

Honors and Awards

- 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).
- 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 federate content Web collections*, Online Information Review, 30(5), 485-495.
- 2004 Worldwide press coverage for book Web Search: Public Searching of the Web, co-authored with Dr. Amanda Spink. Including AP, Yahoo! News, CNN, MSN, and numerous other television, radio, Web, and print outlets.
- 2003 Worldwide press coverage and interviews 6/30/2003-7/3/2003 reference article: Jansen, B. J., and Spink, A. (2003) *An analysis of Web pages retrieved and viewed*, IC'03: Internet Computing: Web Mining Session, Las Vegas, 4-6 June, 2003. Including: BBC, Irish Radio, Washington Times, Psychology Today, and several U.S. radio stations.
- 2003 **ISI Most Highly Cited Articles in 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), 117-128.
- 1998 **Top Paper Award** for: Spink, A., Bateman, J., and Jansen, B. J. (1998) *Users' searching behavior on the Excite Web search engine*, 1999 World Conference on the WWW and Internet, Orlando, Florida.
- 1997 **ACM Student Research Award** for: Jansen, B. J. (1997) *Simulated Annealing for Query Results Ranking*, Computer Science Education Conference, San Jose, CA. 28 – 30 February.
- 1992 **Writing and Research Award**, U.S. Marine Corps University.
- 1992 **Research Award from 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., Campese, 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 Sarmento. p. 50-72. Hershey, PA: Idea Group Publishing.

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.

Liu, Z., and **Jansen, B. J.** (2016) *ASK: A Taxonomy of Information Seeking Posts in Social Question and Answering*. Journal of the Association for Information Science and Technology.

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.

Refereed Journal Articles

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.

Mukherjee, P., Kozlek, B., **Jansen, B. J.**, Gyorke, A., and Camplesse, C. (2014) *Designing a Mobile and Socially Networked Learning Assistant for a University-level Keyword Advertising Course*. MERLOT Journal of Online Learning and Teaching. 10(3), 351-373.

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.

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.

Refereed Journal Articles

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

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.

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.

Refereed Journal Articles

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.

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.

The most cited article in IP&M published since 2008
[\(http://www.journals.elsevier.com/information-processing-and-management/most-cited-articles/\)](http://www.journals.elsevier.com/information-processing-and-management/most-cited-articles/)

Jansen, B. J. (2008) *Searching for digital Images on the Web*, Journal of Documentation. 64(1), 81-101.

Jansen, B. J. and Eastman, C. (2008) *Limitations of advanced searching techniques on Web search engines*, Journal of Electronic Resources in Law Librarianship. 1(1), 55-81.

Highly Cited

**Highly
Cited**

Refereed Journal Articles

Reddy, M. C. and **Jansen, B. J.** (2008) *A model for understanding collaborative information behavior in context: A study of two healthcare teams*, Information Processing & Management. 44 (1), 256-273.

One of the Top 25 most cited articles in IP&M published since 2008
[\(http://www.journals.elsevier.com/information-processing-and-management/most-cited-articles/\)](http://www.journals.elsevier.com/information-processing-and-management/most-cited-articles/)

Jansen, B. J., Zhang, M., and Spink, A. (2007) *Patterns and transitions of query reformulation during Web searching*, International Journal of Web Information Systems. 3(4), 328-340.

Jansen, B. J., Brown, A., and Resnick, M. (2007) *Factors relating to the decision to click-on a sponsored link*, Decision Support Systems. 44(1), 46-59.

Jansen, B. J. and Spink, A. (2007) *Sponsored search: Is money a motivator for providing relevant results?*, IEEE Computer. 40(8), 50-55.

Jansen, B. J. (2007) *Click fraud*. IEEE Computer. 40(7), 85-86.

Jansen, B. J. (2007) *The comparative effectiveness of sponsored and non-sponsored results for Web ecommerce queries*, ACM Transactions on the Web. 1(1), Article 3.

Jansen, B. J., Spink, A., Blakely, C., and Koshman, S. (2007) *Defining a session on Web search engines*, Journal of the American Society for Information Science and Technology. 58(6), 862-871.

Jansen, B. J., Spink, A., and Koshman, S. (2007) *Web searcher interactions with the Dogpile.com meta-search engine*, Journal of the American Society for Information Science and Technology. 58(5), 744-755.

Jansen, B. J., Mullen, T., Spink, A., and Pederson, J. (2006) *Automated gathering of Web information: An in-depth examination of agents interacting with search engines*, ACM Transactions on Internet Technology. 6(4), 442-464.

Jansen, B. J. and Resnick, M. (2006) *An examination of searcher's perceptions of non-sponsored and sponsored links during ecommerce Web searching*, Journal of the American Society for Information Science and Technology. 57(14), 1949-1961.

Koshman, S. Spink, A., **Jansen, B. J.**, Park, M., and Fields, C. (2006) *Web Searching on the Vivisimo search engine*, Journal of the American Society for Information Science and Technology. 57(14), 1875-1887.

Spink, A., **Jansen, B. J.**, Blakely, C., and Koshman, S. (2006) *Overlap among major search engines*, Journal of Internet Research: Electronic Networking Applications and Policy. 16(4), 419-426.

Refereed Journal Articles

Jansen, B. J. (2006) *Search log analysis: What is it; what's been done; how to do it*, Library and Information Science Research, 28(3), 407-432.

Paper Award Spink, A., and **Jansen, B. J.** (2006) *Searching multiple federate content Web collections*, Online Information Review. 30(5), 485-495.

Spink, A., Partridge, H., and **Jansen, B. J.** (2006) *Sexual/pornographic Web searching: Trends analysis*, First Monday. 11(9).

http://www.firstmonday.org/issues/issue11_9/spink/index.html.

Jansen, B. J. (2006) *Paid search*, IEEE Computer. 39(7), 88-90.

Spink, A., **Jansen, B. J.**, Blakely, C., and Koshman, S. (2006) *A study of results overlap and uniqueness among major Web search engines*, Information Processing & Management. 42(5), 1379-1391.

Jansen, B. J. (2006) *Using temporal patterns of interactions to design effective automated searching assistance systems*, Communications of the ACM. 49(4), 72-74.

Jansen, B. J. and Molina, P. (2006) *The effectiveness of Web search engines for retrieving relevant ecommerce links*, Information Processing & Management. 42(4), 1075-1098.

Jansen, B. J. and McNeese, M. D. (2005) *Evaluating the effectiveness of and patterns of interactions with automated assistance in IR systems*, Journal of the American Society for Information Science and Technology. 56(14), 1480-1503.

Most Accessed **Jansen, B. J.** and Spink, A. (2005) *How are we searching the World Wide Web?: An analysis of nine search engine transaction logs*, Information Processing & Management. 42(1), 248-263.

Routinely listed as one of the most downloaded articles published in IP&M (<http://www.journals.elsevier.com/information-processing-and-management/most-downloaded-articles/>)

Spink, A., Park, M., **Jansen, B. J.**, and Pedersen, J. (2005) *Multitasking during Web search sessions*, Information Processing & Management. 42(1), 264-275.

Jansen, B. J., Jansen, K. J., and Spink, A. (2005) *Using the Web to look for work: Implications for online job seeking and recruiting*, Journal of Internet Research: Electronic Networking Applications and Policy. 15(1), 49-66.

Jansen, B. J., Spink, A., and Pederson, J. (2005) *Trend analysis of AltaVista Web searching*, Journal of the American Society for Information Science and Technology. 56(6), 559-570.

Jansen, B. J. (2005) *Seeking and implementing automated assistance during the search process*, Information Processing & Management. 41(4), 909-928.

Refereed Journal Articles

Jansen, B. J., Spink, A., and Pederson, J. (2005) *The effect of specialized multimedia collections on Web searching*, Journal of Web Engineering. 3(3/4), 182-199.

Spink, A. and **Jansen, B. J.** (2005) *A study of Web search trends*, Webology. 1(2), Article 4, Available at: <http://www.webology.ir/2004/v1n2/a4.html>.

Jansen, B. J. and Spink, A. (2004) *An analysis of Web searching by European Alltheweb.com users*, Information Processing & Management. 41(2), 361-381.

Spink, A., **Jansen, B. J.**, and Pedersen, J. (2004) *Searching for people on Web search engines*, Journal of Documentation. 60, (3), 266-278.

Spink, A., Yang, Y., **Jansen, B. J.**, Nukanen, P., Ozmutlu, S., and Ozmutlu, C. (2004) *Medical and health Web searching: an exploratory study*, Health Information and Libraries Journal. 21(1), 44-51.

Jansen, B. J. and Pooch, U. (2004) *Improving IR system performance using software integration*, Journal of Internet Research: Electronic Networking Applications and Policy. 14(1), 19-33.

Spink, A., Koricich, A., and **Jansen, B. J.** (2004) *Sexual searching on Web search engines*, Cyber-psychology and Behavior. 7(1), 65-72.

Eastman, C. and **Jansen, B. J.** (2003) *Coverage, relevance, and ranking: the impact of query operators on Web search engine results*, ACM Transactions on Information Systems. 21(4), 383-411.

Spink, A., **Jansen, B. J.**, Wolfram, D., and Saracevic, T. (2002) *From e-sex to e-commerce: Web search changes*, IEEE Computer. 35(3), 107-111.

Wolfram, D., Spink, A., **Jansen, B. J.**, and Saracevic, T. (2001) *Vox populi: The public searching of the Web*, Journal of the American Society for Information Science and Technology. 52(12), 1073-1074.

Highly Cited

Jansen, B. J. and Pooch, U. (2001) *Web user studies: A review and framework for future work*, Journal of the American Society for Information Science and Technology. 52(3), 235-246.

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

Highly Cited

Spink, A., Wolfram, D., **Jansen, B. J.**, and Saracevic, T. (2001). *Searching of the Web: the public and their queries*, Journal of the American Society for Information Science and Technology. 52(3), 226-234.

