|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Speaker | Average Strongly Agree | YouTube live streamers | Total YouTube views | Total YouTube Watch Time | Newsletter Opens | Newsletter Clicks | Clusters |
| Dr. Orlando Lopez | 55% | 6 | 157 | 11.7 | 157 | 6 | 2 |
| Dr. Maria Sundaram | 40% | 25 | 342 | 48.9 | 147 | 8 | 2 |
| NHLBI Panel | 40% | 8 | 122 | 15.2 | 160 | 6 | 2 |
| Dr. Adam Atherly | 50% | 6 | 79 | 9.2 | 148 | 6 | 2 |
| Dr. Shane Henderson | 60% | 4 | 65 | 5.9 | 149 | 8 | 2 |
| Dr. Melody Greer | 50% | 7 | 32 | 4.2 | 149 | 7 | 2 |
| Dr. Michael Lipton | 50% | 7 | 147 | 24.6 | 141 | 8 | 2 |
| Dr. Herbert Sauro | 50% | 10 | 105 | 16 | 165 | 11 | 2 |
| Dr. Navid Ghaffarzadegan | 20% | 8 | 93 | 8.2 | 144 | 8 | 2 |
| Dr. Jennifer Ahern | 87% | 7 | 49 | 4.6 | 170 | 7 | 2 |
| Dr. Vinay Pai | 80% | 4 | 52 | 7.3 | 151 | 6 | 1 |
| Panorama Group | 75% | 26 | 35 | 6.5 | 150 | 6 | 1 |
| Dr. Van Panhuis | 60% | 16 | 106 | 12.1 | 169 | 5 | 1 |
| Dr. Paul Perrin | 48% | 5 | 24 | 2.8 | 160 | 6 | 0 |
| Dr. Madhav Marathe | 80% | 6 | 25 | 2.2 | 154 | 7 | 1 |
| Dr. Folashade Agusto | 32% | 4 | 106 | 12.6 | 172 | 11 | 1 |
| Dr. Katherine Kim | 60% | 7 | 98 | 12.2 | 162 | 8 | 1 |
| Dr. Mike Famulare | 73% | 5 | 63 | 8.6 | 171 | 6 | 1 |
| Dr. Shweta Bansal | 37% | 5 | 116 | 10.1 | 155 | 4 | 0 |
| Dr. Chris Murray | 63% | 10 | 137 | 15.1 | 156 | 10 | 0 |
| Dr. Jaxon Xu | 40% | 4 | 86 | 7.9 | 149 | 5 | 0 |
| Dr. Sen Pei | 52% | 5 | 56 | 7.4 | 140 | 2 | 0 |
| Dr. Vivien Bonazzi | 40% | 3 | 71 | 7.6 | 146 | 9 | 0 |

The table above highlights the average strongly agree selected across four questions of participants in evaluating each candidate descending order. As an example, Orlando Lopez received on average 55% strongly agree when participants where asked the following questions:

1. I look forward to future scheduled presentations in the Biomedical Data Science Seminar Series.
2. The lecture provided a useful overview that contained valuable information I expect to leverage in my research.
3. The lecture was pitched at the right level for the varied professional backgrounds of the audience.
4. Many of the questions asked and answered by the speaker were helpful for clarifying points unclear to me.

The table also shows the results of clustering the speakers based on evaluation, newsletter activity following the speaker and engagement on YouTube. As you can see from the image below and in reference to the cluster labels in the table there appears to be a rough grouping of high [red], medium [yellow] and low [blue] impact. We will use this information to further refine the selection of speakers moving forward.

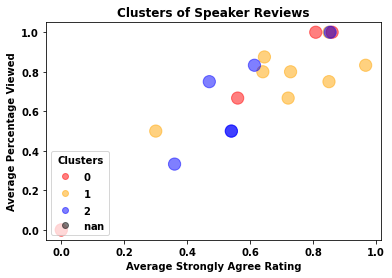


Table 2 below shows the standardized scores for each of the speakers across a variety of viewership measures. These include the number of viewers in real time, measures for impact on YouTube and data tracking the traffic through the weekly newsletter (No. of Opens/No. of Clicks). All these measures were set on the same scale between 0 and 1 then summed to generate the individual speaker impact scores seen in the fair right of the table. Some limitations in this process are related to the length of time that speakers YouTube videos were available online, as those that spoke earlier in the year are likely to have more views, total watch time and average percentage viewed. This is also true of the newsletter data but much less so as a large majority of the traffic in terms of clicks and opens happens the week following the lecture.

