, NY, USA, 703-704.
- [The Ultimate Ponzi: Scott Rothstein Book Excerpts Reveal Juicy Details](https://www.huffingtonpost.com/2013/03/12/scott-rothstein-book-the-ultimate-ponzi_n_2862093.html) [https://www.huffingtonpost.com/2013/03/12/scott-rothstein-book-the-ultimate-ponzi\\_n\\_2862093.html](https://www.huffingtonpost.com/2013/03/12/scott-rothstein-book-the-ultimate-ponzi_n_2862093.html)
- [Triangulation \(social science\)](http://en.wikipedia.org/wiki/Triangulation_%28social_science%29) [http://en.wikipedia.org/wiki/Triangulation\\_%28social\\_science%29](http://en.wikipedia.org/wiki/Triangulation_%28social_science%29)
- [U.S. Digital Advertising Will Make \\$83 Billion This Year, Says EMarketer](http://www.adweek.com/digital/u-s-digital-advertising-will-make-83-billion-this-year-says-emarketer/) <http://www.adweek.com/digital/u-s-digital-advertising-will-make-83-billion-this-year-says-emarketer/>

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- <https://www.pressreader.com/usa/new-york-post/20171005/281951723026328>
- <http://www.palmbeachdailynews.com/news/jeffrey-epstein-amends-lawsuit-claims-victims-attorney-threatened-depose-his-friends/MhBMGtDpW452tI40FvWTtN/>
- <http://www.palmbeachdailynews.com/news/local/newest-lawsuit-against-epstein-expected-include-victim-testimony/CZ14s0ESb0Q4rib7njc1hL/>
- <http://www.nydailynews.com/entertainment/gossip/billionaire-jeffrey-epstein-shells-money-latest-sex-abuse-lawsuit-article-1.436147>
- <http://www.palmbeachpost.com/news/crime--law/billionaire-sex-offender-drops-suit-against-scott-rothstein-and-one-his-partners/Fzusj9yXeAMhC0uGoDig5K/>
- <http://www.telegraph.co.uk/news/worldnews/northamerica/usa/8363169/Jeffrey-Epstein-kept-a-diary-of-his-under-aged-victims.html>
- <http://www.palmbeachpost.com/news/crime--law/epstein-paid-three-women-million-end-underage-sex-lawsuits/8GEJk4YYa2X4ffig4HAqyJ/>
- <http://www.palmbeachdailynews.com/news/national/epstein-drops-claims-against-victims-attorney/kzSUXPWvYwQlqXNzJWichO/>
- <http://www.dailymail.co.uk/news/article-2584882/Clinton-links-Andrews-billionaire-pervert-friend-Flight-logs-former-President-flew-ten-times-private-jet-visited-Caribbean-island.html>
- [https://www.buzzfeed.com/kenbensinger/clinton-epstein-innuendo?utm\\_term=.oeVGJ0nvYR#.xp2Mry2z7p](https://www.buzzfeed.com/kenbensinger/clinton-epstein-innuendo?utm_term=.oeVGJ0nvYR#.xp2Mry2z7p)

- <http://www.dailymail.co.uk/news/article-2584882/Clinton-links-Andrews-billionaire-pervert-friend-Flight-logs-former-President-flew-ten-times-private-jet-visited-Caribbean-island.html>
- <http://www.palmbeachpost.com/news/crime--law/trial-date-set-for-lawsuit-against-billionaire-sex-offender-epstein/VJbBnxT9PK4AXk0mbLchBK/>
- <http://www.telegraph.co.uk/news/uknews/theroyalfamily/8374911/Convicted-paedophile-Jeffrey-Epstein-is-facing-a-new-criminal-investigation-and-is-involved-in-a-civil-suit-with-a-lawyer.html>
- <http://www.palmbeachdailynews.com/news/claim-epstein-filed-lawsuit-intimidate-attorney-edwards-prosecuting-sex-abuse-cases/OHR8Q4HUTXDycz4u5nzYIK/>
- [http://www.abajournal.com/news/article/imprisoned\\_ex-attorney\\_scott\\_rothstein\\_other\\_lawyers\\_had\\_some\\_knowledge\\_of/](http://www.abajournal.com/news/article/imprisoned_ex-attorney_scott_rothstein_other_lawyers_had_some_knowledge_of/)
- <https://www.scribd.com/document/253183256/JEFFREY-EPSTEIN-Plaintiff-vs-SCOTT-ROTHSTEIN-individually-and-BRADLEYJ-EDWARDS-individually>
- <http://www.floridabulldog.org/tag/bradley-edwards/>
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- <https://www.slideshare.net/hypnoticwarning27/alan-dershowitzs-recurring-nightmare-accusations-of-involvement-in-sex-scandal-may-be-older-than-you-thought>
- <https://www.sott.net/article/363729-Testimony-reveals-Jeffrey-Epstein-paid-5-5-million-to-settle-under-age-sex-lawsuits-from-3-women>
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- [https://books.google.com.qa/books?id=zOH-CwAAQBAJ&dq=Filthy+Rich:+A+Powerful+Billionaire&hl=en&sa=X&redir\\_esc=y](https://books.google.com.qa/books?id=zOH-CwAAQBAJ&dq=Filthy+Rich:+A+Powerful+Billionaire&hl=en&sa=X&redir_esc=y)
- <http://www.palmbeachdailynews.com/news/crime--law/appellate-court-reverses-palm-beach-sex-offender-jeffrey-epstein-victory/FiP8z4b5cZdfsmX7Ma4LsL/>
- <https://www.scribd.com/document/253183256/JEFFREY-EPSTEIN-Plaintiff-vs-SCOTT-ROTHSTEIN-individually-and-BRADLEYJ-EDWARDS-individually>
- <http://law.justia.com/cases/florida/fourth-district-court-of-appeal/2015/4d14-2282.html>
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**Appendix E Some of the many links to the book, *Filthy Rich: A Powerful Billionaire, the Sex Scandal that Undid Him*, and *All the Justice that Money Can Buy: The Shocking True Story of Jeffrey Epstein* by James Patterson (Author), John Connolly (Author)**

- [https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?\\_encoding=UTF8&btkr=1](https://www.amazon.com/dp/B01EFL9BMC/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1)
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