Recognized as the most highly cited paper in JASIST published since 2001
http://www.asis.org/Bulletin/Aug-12/AugSep12_Bar-Ilan.html

Refereed Journal Articles

ISI Paper
Award

Brown, G., Fisher, M., Stoll, N., Beeksma, D., Black, M., Taylor, R., Choe, S., Williams, A., Bryant, W., and **Jansen, B. J.** (2000) *Leveraging a Y2K evaluation to improve information systems architecture*, *Communications of the ACM*. 43(10), 90-97.

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*. 36(2), 207-227.

Jansen, B. J., Goodrum, A., and Spink, A. (2000) *Searching for multimedia: video, audio, and image Web queries*, *World Wide Web Journal*. 3(4), 249-254.

Spink, A., **Jansen, B. J.**, and Ozmutlu, C. (2000) *Use of query reformulation and relevance feedback by Web users*, *Journal of Internet Research: Electronic Networking Applications and Policy*. 10(4), 317-328.

Schmoyer, T. and **Jansen, B. J.** (2000) *An adaptive hypermedia system for improving an organization's customer support*, *WebNet Journal*. 2(4), 30-35.

Jansen, B. J. (2000) *An investigation into the use of simple queries on Web IR systems*, *Information Research: An Electronic Journal*. 6(1). <http://informationr.net/ir/6-1/paper87.html>

Paper
Award

Spink, A., Bateman, J., and **Jansen, B. J.** (1999) *Searching the Web: A survey of Excite users*, *Journal of Internet Research: Electronic Networking Applications and Policy*. 9(2). 117-128.

Spink, A., Bateman, J., and **Jansen, B. J.** (1998) *Searching heterogeneous collections on the Web: Behavior of Excite users*, *Information Research: An Electronic Journal*. 5(2). <http://informationr.net/ir/4-2/paper53.html>

Jansen, B. J. (1997) *Using an intelligent agent to enhance the performance of an information retrieval engine*, *First Monday*. 2(3). http://www.firstmonday.dk/issues/issue2_3/jansen/index.html

Book Reviews

Jansen, B. J. (2008) Book review: *Making Sense of Data: A Practical Guide to Exploratory Data Analysis and Data Mining* by Glenn J. Myatt. Wiley. 2007 pages 280. \$74.95. *Information Processing & Management*. 44(2), 978-979.

Jansen, B. J. (2007) Book review: *The Long Tail: Why the Future of Business is Selling Less or More*. By Chris Anderson. Hyperion: New York. 2006. \$24.95 ISBN: 1-4013-0237-8. *Information Processing & Management*. 43(4), 1147-1148.

Book Reviews

Jansen, B. J. (2007) Book review: *The Craft of Research*, 2nd edition (Chicago Guides to Writing, Editing, and Publishing) (Paperback) by Wayne C. Booth, Joseph M. Williams, Gregory G. Colomb. Paperback: 336 pages. University of Chicago Press; 2nd edition. ISBN: 0226065685. Information Processing & Management. 43(3), 827-828.

Jansen, B. J. (2007) Book review: *Effective Expert Witnessing*, Fourth Edition, by Jack V. Matson, Suha F. Daou, and Jeffrey G. Soper. 160 pages. CRC. ISBN: 0849313015. \$99.95. Information Processing & Management. 43(3), 830-831.

Jansen, B. J. (2007) Book review: *Messages, Meanings and Symbols: The Communication of Information*. By Charles T. Meadow. Lanham, MD: Scarecrow Press, 2006. 264 pp. \$40.00 (paper). ISBN 0-8108-5271-3. Library and Information Science Research. 29(2), 303-304.

Jansen, B. J. (2006) Book review: *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed our Culture*. by John Battelle. Penguin Group. 311 pages. Cost: \$25.95. ISBN: 1591840880. Information Processing & Management. 42(5), 1399-1401.

Jansen, B. J. (2006) Book review: *Theories of Information Science Behavior*. 2005, Edited by Karen E. Fisher, Sandra Erdelez, and Lynn (Ed.) McKechnie. ASIST Monograph Series. Information Today, Inc. Medford, New Jersey. 431 pages. Cost: \$49.50. Information Processing & Management. 42(5), 1392-1395.

Jansen, B. J. (2005) Book review: *Mining the Web: Discovering Knowledge from Hypertext Data*. 2002. Soumen Chakrabarti. Morgan-Kaufmann Publishers, 352 pages. Cost: \$54.95. ISBN: 1-55860-754-4. Information Processing & Management. 42(1), 317-318.

Non-refereed Articles

Jansen, B. J., Chowdhury, A., and Cook, G. (2010) *The Ubiquitous and Increasingly Significant Status Message*. Interactions. May/June, 15-17.

Jansen, B. J., Hudson, K., Hunter, L., Liu, F., and Murphy, J. (2008) *The Google Online Marketing Challenge: Real-World Learning with Real Clients, Real Money, and Real Advertising Campaigns*, Journal of Interactive Advertising. 9(1), <http://www.jiad.org/article109>

Jansen, B. J. (2008) *Sponsored search*, International Journal of Electronic Business. 6(2), 112-113.

Edmonds, A., Hawkey, K., **Jansen, B. J.**, Kellar, M., and Turnbull, D. (2007) *Editorial for Special Issue on Logging Traces of Web*, Journal of Web Engineering. 6(3), 193-195.

Jansen, B. J. (2006) *Paid search as an information seeking paradigm*, Bulletin of the American Society for Information Science and Technology. 32(2), 7-8.

Spink, A., Ozmutlu, S., Ozmutlu, H. C., and **Jansen, B. J.** (2002) *U.S. versus European Web searching trends*, SIGIR Forum. 32(1), 30-37.

Non-refereed Articles

Jansen, B. J., Riedt, R., and Turner, J. (2002) *Hitting the moving technology target*, SIGNAL: International Journal of AFCEA. 56(80), 65.

Schmoyer, T. and **Jansen, B. J.** (2001) *Personalized computer interaction improves customer service*, SIGNAL: International Journal of AFCEA. 55(9), 63-65.

Jansen, B. J. and Spink, A. (2000) *Methodological approach in discovering user search patterns through Web log analysis*, Bulletin of the American Society for Information Science and Technology. 27(1), 15-17.

Jansen, B. J., Spink, A., Bateman, J., and Saracevic, T. (1998) *Real life information retrieval: A study of user queries on the Web*, SIGIR Forum. 32(1), 5 -17. 128.

Crow, D. and **Jansen, B. J.** (1998) *Seminal works in computer human interaction*, SIGCHI Bulletin. 30(3), 24-28.

Jansen, B. J. (1998) *The graphical user interface: An introduction*, SIGCHI Bulletin. 30(2), 22-26.

Manuscripts Accepted for Publication

Liu, Z., and **Jansen, B. J.** (forthcoming) *Predicting the Response Rate in Social Question and Answering on Sino Weibo*. Information Processing & Management.

Liu, Z., and **Jansen, B. J.** (forthcoming) *Identifying the Desire to Help: Predicting User Willingness for Knowledge Sharing in Social Question and Answer*. Information Processing & Management.

Manuscripts Submitted for Publication

Mukherjee, P. and **Jansen, B. J.** (under review) *Brand Conversing and Brand Searching: A Temporal Analysis of Social Media and Search Concerning Super Bowl 2015 Commercials*. Internet Research.

Refereed Conference Proceedings

Brown, A., Lush, B., and **Jansen, B. J.** (under review) *Pixel Efficiency Analysis: A Methodology for Quantitative Web Analytics for Academic Library and Other Non-commercial Websites*. The First International Conference on Information Systems and Applications (ICISA2016), Manama, Kingdom of Bahrain. 17-18 Nov.

Refereed Conference Proceedings

Kwak, H., An, J. and **Jansen, B. J.** (2017) *Automatic Generation of Personas Using YouTube Social Media Data*. Hawaii International Conference on System Sciences (HICSS-50). Waikoloa, Hawaii. 4-7 January.

Gao, Y., Reddy, M., and **Jansen, B. J.** (2017) *ShopWithMe!: Collaborative Information Searching and Shopping for Online Retail*. Hawaii International Conference on System Sciences (HICSS-50). Waikoloa, Hawaii. 4-7 January.

Whitman, A. and **Jansen, B. J.** (2016) *Commercial Consequences of Amazon's Community Forums: The Case of the Kindle*. 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.

An, J., Kwak, H. and **Jansen, B. J.** (2016) *Validating Social Media Data for Automatic Persona Generation*. 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.

Das, A., Das, S.S., Ziegelmayer, J.L., **Jansen, B. J.** (2016) *Attention Allocation and Choice: An Eye-Tracking Study*. Annual Meeting of the Society for Judgment and Decision Making (SJDM2016). Boston, Massachusetts, 18-21 November.

Brown, A., Lush, B., and **Jansen, B. J.** (2016) *Pixel Efficiency Analysis: A Quantitative Web Analytics Approach*. 2016 Annual Meeting of the Association for Information Science and Technology, Copenhagen, Denmark, 14-18 Oct.

Mukherjee, P. and **Jansen, B. J.** (2016) *Formality Identification in Social Media Dialogue*. 2016 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP16). Washington DC p. 375-380. 21 June-1 July.

Wong, J.S., Pursel, B., Divinsky, A., and **Jansen, B. J.** (2016) *An Analysis of Cognitive Learning Context in MOOC Forum Messages*. ACM Conference on Human Factors in Computing Systems (CHI2016), San Jose, CA, USA, 7-12 May.

Gao, Y., Reddy, M., and **Jansen, B. J.** (2016) *Shopping as Searching: Collaborative Web Search in the Ecommerce Domain*. ACM Conference on Human Factors in Computing Systems (CHI2016), San Jose, CA, USA, 7-12 May.