Table 2 Lecture Impact Scores

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Speaker | No. Innovation Lab attendees | No. YouTube live | No. of Total YouTube views | Total Watch Time | Average Percentage Viewed | No. of Opens | No. of Clicks | Impact Score |
| Dr. Orlando Lopez | 0.25 | 0.13 | 0.42 | 0.20 | 0.11 | 0.20 | 0.53 | 1.84 |
| Dr. Maria Sundaram | 0.25 | 0.96 | 1.00 | 1.00 | 0.14 | 1.00 | 0.22 | 4.57 |
| NHLBI Panel | 0.08 | 0.22 | 0.31 | 0.28 | 0.12 | 0.28 | 0.63 | 1.91 |
| Dr. Adam Atherly | 0.08 | 0.13 | 0.17 | 0.15 | 0.13 | 0.15 | 0.25 | 1.06 |
| Dr. Shane Henderson | 0.00 | 0.04 | 0.13 | 0.08 | 0.10 | 0.08 | 0.28 | 0.72 |
| Dr. Melody Greer | 0.17 | 0.17 | 0.03 | 0.04 | 0.23 | 0.04 | 0.28 | 0.96 |
| Dr. Michael Lipton | 0.25 | 0.17 | 0.39 | 0.48 | 0.18 | 0.48 | 0.03 | 1.98 |
| Dr. Herbert Sauro | 0.25 | 0.30 | 0.25 | 0.30 | 0.18 | 0.30 | 0.78 | 2.36 |
| Dr. Navid Ghaffarzadegan | 0.17 | 0.22 | 0.22 | 0.13 | 0.11 | 0.13 | 0.13 | 1.09 |
| Dr. Jennifer Ahern | 0.58 | 0.17 | 0.08 | 0.05 | 0.13 | 0.05 | 0.94 | 2.01 |
| Dr. Vinay Pai | 0.33 | 0.04 | 0.09 | 0.11 | 0.14 | 0.11 | 0.34 | 1.17 |
| Panorama Group | 0.67 | 1.00 | 0.03 | 0.09 | 0.06 | 0.09 | 0.31 | 2.26 |
| Dr. Van Panhuis | 1.00 | 0.57 | 0.26 | 0.21 | 0.15 | 0.21 | 0.91 | 3.31 |
| Dr. Paul Perrin | 0.67 | 0.09 | 0.00 | 0.01 | 0.16 | 0.01 | 0.63 | 1.57 |
| Dr. Madhav Marathe | 0.58 | 0.13 | 0.00 | 0.00 | 0.08 | 0.00 | 0.44 | 1.23 |
| Dr. Folashade Agusto | 0.67 | 0.04 | 0.26 | 0.22 | 0.13 | 0.22 | 1.00 | 2.54 |
| Dr. Katherine Kim | 0.58 | 0.17 | 0.23 | 0.21 | 0.16 | 0.21 | 0.69 | 2.26 |
| Dr. Mike Famulare | 0.67 | 0.09 | 0.12 | 0.14 | 0.13 | 0.14 | 0.97 | 2.25 |
| Dr. Shweta Bansal | 0.92 | 0.09 | 0.29 | 0.17 | 0.09 | 0.17 | 0.47 | 2.19 |
| Dr. Chris Murray | 0.67 | 0.30 | 0.36 | 0.28 | 0.13 | 0.28 | 0.50 | 2.51 |
| Dr. Jaxon Xu | 0.75 | 0.04 | 0.19 | 0.12 | 0.11 | 0.12 | 0.28 | 1.62 |
| Dr. Sen Pei | 0.50 | 0.09 | 0.10 | 0.11 | 0.16 | 0.11 | 0.00 | 1.07 |
| Dr. Vivien Bonazzi | 0.67 | 0.00 | 0.15 | 0.12 | 0.12 | 0.12 | 0.19 | 1.36 |