Mukherjee, P. and **Jansen, B. J.** (2016) *Second Screen Interaction Analysis for IRL Events: Phase-Category Investigation of the Super Bowl 2015 Social Soundtrack*. The 7th International Conference on Information and Communication Systems (ICICS 2016). Irbid, Jordan. 5-7 April.

Mukherjee, P. and **Jansen, B. J.** (2015) *Correlation of Brand Mentions in Social Media and Web Searching Before and After Real Life Events: Phase Analysis of Social Media and Search Data for Super Bowl 2015 Commercials*. International Workshop on Event Analytics Using Social Media Data, IEEE International Conference on Data Mining (ICDM2015) Atlantic City, New Jersey. 14-17 Nov., p. 21-26.

Refereed Conference Proceedings

Wong, J.S., Pursel, B., Divinsky, A. and **Jansen, B. J.** (2015) *Analyzing MOOC Discussion Forum Messages to Identify Cognitive Learning Exchanges*. 2015 Annual Meeting of the Association for Information Science & Technology. St. Louis, Mo. 6-10 Nov.

Liu, Z., and **Jansen, B. J.** (2015) *Analysis of Question and Answering Behavior in Question Routing Services*. 21st International Conference on Collaboration and Technology (CRIWG 2015). Yerevan, Armenia. 22 – 25 Sept., p.72-85.

Liu, Z., and **Jansen, B. J.** (2015) *A Taxonomy for Classifying Questions Asked in Social Question and Answering*. ACM CHI Conference on Human Factors in Computing (CHI 2015), Seoul, South Korea, 18-23 Apr.

Coughlin, D. and **Jansen, B. J.** (2015) *Predicting Downloads of Academic Articles To Inform Online Content Management*. 6th International Conference on Information and Communication Systems (ICICS2015). Amman, Jordan. 8-9 Apr.

Wong, J.S., Pursel, B., Divinsky, A. and **Jansen, B. J.** (2015). *An Analysis of MOOC Discussion Forum Interactions from the Most Active Users*. 2015 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP15). Washington DC, p. 452-457. 31 Mar.-3 Apr.

Paper Award

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.

Mukherjee, P. and **Jansen, B. J.** (2015) *Analyzing Second Screen Based Social Soundtrack of TV Viewers from Diverse Cultural Settings*. 2015 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP15). Washington DC p. 375-380. 31 Mar.-3 Apr.

Ortiz-Cordova, A. and **Jansen, B. J.** (2015) *The Relationship Between Searching on Search Engines and Searching on Sites*. International Conference on Information Systems and Technologies (ICIST'2015). Istanbul, Turkey. 21-23 March.

Mukherjee, P. and **Jansen, B. J.** (2015) *Evaluating Pattern for Group Interactions using Second Screens*. In Computing, Networking and Communications Workshop (CNC), 2015 International Conference on Computing, Networking and Communications, Anaheim, CA. 16-19 Feb.

Mukherjee, P. and **Jansen, B. J.** (2015) *Evaluating Classification Schemes for Second Screen Interactions*, 2015 International Conference on Computing, Networking and Communications, Anaheim, CA. 16-19 Feb.

Mukherjee, P., Wong, J.S., and **Jansen, B. J.** (2014) *Patterns of Social Media Conversations Using Second Screens*. The Sixth ASE International Conference on Social Computing (SocialCom 2014). Stanford, CA. 27-31 May.

Refereed Conference Proceedings

Liu, Z., and **Jansen, B. J.** (2014) *Predicting Potential Responders in Social Q&A Based on non-QA Features*. ACM CHI Conference on Human Factors in Computing (CHI 2014), p. 2131-2136. Toronto, Canada. 26 April - 1 May.

Ortiz-Cordova, A. and **Jansen, B. J.** (2014) *Linking External and Internal Search: Investigating the Site Searching Patterns of Referred Searchers*. ACM CHI Conference on Human Factors in Computing Systems (CHI 2014), p. 1345-1350. Toronto, Canada. 26 April - 1 May.

Mukherjee, P. and **Jansen, B. J.** (2014) *Significance of Second Screen Interaction during Television Viewing*. The 2013 International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction (SBP), Washington DC. 2-4 April.

Coughlin, D. M., Campbell, M. C., and **Jansen, B. J.** (2013) *Measuring the Value of Library Content Collections*. 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.

Mukherjee, P. and **Jansen, B. J.** (2013) *Gender-Brand Effect of Search Queries on Sponsored Search Performance*. 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.

Ortiz-Cordova, A. and **Jansen, B. J.** (2013) *Site-Searching Strategies of Searchers Referred from Search Engines*. 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.

Liu, Z. and **Jansen, B. J.** (2013) *Question and Answering Made Interactive: An Exploration of Interactions in Social Q&A*. Proceedings of the International Conference on Social Intelligence and Technology 2013 (SOCIETY 2013), p. 1-10. State College, Pennsylvania USA, 8 -9 May.

Hafernik, C. and **Jansen, B. J.** (2013) *Understanding the specificity of web search queries*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI2013), p. 1845-1850. Paris France, 27 April – 2 May.

Mukherjee, P. and **Jansen, B. J.** (2013) *The gender-brand effect of key phrases on user clicks in sponsored search*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2013), p. 1845-1850. Paris France, 27 April – 2 May.

Liu, Z. and **Jansen, B. J.** (2013) *Analysis of Factors Influencing the Response Rate in Social Question and Answering*. 16th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2013), p. 1263-1274. 23-27 February. San Antonio, Texas.

Liu, Z. and **Jansen, B. J.** (2012) *Almighty Twitter, What Are People Asking For?*. 75th Annual Meeting of the American Society for Information Science and Technology (ASIST 2012), p.1-10. 26-30 October. Baltimore, MD.

Refereed Conference Proceedings

Carman, S., Strong, R., Chandra, A., Oh, S., Spangler, S., Anderson, L., and **Jansen, B. J.** (2012) *Predictive Value of Comments in the Service Engagement Process*. 75th Annual Meeting of the American Society for Information Science and Technology (ASIST 2012). 26-30 October. Baltimore, MD.

Purao, S., Storey, V., Maass, W., **Jansen, B. J.**, and Reddy, M. (2012) *An Integrated Conceptual Model to Incorporate Information Tasks in Workflow Models*. 31st International Conference on Conceptual Modeling (ER 2012). 15-18 October. Florence, Italy.

Hafernik, C.T., Cheng, B., Francis, P. and **Jansen, B. J.** (2011) *Mapping User Search Queries to Product Categories*. 74th Annual Meeting of the American Society for Information Science and Technology (ASIST 2011). 9-13 October. New Orleans, LA.

Jansen, B. J., Liu, Z. and Simon, Z. (2011) *Investigating the Effect of Results Ranking in Sponsored Search*. 4th Annual Meeting of the American Society for Information Science and Technology (ASIST 2011). 9-13 October. New Orleans, LA.

Tapia, A., Bajpai, K., **Jansen, B. J.**, Yen, J., Giles, C., and Mitra, P. (2011) *Seeking the Trustworthy Tweet: Can Microblogged Data Fit the Information Needs of Disaster Response and Humanitarian Relief Organizations*. Proceedings of the 8th International Conference on Information Systems for Crisis Response and Management (ISCRAM 2011), 8-11 May, Lisbon, Portugal.

Caragea, C., McNeese, N., Jaiswal, A., Traylor, G., Kim, H.W., Mitra, P., Wu, D., Tapia, A.H., Giles, L., **Jansen, B. J.**, and Yen, J. (2011) *Classifying Text Messages for the Haiti Earthquake*. Proceedings of the 8th International Conference on Information Systems for Crisis Response and Management (ISCRAM 2011), 8-11 May, Lisbon, Portugal.

Jansen, B. J., Sobel, K. and Cook, G. (2011) *Being Networked and Being Engaged: The Impact of Social Networking on eCommerce Information Behavior*. Proceedings of the iConference 2011, 8-11 February, Seattle, WA, USA.

Jansen, B. J. and Booth, D. (2010) *Classifying Web Queries by Topic and User Intent*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI2010), p. 4285-4290. Atlanta, GA, 10 – 15 April.

Jansen, B. J., Sobel, K. and Cook, G. (2010) *Gen X and Y's Attitudes on Using Social Media Platforms for Opinion Sharing*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI2010), p. 3853-3858. Atlanta, GA, 10 – 15 April.

Jansen, B. J., Campbell, G. and Gregg, M. (2010) *Real Time Search User Behavior*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI2010), p. 3961-3966. Atlanta, GA, 10 – 15 April.

Jansen, B. J. and Solomon, L. (2010) *Gender Demographic Targeting in Sponsored Search*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI2010), p. 831-840. Atlanta, GA, 10 – 15 April.

Refereed Conference Proceedings

Jansen, B. J., Zhang, M., Booth, B. Park, D., Zhang, Y., Kathuria, A. and Bonner, P. (2009) *To What Degree Can Log Data Profile a Web Searcher?* Proceedings of the American Society for Information Science and Technology 2009 Annual Meeting. Vancouver, British Columbia. 6-11 November.

Srivatsan, V. R., Purao, S., **Jansen, B. J.**, and He, J. (2009) *Systems Developers Define their Own Information Needs.* 15th Americas Conference on Information Systems. San Francisco, California. 06-09 August.

Jansen, B. J., Zhang, M, Sobel, K, and Chowdhury, A (2009) *Micro-blogging as Online Word of Mouth Branding.* ACM Conference on Computer Human Interaction (CHI2009). p. 3859-3864. Boston, Massachusetts. 4 - 9 April.

Jansen, B. J., Booth, D. and Spink, A (2009) *Predicting Query Reformulation During Web Searching.* ACM Conference on Computer Human Interaction (CHI2009). p. 3907-3912. Boston, Massachusetts. 4 - 9 April.

Zhang, M. and **Jansen, B. J.** (2009) *Influences of Mood on Information Seeking Behavior.* ACM Conference on Computer Human Interaction (CHI2009). p. 3395-3400. Boston, Massachusetts. 4 - 9 April.

Spink, A. and **Jansen, B. J.** (2008) The 8th International We-B (Working For E-Business) Conference 2008. Melbourne, Australia. 28 – 30 November.

Reddy, M., **Jansen, B. J.**, and Krishnappa, R. (2008) *The Role of Communication in Collaborative Information Searching.* 2008 Annual Meeting of the American Society for Information Science and Technology. 24-29 October Columbus, Ohio.

Best Paper Award **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.

Tjondronegoro, D., Spink, A., & **Jansen, B. J.** (2007) *Multimedia Searching on the Dogpile Web Meta-Search Engine.* ADCS 2007: Australian Document Computing Symposium. Melbourne, Australia. 10 December.

Spink, A., and **Jansen, B. J.** (2007) *Commerce Related Web Search: Current Trends,* The 18th Australasian Conference on Information Systems. Toowoomba, Australia. 5-7 December.

Zhang, Y. and **Jansen, B. J.** (2007) *An Analysis of Searchers' Perceptions of Sponsored and Non-Sponsored Links Using Nested Design,* 2007 Annual Meeting of the American Society for Information Science and Technology. Milwaukee, Wisconsin, 18-25 October.

Jansen, B. J. (2007) *Investigating the Relevance of Sponsored Results,* The 30th Annual International ACM Special Interest Group on Information Retrieval. Conference (SIGIR), p. 859 – 860, Amsterdam, the Netherlands. 23-27 July.

Refereed Conference Proceedings

Jansen, B. J., Smith, B., and Booth, D. (2007) *Viewing Online Search Within a Learning Paradigm*, The 30th Annual International ACM Special Interest Group on Information Retrieval Conference (SIGIR), p. 859 – 860. Amsterdam, the Netherlands. 23-27 July.

Jansen, B. J., Zhang, M., and Zhang, Y. (2007) *Brand Awareness and the Evaluation of Search Results*, 16th International World Wide Web Conference (WWW2007), p. 1139 – 1140. Banff, Canada. 8-12 May.

Jansen, B. J., Smith, B., and Booth, D. (2007) *Understanding Web Search via a Learning Paradigm*, 16th International World Wide Web Conference (WWW2007), p. 1207 – 1208. Banff, Canada. 8-12 May.

Jansen, B. J., Booth, D., and Spink, A. (2007) *Determining the User Intent of Web Search Engine Queries*, 16th International World Wide Web Conference (WWW2007), p. 1149 – 1150. Banff, Canada. 8-12 May.

Jansen, B. J., Zhang, M., and Zhang, Y. (2007) *The Effect of Brand Awareness on the Evaluation of Search Engine Results*, Conference on Human Factors in Computing Systems (SIGCHI), Work-in-Progress, p. 2471 – 2476. San Jose, California. 28 April - 3 May.

Spink, A., and **Jansen, B. J.** (2006) *Changing Web search trends from 1997 to 2006*, Information Online 2007: 13th Exhibition and Conference. Sydney, Australia. 30 January – 1 February.

Yan, S., Giles, C. and **Jansen, B. J.** (2006) *Formal Definitions of Web Information Search*, American Society for Information Science & Technology 2006 Annual Meeting, p. 1-10. Austin, Texas. 3 - 8 November.

Zhang, M., **Jansen, B. J.**, and Spink, A. (2006) *Information Searching Tactics of Web Searchers*, American Society for Information Science & Technology 2006 Annual Meeting. Austin, Texas, p. 1-10. 3 - 8 November.

Koshman, S. Spink, A., **Jansen, B. J.**, Blakely, C., and Weber, J. (2006) *Metasearch Result Visualization: An Exploratory Study*, 2006 Annual Conference of the Canadian Association for Information Science, p. 1-10. Toronto, Canada. 1-3 June.
http://cais-acsi.ca/proceedings/2006/koshman_2006.pdf

Jansen, B. J., Spink, A., Blakely, C., and Koshman, S. (2006) *Investigating Usage of the Vivisimo Clustering Search Engine Interface*, The Twelfth Australasian World Wide Web Conference (AUSWEB 06). Noosa Lakes, Australia. 1 -5 July.
<http://ausweb.scu.edu.au/aw06/papers/refereed/spink/index.html>

Spink, A., **Jansen, B. J.**, Blakely, C., and Koshman, S. (2006) *Overlap Among Major Web Search Engines*, IEEE Information Technology: New Generations (ITNG) 2006. p. 370 – 374. Las Vegas, NV. 10 – 12 April.

Refereed Conference Proceedings

Jansen, B. J., Spink, A., Blakely, C., and Koshman, S. (2005) *Web Searcher Interactions with Multiple Federate Content Collections*, Proceedings of the 10th Australasian Document Computing Symposium. Sydney, Australia. 12 December.

Jansen, B. J., Koshman, S., and Spink A. (2005) *An Analysis of Repeat Users of Vivisimo.com*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

Doran, S. G., de Ycaza, S., Eastman, C. and **Jansen, B. J.** (2005) *Finding Nutrition Information on the Web: Coverage vs. Authority*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

Spink, A., Koshman, S. and **Jansen, B. J.** (2005) *Tracking Web Search Trends from 1997 to 2005*, Internet Research 6.0: Internet Generations Association of Internet Researchers. Chicago, IL. 5 – 9 October.

Resnick, M, and **Jansen, B. J.** (2005) *An Empirical Study of Paid Search in Product Search and Purchase*, The Human Factors and Ergonomics Society 49th Annual Meeting. p. 1429-1433. Orlando, Florida. 26-30 September.

Sharma, H. and **Jansen, B. J.** (2005) *Automated Evaluation of Search Engine Performance via Implicit User Feedback*, The 28th Annual International ACM SIGIR Conference on Research and Development in Information Retrieval. p. 649-650. Salvador, Brazil. 15-19 August.

Morgan, A., **Jansen, B. J.**, and Trauth, E. (2005) *Exploring Individual User Attitudes Towards Performance with Web Search Engines: An Extension Study*, Proceedings of the Eleventh Americas Conference on Information Systems. p. 2317 – 2324. Omaha, Nebraska. 11–14 August.

Koshman, S. Spink, A., and **Jansen, B. J.** (2005) *Using Clusters on the Vivisimo Web Search Engine*, HCI International 2005. p. 742-747. Las Vegas, Nevada. 22-25 July.

Sengupta, S. and **Jansen, B. J.** (2005) *Designing a Value Based Search Engine Using Evolutionary Strategies*, IEEE 6th International Conference on Information Technology, Coding and Computing, p. 800-805. Las Vegas, Nevada. 11-13 April.

Spink, A., Koshman, S., Park, M., Field, C. and **Jansen, B. J.** (2005) *Multitasking Web Search on Vivisimo.com*. IEEE 6th International Conference on Information Technology, Coding and Computing. p. 486-490. Las Vegas, Nevada, 11-13 April.

Eastman, C. and **Jansen, B. J.** (2004) *The Appropriate (and Inappropriate) Use of Query Operators and Their Effect on Web Search Engine Results*, American Society for Information Science & Technology 2004 Annual Meeting, p. 274-279. Providence, Rhode Island. 13-18 November.

Refereed Conference Proceedings

Spink, A., Park, M., **Jansen, B. J.**, and Pederson, J. (2004) *Information Task Switching and Multitasking Web Search*, Proceedings of the American Society for Information Science & Technology 2004 Annual Meeting, p. 213-217. Providence, Rhode Island. 13-18 November.

Jansen, B. J. and McNeese, M. D. (2004) *Investigating Automated Assistance and Implicit Feedback for Searching Systems*, Proceedings of the American Society for Information Science & Technology 2004 Annual Meeting, p. 280-286. Providence, Rhode Island. 13-18 November.

Jansen, B. J. and McNeese, M. D. (2004) *Evaluating the Effectiveness of Automated Assistance for Web Searching*, Proceedings of the Human Factors and Ergonomics Society 48th Annual Meeting, p. 1518-1522. New Orleans, Louisiana. 20-24 September.

Spink, A., Park, M., **Jansen, B. J.**, and Pederson, J. (2004) *Multitasking Web Search on AltaVista*, Proceedings of the IEEE 5th International Conference on Information Technology, Coding and Computing, p. 309-313. Las Vegas, Nevada. 5-7 April.

Jansen, B. J., Spink, A., and Pederson, J. (2003) *An Analysis of Multimedia Searching on AltaVista*, Proceedings of the 5th ACM SIG Multimedia International Workshop on Multimedia Information Retrieval, p.186-192. Berkeley, California.

Jansen, B. J. (2003) *Designing Automated Help Using Searcher System Dialogues*, Proceedings of the 2003 IEEE International Conference on Systems, Man & Cybernetics, p. 744-749. Washington, D.C. 5-8 October.

Jansen, B. J., Spink, A., and Pederson, J. (2003) *Web Search Agents: What Are They Doing Out There?* Proceedings of the 2003 IEEE International Conference on Systems, Man & Cybernetics, p. 1410-1416. Washington, D.C. 5-8 October.

Jansen, B. J., Spink, A., and Pederson, J. (2003) *Monsters at the Gates: When Softbots Visit Web Search Engines*, Proceedings of the 4th International Conference on Internet Computing, Lap. p. 620–626. Vegas, Nevada. 23-26 June.

Spink, A., Abbas, M., and **Jansen, B. J.** (2003) *Accessing E-commerce Web Information: Implications for Bridging the Digital Divide*, The 2003 Canadian Association for Information Science Conference, p. 213-221. Halifax, CA. 28 May-1 June.

Jansen, B. J. and Spink, A. (2003) *An Analysis of Web Information Seeking and Use: Documents Retrieved Versus Documents Viewed*, Proceedings of the 4th International Conference on Internet Computing, p. 65-69. Las Vegas, Nevada, 23-26 June.

Jansen, B. J. (2003) *Operators Not Needed? The Impact of Query Structure on Web Searching Results*, Information Resource Management Association International Conference, p. 814-817. Philadelphia, PA, 18-21 May.

Duran, S., Eastman, C., and **Jansen, B. J.** (2003) *Nutritional Information on the Web: An Analysis of Information Sought and Information Provided*, Information Resource Management Association International Conference, p. 106-108. Philadelphia, PA. 18-21 May.

Refereed Conference Proceedings

Jansen, B. J. and Spink, A. (2003) *Retrieving and Viewing Web Documents*, The 2003 National Online Meeting, p. 55-57. New York, New York, 6-8 May 2003.

Jansen, B. J. and Eastman, C. (2003) *The Effects of Search Engines and Query Operators on Top Ranked Results*, The IEEE 4th International Conference on Information Technology, Coding and Computing, p. 135-139. Las Vegas, Nevada, 28-30 April.

Jansen, B. J. and Kroner, G. (2003) *The Impact of Automated Assistance on the Information Retrieval Process*, The ACM SIGCHI 2003 Conference on Human Factors in Computing Systems, p. 1004-1006. Fort Lauderdale, Florida, 5-10 April.

Paper Award **Jansen, B. J.** (2002) *Towards Implementing a Cognitive Model of Searching*, Proceedings of the E-Learning 2002 Conference (Web Track), p. 493-521. Montreal, Canada, 15-19 October.

Jansen, B. J. (2002) *A Preliminary Mapping of Web Queries Using Existing Image Query Schemes*, Proceedings of the E-Learning 2002 Conference (Web Track), p. 485-492. Montreal, Canada, 15-19 October.

Jansen, B. J., Spink, A., and Pfaff, A. (2000) *Linguistic Aspects of Web Queries*, Proceedings of the Annual Meeting of the American Society of Information Science, p. 169-176. Chicago, IL. 13-16 November.

Jansen, B. J., Spink, A., Goodrum, A., and Pfaff, A. (2000) *Web Query Structure: Implications for IR System Design*, Proceedings of the 4th World Multiconference on Systems, Cybernetics and Informatics, p. 50-55. Orlando, FL. 23-26 July.

Jansen, B. J. (1999) *A Software Agent for Performance Improvement of Existing Information Retrieval Systems*, Proceedings of the 1999 International ACM Conference on Intelligent User Interfaces, p. 122-123. Los Angeles, CA. 5-8 January.

Smith, T. L., Ruocco, A., and **Jansen, B. J.** (1999) *Digital Video in Education*, Proceedings of the ACM Computer Science Education Conference, p. 122-126. New Orleans, LA. 21-25 February.

Jansen, B. J., Spink, A., and Saracevic, T. (1999) *The Use of Relevance Feedback on the Web: Implications for Web IR System Design*, 1999 World Conference on the WWW and Internet, Honolulu, Hawaii. 24-30 October.

Jansen, B. J. and Pooch, U. (1999) *A Software Agent for Performance Improvement of an Existing Information Retrieval Engine*, 5th International Conference on Information Systems Analysis and Synthesis, p. 58-60. Orlando, Florida. 31 July-4 August.

Adams, W. J., **Jansen, B. J.**, and Smith, T. L. (1999) *Planning, Building, and Using a Distributed Digital Library*, Third International Conference on Concepts in Library and Information Science, p. 10-18. Dubrovnik, Croatia. 23-26 May.

Refereed Conference Proceedings

Smith, T. L., Wolfe, D., and **Jansen, B. J.** (1999) *Digital Video in a Twenty-First Century Classroom*, Proceedings of the Information Resources Management Association Conference, Hershey, PA. 16-19 May.

Adams, W. J. and **Jansen, B. J.** (1998) *Distributed Digital Library architecture: The Key to Success for Distance Learning*, Proceedings of the IEEE Conference on Research Issues in Data Engineering, p. 2-8. Orlando, Florida. 23-24 February.

Spink, A., Chang, C., Goz, A., and **Jansen, B. J.** (1998) *User' Interactions with the Excite Web Search Engine: A Query Reformulation and Relevance Feedback Analysis*, Proceedings of the Canadian Association of Information Science Conference, p. 342-354. Vancouver, Canada. 5 –10 June.

Jansen, B. J., Spink, A., and Saracevic, T. (1998) *Searchers, the Subjects They Search, and Sufficiency: A Study of a Large Sample of Excite Searches*, Proceedings of the 1998 World Conference on the WWW and Internet, Orlando, Florida.

Spink, A., Bateman, J., and **Jansen, B. J.** (1998) *Users' Searching Behavior on the Excite Web Search Engine*, 1998 World Conference on the WWW and Internet, Orlando, Florida, November.

Howard, R. and **Jansen, B. J.** (1998) *A proxy server experiment: an indication of the changing nature of the Web*, Proceedings of the Seventh International Conference on Computer Communications and Networks, p. 646-649. Lafayette, Louisiana. 12-15 November.

Adams, W. J., **Jansen, B. J.**, and Zoller, R. (1998) *Usability Measurements in an Undergraduate Programming Course*, Software Engineering Conference, Las Vegas, Nevada.

Jansen, B. J., Spink, A., and Saracevic, T. (1998) *Failure analysis in Query Construction: Data and Analysis from a Large Sample of Web Queries*, Proceedings of the 3rd ACM Conference on Digital Libraries, p. 289-290. Pittsburgh, PA. 23-26 July.

Spink, A., Bateman, J., and **Jansen, B. J.** (1998) *User's Searching Behavior on the EXCITE Web Search Engine*, Proceedings of the 19th National Online Meeting, p. 375-386. New York, NY. 12-14 May 1997.

Adams, W. J., Howard, R., and **Jansen, B. J.** (1998) *Distributed Digital Libraries: The Key to Success for Distance Learning*, Computers and Technology in Education, 1 -5 May. Cancun, Mexico.

Jansen, B. J. (1997) *An Information Retrieval Application for Simulated Annealing*, Proceedings of the 2nd ACM Conference on Digital Libraries, p. 259-260. Philadelphia, PA. 25-28 July.

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

Refereed Conference Proceedings

Spink, A., Burkett, L., Spaid, N., Bateman, J., and **Jansen, B. J.** (1997) *Why Users Search the World Wide Web (WWW): The EXCITE Study*, First Internet Librarian Conference, Monterey, CA. 16-18 November.

Adams, W. J. and **Jansen, B. J.** (1997) *Information Technology and the Classroom of the Future*, Proceedings of the Society for Information Technology in Education Conference, Orlando, Florida. 7 May.

Hamilton, J. A. and **Jansen, B. J.** (1997) *Tactical Network Simulation in the US Army*, Simulation Multi-Conference, Atlanta, Georgia. January.

Jansen, B. J. and Hamilton, J. A. (1997) *Modeling and Simulating an Army Information Support Structure*, Simulation Multi-Conference, Atlanta, Georgia. January.

Papers Presented at Technical and Professional Meetings

An, J., Cho, H.Y., Kwak, H., and **Jansen, B. J.** (2016) *Towards Automatic Persona Generation Using Social Media*. The Third International Symposium on Social Networks Analysis, Management and Security (SNAMS 2016), The 4th International Conference on Future Internet of Things and Cloud. 22-24 August.

Mukherjee, P. and **Jansen, B. J.** (2016) *The Changing Nature of Viewership: Formality of Social Media Conversations*. Workshop on Following user pathways: Using cross platform and mixed methods analysis in social media studies. ACM Conference on Human Factors in Computing Systems (CHI2016), San Jose, CA, USA, 7-12 May.

Kwon, S., Abbar, S. and **Jansen, B. J.** (2016) *Identifying Virality Attributes of Arabic Language News Articles*. Qatar Foundation Annual Research Conference 2016 (ARC'16), Doha, Qatar. 22 March.

An, J., Kwan, H., Cho, H., Hassen, M.Z., and **Jansen, B. J.** (2016) *Efforts Towards Automatically Generating Personas in Real-time Using Actual User Data*. Qatar Foundation Annual Research Conference 2016 (ARC'16), Doha, Qatar. 22 March.

Mukherjee, P. and **Jansen, B. J.** (2015) *Correlation of Brand Mentions in Social Media and Web Searching Before and After Real Life Events: Phase Analysis of Social Media and Search Data for Super Bowl 2015 Commercials*. 1st International Workshop on Event Analytics using Social Media Data at The IEEE International Conference on Data Mining series (ICDM 2015), Atlantic City, New Jersey, USA, 14 Nov.

Mukherjee, P. and **Jansen, B. J.** (2015) *Analyzing the Social Soundtrack From Second Screens Before, During, and After Real-life Events*. The First International Workshop on Online Social Networks Technologies, 2015 IEEE Jordan Conference on Applied Electrical Engineering and Computing Technologies (AEECT), Dead Sea, Jordan. 3-5 Nov.

Papers Presented at Technical and Professional Meetings

- Jansen, B. J.**, Wong, J. S., Jablokow, K.W., Divinsky, A., Liu, Z., and Pursel, B. (2014) *Classifying MOOC Discussion Forum Posts as Information Seeking Interactions and Levels of Cognitive Learning*. Workshop on Learning at Scale at ACM CHI Conference on Human Factors in Computing Systems, (CHI 2014), Toronto, CA. 26 April - 1 May.
- Liu, Z. and **Jansen, B. J.** (2012) *Factors Influencing the Response Rate in Social Question and Answering Behavior*. Workshop on Social Media Question Asking at 16th ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW 2013). 23-27 February. San Antonio, Texas.
- Jansen, B. J.** (2012) *Gender Demographic Targeting in Sponsored Search*. INFORMS International 2012. 24-27 June. Beijing, China.
- Jansen, B. J.** (2012) *Using Mobile Apps to Enhance Classroom Learning*. Teaching and Learning with Technology, University Park, PA, 24 March
- Rosso, M. and **Jansen, B. J.** (2010) *Smart Marketing or Bait & Switch? Competitors' Brands as Keywords in Online Advertising*. 4th Workshop on Information Credibility on the Web (WICOW 2010). World Wide Web Conference (WWW 2010), Raleigh, NC. 26-30 April.
- Jansen, B. J.** (2009) *System Controlled Assistance for Improving Search Performance*. Human-Computer Interaction and Information Retrieval. Workshop. Washington, DC. 23 October.
- Jansen, B. J.**, Zhang, M, Sobel, K, and Chowdury, A, (2009) *The Commercial Impact of Social Mediating Technologies: Micro-blogging as Online Word-of-Mouth Branding*. ACM Conference on Computer Human Interaction (CHI2009). Boston, Massachusetts. 4 - 9 April.
- Neale, L., Hunter, L., **Jansen, B. J.**, Murphy, J. (2008) *The Google Online Marketing Challenge: A Global Teaching and Learning Initiative*. 2008 Society for Marketing Advances Annual Conference. 4-9 November. St Petersburg, Florida.
- Jansen, B. J.**, Rosso, M., Russell, D., and Detlor, B. (2008) *The Google Online Marketing Challenge: A Multi-Disciplinary Global Teaching and Learning Initiative Using Sponsored Search*. 2008 Annual Meeting of the American Society for Information Science and Technology. 24-29 October Columbus, Ohio.
- Jansen, B. J.** (2008). *Viewing Searching Systems as Learning Systems*. Second Workshop on Human-Computer Interaction and Information Retrieval. 23 October. Redmond, Washington.
- Murphy, J., Canhoto, A., Hofacker, C., Hunter, L., **Jansen, B. J.**, and Voorhees, C. (2008) *The Google Online Marketing Challenge: A Global Teaching and Learning Initiative*. 2008 American Marketing Association Summer Marketing Educators' Conference. 8-11 August. San Diego, California.

Papers Presented at Technical and Professional Meetings

Reddy, M. and **Jansen, B. J.** (2008) *Learning about Potential Users of Collaborative Information Retrieval Systems*. Workshop on Collaborative Information Retrieval, Joint Conference on Digital Libraries (JCDL 2008). 19 June. Pittsburgh, Pennsylvania.

Jansen, B. J., Bhavnani, S., Murray, G. C., Spink, A. and Wolfram, D. (2007) *Web Log Analysis Panel*, 2007 Annual Meeting of the American Society for Information Science and Technology. Milwaukee, Wisconsin. 18-25 October.

Spink, A. and **Jansen, B. J.** (2007) *Web Research - Results from Large-Scale Web Data Analysis*, ARC Research Network Enterprise Information Infrastructure Workshop on Data From the Field. Sydney, Australia. 24th May.

Jansen, B. J. and Spink, A. (2007) *The Effect on Click-through of Combining Sponsored and Non-Sponsored Search Engine Results in a Single Listing*, 16th International World Wide Web Conference (WWW2007) Workshop on Sponsored Search Auctions. Banff, Canada. 8-12 May.

Paper: http://opim.wharton.upenn.edu/ssa3/pdf/submission_96.pdf

Jansen, B. J. (2007) *Preserving the Collective Expressions of the Human Consciences*, 16th International World Wide Web Conference (WWW2007) Workshop on Query Log Analysis: Social and Technical Challenges. Banff, Canada. 8-12 May.

Paper: http://www2007.org/workshops/paper_58.pdf

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

Jansen, B. J., Smith, B., and Booth, D. (2007) *Learning as a Paradigm for Understanding Exploratory Search*, Conference on Human Factors in Computing Systems (SIGCHI), Workshop on Exploratory Search Interfaces. San Jose, California. 28 April - 3 May.

Spink, A., Alvarado-Albertorio, F., and **Jansen, B. J.** (2007) *Web Search Behavior: What is Normative?*, Society of Australasian Social Psychologists (SASP) Conference. Brisbane, Australia. 12 – 15 April.

Jansen, B. J. and Spink, A. (2006) *Characteristics of searching on Web meta-search engines*, American Society for Information Science and Technology: Human Computer Interaction Workshop. Austin, TX. 3-9 November.

Jansen, B. J. (2006) *Implications of Trust of Sponsored Links for E-commerce Web Searching*, 6th Annual SIG-USE Research Symposium. American Society for Information Science and Technology (ASIS&T) Annual Conference. Austin, TX. 4 November.

Spink, A. and **Jansen, B. J.** (2006) *Web Searching: Trends and Impacts*, Oxford Internet Institute International Symposium. Journal of Information, Communication, Society: 10th Anniversary International Symposium. University of York, UK. 20 – 22 September.
<http://www.york.ac.uk/res/siru/icsspinketal.htm>

Papers Presented at Technical and Professional Meetings

Jansen, B. J., Spink, A., Kathura, V., and Koshman, S. (2006) *How to Define Searching Sessions on Web Search Engines*, Workshop on Web Mining and Web Usage Analysis. The 12th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD 2006). Philadelphia, Pennsylvania. 20-23 August.

Jansen, B. J. (2006) *Adversarial Information Retrieval Aspects of Sponsored Search*, Second International Workshop on Adversarial Information Retrieval on the Web (AIRWeb 2006). The 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). Seattle, Washington. 6-11 August.

Jansen, B. J., Ramadoss, R. Zhang, M., and Zang, N. (2006) *Wrapper: An Application for Evaluating Exploratory Searching Outside of the Lab*, SIGIR 2006 Workshop on Evaluating Exploratory Search Systems. The 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). Seattle, Washington. 6-11 August.

Buzikashvili, N. and **Jansen, B. J.** (2006) *Limits of the Web Log Analysis Artifacts*, Workshop on Logging Traces of Web Activity: The Mechanics of Data Collection, The Fifteenth International World Wide Web Conference (WWW 2006). Edinburgh, Scotland. 22-26 May.

Jansen, B. J. (2006) *The Wrapper: An Open Source Application for Logging User – System Interactions during Searching Studies*, Workshop on Logging Traces of Web Activity: The Mechanics of Data Collection. The Fifteenth International World Wide Web Conference (WWW 2006). Edinburgh, Scotland. 22-26 May.

Jansen, B. J., Rieh, S.Y., Spink, A., Wang, P., and Wolfram, D. (2005) *Panel Presentation: Internet Usage Transaction Log Studies: The Next Generation*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

Toms, E.L., **Jansen, B. J.**, and Muresan, G. (2005) *Panel Presentation: Evaluating Success in Search Systems*, American Society for Information Science & Technology 2005 Annual Meeting. Charlotte, North Carolina. 28 October – 2 November.

Jansen, B. J. (2005) *A Multi-Disciplinary, Multi-Level, and Multi-Spectrum View of Interaction*, The First Conference of the i-School Community: Bridging Disciplines to Confront Grand Challenges. 28-30 September 2005, State College, PA.

Jansen, B. J. and Resnick, M. (2005) *Examining Searcher Perceptions of and Interactions with Sponsored Results*, Workshop on Sponsored Search Auctions, The Sixth ACM Conference on Electronic Commerce (EC'05). Vancouver, Canada. 5-8 June.

Jansen, B. J. (2005) *Automated Searching Assistance for Exploratory Search*, Seminar on Exploratory Search Interfaces at the University of Maryland sponsored by the Human-Computer Interaction (HCI) Lab. College Park, Maryland. 2 June.

Papers Presented at Technical and Professional Meetings

Shingle, A. **Jansen, B. J.**, and Spink, A. (2005) *Television Advertising of Prescription Drugs: A Study of Its Effect on Consumer Web Searching*, IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada, 11-13 April, 2005.

Jansen, B. J., Spink, A., and Pederson, J. (2004) *An Analysis of Multimedia Searching on AltaVista*, Presentation at Workshop on User Searching, World Wide Web Conference, New York, New York, 18 May 2004.

De Ycaza, S., Doran, S., Eastman, C., and **Jansen, B. J.** (2003) *Nutritional Information on the Web: An Analysis of Information Sought and Information Provided*, South Carolina Nutrition Research Summit, Columbia, SC. 17 October 2004.

Jansen, B. J. (1998) *An Analysis of User Queries on the Web: The Implications for the Design of Military Information Retrieval Systems*, Fifth Annual US Army Research Laboratory and 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>

<u>Funded Projects, Grants, Commissions, and Contracts</u>	
2015 - 2014	Title: Web Analytics for a Research University Library Granting Agency: Penn State, University Library Total Amount: \$19,717 Role: Principal Investigator
2015 - 2013	Title: Exploring Scholarly Discourse in MOOC Discussion Forums Granting Agency: Penn State, Center for Online Innovation in Learning Total Amount: \$30,383 Role: Principal Investigator
2014 - 2010	Title: Broadband to Support SMEs in Pennsylvania Granting Agency: Commonwealth of Pennsylvania Total Amount: \$500,000 Role: Faculty Investigator (\$70,000)
2014 - 2010	Title: Semantic CiteSeerX Granting Agency: National Science Foundation Total Amount: \$1,100,000 Role: Principal Investigator (\$130,000)
2011 - 2008	Title: Affective and Cognitive Factors Affecting the Evaluation of Search Engines by Users Granting Agency: Google Amount: \$50,000 Role: Principal Investigator
2011 - 2009	Title: Using Keyword Advertising for Economic and Workforce Development Granting Agency: The Pennsylvania State University Amount: \$25,000 Role: Principal Investigator
2011 - 2010	Title: Toolkits for Deployable Best Practices Granting Agency: Office of Naval Research STTR Phase II Total Amount: \$750,000 Role: Principal Investigator (\$87,500)
2011 - 2010	Title: RAPID: Text Message-based Infrastructure for Emergency Response Granting Agency: National Science Foundation Total Amount: \$75,000 Role: Principal Investigator (\$15,000)

<u>Funded Projects, Grants, Commissions, and Contracts</u>	
2009 - 2008	Title: Toolkits for Deployable Best Practices Granting Agency: Office of Naval Research STTR Phase I Total Amount: \$100,000 Role: Principal Investigator (\$15,000)
2009 - 2007	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: National Science Foundation Amount: \$12,000 Role: Co-Principal Investigator (\$12,000).
2009 - 2006	Title: Synchronized Interactions Among Users, Systems, and Information Granting Agency: Air Force Research Lab Amount: \$463,000 Role: Principal Investigator (\$463,000).
2008 - 2005	Title: The Next Generation CiteSeer Granting Agency: National Science Foundation Amount: approximately \$1,444,984 Role: Co-principal Investigator with Dr. Lee Giles, Dr. Susan Gauch, and Dr. Jack Carroll (\$48,701)
2009 - 2007	Title: Triggers in Collaborative Information Searching Granting Agency: National Science Foundation Amount: \$76,000 Role: Co-principal Investigator with Dr. Madhu Reddy (\$18,119)
2009 - 2008	Title: REU Supplement for Triggers in Collaborative Information Searching Granting Agency: National Science Foundation Amount: \$12,000 Role: Co-principal Investigator with Dr. Madhu Reddy (\$6,000)
2007 - 2006	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: National Science Foundation Amount: \$9,000 Role: Co-Principal Investigator (\$9,000).
2005 - 2004	Title: Design of Tools for Information Seeking, Management, and Analysis for a Lessons Learned Knowledge System Granting Agency: US Marine Corps Research University Amount: \$500,000 Role: Co-Principal Investigator (\$83,957)

<u>Funded Projects, Grants, Commissions, and Contracts</u>	
2005	Title: Knowledge Management Granting Agency: US. Department of Defense, Defense Threat Reduction Agency (DTRA) Amount: \$625,832 Role: Co-Principal Investigator (\$18,439).
2006 - 2005	Title: REU Supplement for CRI: Collaborative: Next Generation CiteSeer Granting Agency: National Science Foundation Amount: \$6,000 Role: Co-Principal Investigator (\$6,000).
1998 -1996	Title: The use of software agents in information retrieval. Granting Agency: Army Research Laboratory Amount: \$68,000 Role: Principal Investigator (\$68,000)
1998	Title: Information Searching on Web Search Engines Granting Agency: Army Research Laboratory Amount: \$5,000 Role: Principal Investigator (\$5,000)
1997	Title: Software agents for information retrieval. Granting Agency: Army Research Laboratory Amount: \$5,000 Role: Principal Investigator (\$5,000)

Software Developed

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

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

Teaching

At *The Pennsylvania State University* (current – 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.

At The Pennsylvania State University (current – 2002):

Teaching

- 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%).

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.

Teaching

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

2009 – Mentor for three teams in the **Global Final 15 in The Google Online Marketing Challenge** for 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 expected in 2016)
Alex Brown (Committee Chair) (M.S. degree expected 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)
Ashish Kathuria (Committee Chair) (M.S. degree conferred in 2007)

Membership on Degree Committees

The Pennsylvania State University

Department of Computer Science and Engineering

Yanjun Gao (Committee co-Chair) (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 expected 2107)

Allie Whitman (B.S. degree expected 2106)

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

Bradley Shively (B.S. degree conferred 2010)

Kate Sobel (B.S. degree conferred 2010)

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

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

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

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

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

Supervision of Other Undergraduate Research

Student	Degree	Major	University	Role
Arielle Amchin	BS	Marketing	Penn State	Research Mentor
Arun Das	BS	CS	Brown University	Research Mentor
Manisha	BS	MIS	Carnegie Mellon Qatar	Research Mentor
Dareddy				
Satyajit	BS	CS	Bharati Vidyapeeth University	Research Mentor
Narayanan				
Will Berkheiser	BS	IST	Penn State	Work Study Mentor http://studentaid.psu.edu/types-of-aid/work-study-and-employment/work-study/about
Pat Bonner	BS	IST	Penn State	Research Mentor
Danielle Booth	BS	IST	Penn State	Research Mentor
Anna Brown	BS	IST	Penn State	Research Mentor
Nicole Butera	BS	Chemistry	Penn State	Women in Science and Engineering Research

Supervision of Other Undergraduate Research

Student	Degree	Major	University	Role (WISER) Mentor http://pa.spacegrant.org/wiser
Chris Ciamacca	BS	IST	Penn State	Research Mentor
Karen Lee	BS	IST	Penn State	Research Mentor
Dana Kracow	BS	IST	Penn State	Research Mentor
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 & 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, <u>International Journal of Electronic Business</u>
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 & Management</u>
2016 – 2011	Editor-in-chief, <u>Internet Research</u> (Emerald)
2011 - 2004	Editorial Advisory Board Member, <u>Journal of Internet Research</u>

Professional Service

Editorial Boards

- 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

- 2016 External Tenure 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
- 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

- 2010 Reviewer, 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

Professional Service

Ad hoc Reviewing

- 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.
- 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

Professional Service

Grant Reviewing

- 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
- 2012 External Examiner for Australian PhD thesis (Queensland University of Technology)
- 2012 - 2011 Member, Research Committee, Search Engine Marketing Professional Organization (SEMPO)

Professional Service

Other

- 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.
- 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.

Professional Service

Conference Activities

- 2015 Program Committee, 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management, Lisbon, Portugal. 12-14 Nov.
- 2015 Meta-Reviewer, Papers and Posters, 78th Annual Meeting of the American Society for Information Science and Technology (ASIST 2015). St. Louis, Mo. 6-10 November.
- 2015 Reviewer, ACM CHI Conference on Human Factors in Computing Systems, Seoul, South Korea. 18-23 April.
- 2014 Reviewer, Papers and Posters, 77th Annual Meeting of the American Society for Information Science and Technology (ASIST 2014). Montreal, Canada. 31 October - 4 November.
- 2014 Program Committee: 3rd International Information Systems for Crisis Response and Management Conference (ISCRAM 2014), State College, PA. May 2014.
- 2014 Reviewer, ACM CHI Conference on Human Factors in Computing Systems, Toronto, Canada. 26 April – 1 May.
- 2013 Reviewer, Papers, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, Posters, 76th Annual Meeting of the American Society for Information Science and Technology (ASIST 2013). Montreal, Canada. 1-6 November.
- 2013 Reviewer, 22nd International World Wide Web Conference (WWW 2013). 13th-17th, May, Rio de Janeiro, Brazil.
- 2013 Program Committee: European Conference on Information Retrieval (ECIR 2013) Workshop on Group Membership and Search (GRUMPS), 24 March, Moscow, Russia
- 2013 Program Committee: Sixth ACM WSDM Conference on Web Search and Data Mining Workshop on Web Search Click Data, 4-8 February, Rome, Italy.
- 2012 Program Committee: Fourth Information Interaction in Context Conference (IIIX 2012), Nijmegen, the Netherlands, 21-24 August 2012.
- 2011 Session Track Chair, 74th Annual Meeting of the American Society for Information Science and Technology (ASIST 2011). 9-13 October. New Orleans, LA.
- 2011 Program Committee, iConference. Toronto, Canada, 7-10 February.
- 2011 Program Committee: 33rd European Conference on Information Retrieval (ECIR 2011), Best Paper Committee, Dublin, Ireland, 19-21 April 2011

Professional Service

Conference Activities

- 2011 Program Committee: 33rd European Conference on Information Retrieval (ECIR 2011), Workshop on Information Retrieval Over Query Sessions, Dublin, Ireland, 19-21 April 2011.
- 2011 Program Committee: 12th ACM Conference on Electronic Commerce (EC11). San Jose, CA. 5-9 June.
- 2011 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2011). Amsterdam, the Netherlands, 19-22 September 2011.
- 2011 Program Committee: 33rd European Conference on Information Retrieval (ECIR 2011). Dublin, Ireland. 18-21 April.
- 2010 Program Committee, American Society for Information Science and Technology Annual Meeting 2010. Pittsburgh, PA. 22-27 October.
- 2010 Program Committee: Conference on Multilingual and Multimodal Information Access Evaluation (CLEF 2010). Padua, Italy, 20-23 September.
- 2010 Program Committee: LREC 2010 Workshop on Web Logs and Question Answering (WLQA2010). Malta, 22 May.
- 2010 Program Committee: 32st European Conference on Information Retrieval (ECIR 2010). Keynes, UK. 28-31 March.
- 2009 Program Committee: Web Information and Data Management. 19th International Conference on Information and Knowledge Management (CIKM 2009). Hong Kong. 6 November.
- 2009 Program Committee: Workshop on the Analysis of System Logs. 22nd ACM Symposium on Operating Systems Principles. Big Sky, MT. 14 October.
- 2009 Program Committee: Collaborative Information Behavior. GROUP 2000. Sanibel Island, Florida. 10 May.
- 2009 Program Committee: Qualitative and Quantitative Methods in Libraries International Conference (QQML2009). Chania, Crete, Greece, 26-29 May.
- 2009 Program Committee: 31st European Conference on Information Retrieval (ECIR 2009). Toulouse, France. 6-9 April.
- 2009 Reviewer, ACM Conference on Computer Human Interaction 2009 (CHI 2009), Boston, MA, 4 – 9 April.
- 2008 Reviewer, 18th Conference on Information and Knowledge Management (CIKM 2008). Napa Valley, California. 26-30 October.

Professional Service

Conference Activities

- 2008 Program Committee: Workshop on Human-Computer Interaction and Information Retrieval (HCIR 2008). Redmond, Washington.23 October.
- 2008 Program Committee: 1st Information Interaction in Context Symposium (IiiX 2008). London, United Kingdom. 14-17 October.
- 2008 Program Committee: 2008 Ad Auctions Workshop. ACM Conference on Electronic Commerce in Chicago, IL. 8-9 July.
- 2008 Reviewer, Southern Association for Information Systems Conference (SAIC 2008), Richmond, VA, USA 13–15 March.
- 2007 Program Committee, IEEE International Conference on Intelligence and Security Informatics 2007 (ISI 2007), New Brunswick, New Jersey. 23-24 May, 2007
- 2007 Reviewer, Graphics Interface 2007, Montréal, Canada, 28 – 30 May 2007.
- 2007 Reviewer, American Society for Information Science and Technology Annual Meeting 2007. Milwaukee, Wisconsin. 18-25 October.
- 2007 Program Committee, 8th World Congress on the Management of eBusiness. Toronto, Canada. 11-13 July.
- 2007 Program Committee, WWW'07 Workshop on Query Log Analysis: Social and Technological Challenges. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, WWW'07 Workshop on Sponsored Search. World Wide Web 2007, Banff, Alberta, Canada. 8 May.
- 2007 Program Committee, Chi'07 Workshop on Exploratory Search and HCI: Designing and Evaluating Interfaces to Support Exploratory Search Interaction. ACM CHI2005, Conference on Human Factors in Computing Systems (CHI'07), San Jose, CA. 29 April 2007.
- 2007 Program Committee, IEEE Intelligence and Security Informatics Conference (ISI 2007), New Brunswick, NJ. 23 – 24 May, 2007.
- 2006 Program Committee: 2006 Research Symposium of the Special Interest Group on Human-Computer Interaction. American Society for Information Science and Technology. Austin, Texas. 5 November 5, 2006
- 2006 Reviewer, Hawaii International Conference on System Sciences 2007. Waikoloa, Big Island, Hawaii. 3-6 January, 2007.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 16 -19 April 2007.

Professional Service

Conference Activities

- 2006 Reviewer for SIGIR 2006 Workshop on Evaluating Exploratory Search Systems. The 29th Annual International ACM SIGIR Conference on Research & Development on Information Retrieval (SIGIR2006). 6-11 August. Seattle, Washington.
- 2006 Program Committee: 4th International Conference on Information Technology: New Generations, 16-19 April, 2007, Las Vegas, Nevada.
- 2006 Program Committee: 1st Information Interaction in Context Symposium (IiiX symposium). Copenhagen, Denmark. 18-20 October 2006.
- 2006 Program Committee: IEEE Information Technology: New Generations (ITNG) 2006, Las Vegas, NV. 10 – 12 April 2006.
- 2006 Reviewer, The Fourth Annual Pre-ICIS Workshop on HCI Research in MIS, International Conference on Information Systems, 2005.
- 2006 Reviewer, Human Factors and Ergonomics Society 49th Annual Meeting, 2005.
- 2006 Program Committee: IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April 2005.
- 2006 Program Committee: the 5^h International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.
- 2006- 2002 Reviewer, ACM SIGIR International Conference on Information Retrieval.
- 2006 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 4-6 April 2005.
- 2005 Program Committee, IEEE 6th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2005.
- 2005 Program Committee, the 5^h International Conference on Conceptions of Library and Information Science, Glasgow, Scotland, 6-9 June 2005.
- 2004 Session Track Co-chair, Web Searching Sessions (Three tracks), the IEEE 5th International Conference on Information Technology, Coding and Computing. Las Vegas, Nevada. 5-7 April, 2004.
- 2004 Reviewer, ACM CHI2005, Conference on Human Factors in Computing Systems
- 1998 Session Moderator, New Engineering Educators Conference, June 1998, Seattle, Washington.
- 1998 Co-organizer for ACM Computer Science Education Research Competition, February 1998, Atlanta, Georgia.

Professional Service

Conference Activities

- 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, 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>

Invited Talks (Selected)

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>

Keynote Presentation, Casual Living Conference 2012, 22-24 February 2012, Sarasota, FL.
<http://accentsandfurnishings.com/conferences/casuallivingconference/2012/index.html>

Keynote, The Direct Marketing Association of Washington (DMAW) Professor Institute. 3-4 January 2012, Washington, DC.
http://www.dmaef.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, IMPAQ'T (search engine marketing agency). 10 November 2010, Pittsburgh, PA. <http://jimjansen.blogspot.com/2010/11/visit-to-search-engine-marketing.html>

Invited Talks (Selected)

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

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

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

Presentation, School of Communication and Information, Rutgers University. 2 September 2005, New Brunswick, NJ.

Presentation, College of Information, University of North Texas, 15 June 1998. Denton, TX

Membership in Professional Societies

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 8th U.S. Army Y2K Operational Evaluation Team validating critical information management systems. Responsible for the long term planning, developing, and budgeting of communication systems of all types for the U.S. Forces stationed on the Korean Peninsula. Responsible for a 22-person division that develops photographic, graphical, audio-visual and multimedia material for the U.S. Army War College.

Security Clearance

TS-SCI: Cleared for Top Secret information and granted access to Sensitive Compartmental Information based on a single scope background investigation by the Defense Security Service, Office of Personnel Management on 17 March 2011.

Appendix B Testimony Cases

Year	Deliverables	Retained by	Case
2016	Testimony Deposition	Plaintiff	<p>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.</p> <p>Law Firm: Greene Broillet & Wheeler LLP</p>
2015	Deposition	Plaintiff	<p>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.)</p> <p>Law Firm: Watts & Guerra LLP and DiNovo Price Ellwanger & Hardy LLP</p>
2014	Deposition	Defendant	<p>M.B. AS NEXT FRIEND OF J.B., A MINOR Plaintiffs, v. CAMP STEWART FOR BOYS, INC., AMERICAN INSTITUTE FOR FOREIGN STUDY, INC. D/B/A CAMP AMERICA, AND SCOTT ASH JAMES ZIRUS Defendant. NO. 5:12-CV-1133 (Western District of Texas)</p> <p>Law Firm: Rymer, Moore, Jackson, & Echols PC</p>
2014	Testimony, Deposition	Defendant	<p>REAL LOCAL PAGE PARTNERS, LLC, Claimant, v. PAYMENT ALLIANCE INTERNATIONAL, INC., Respondent & 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 & Ellis LLP</p>
2013	Deposition	Plaintiff	<p>CABLE WHOLESALE.COM, INC. v. SF CABLE, INC. Case No. CV 11-2966 EMC (Northern District of California)</p> <p>Law Firm: Law Offices of James G. Schwartz P.C.</p>

Appendix C Documents Referenced

Web Services

- Alexa www.alexa.com/
- Bing Search Engine <https://www.bing.com/>
- Compete <https://www.compete.com/>
- Google Keyword Tool <https://adwords.google.com/KeywordPlanner>
- Google Search Engine www.google.com/
- Google Trends <https://www.google.com/trends/>
- Microsoft Bing Keyword Tool www.bing.com/toolbox/keywords
- Million Short <https://millionshort.com/>
- SimiliarWeb www.similarweb.com/
- SpyFu www.spyfu.com/
- W3Snoop <http://www.w3snoop.com/>

Documents

- Agarwal, D., Chen, B. C., and Wang, X. *Multi-faceted ranking of news articles using post-read actions*. In Proc. of CIKM, ACM (2012), 694-703.
- Aikat, D. *News on the web: usage trends of an on-line newspaper*. Convergence: The International Journal of Research into New Media Technologies 4, 4 (Dec. 1998), 94-110.
- BBC News https://en.wikipedia.org/wiki/BBC_News
- Castillo, C., El-Haddad, M., Pfeffer, J., & Stempeck, M. (2014, February). *Characterizing the life cycle of online news stories using social media reactions*. In Proceedings of the 17th ACM conference on Computer supported cooperative work & social computing (pp. 211-223). ACM.
- Complaint, VIRGINIA L. GIUFFRE, Plaintiff, v. GHISLAINE MAXWELL, Defendant. CASE NO. 1:15-cv-07433
- Daily Mirror https://en.wikipedia.org/wiki/Daily_Mirror
- GIUFFRE001120
- GM_00068 (Gow E-Mail)
- <http://digitalmeasurement.nielsen.com/files/metrics-guidelines.pdf>
- <http://www.ebizmba.com/articles/news-websites>
- <http://www.mirror.co.uk/news/uk-news/prince-andrews-pal-ghislaine-maxwell-5081971>
- <http://www.nydailynews.com/news/world/alleged-madame-accused-supplying-prince-andrew-article-1.2065505>
- <http://www.pewresearch.org/fact-tank/2014/02/03/6-new-facts-about-facebook/>
- https://www.google.com/advanced_search
- <https://www.thesun.co.uk/archives/news/6754/prince-andrews-pal-ghislaine-groped-teen-girls/>
- Mail Online https://en.wikipedia.org/wiki/Mail_Online
- Power Law https://en.wikipedia.org/wiki/Power_law
- Snowball sampling https://en.wikipedia.org/wiki/Snowball_sampling

- Tatar, A., de Amorim, M. D., Fdida, S., & Antoniadis, P. (2014). A survey on predicting the popularity of web content. *Journal of Internet Services and Applications*, 5(1), 1.
- 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 Independent https://en.wikipedia.org/wiki/The_Independent
- The Times https://en.wikipedia.org/wiki/The_Times
- Triangulation (social science)
http://en.wikipedia.org/wiki/Triangulation_%28social_science%29
- www.theguardian.com/media/2016/mar/17/independent-mirror-express-and-star-suffer-sharp-fall-in-traffic

EXHIBIT 25

(Filed Under Seal)

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

VIRGINIA L. GIUFFRE.

Plaintiff,

v.

GHISLAINE MAXWELL

Defendants

15-cv-07433-RWS

EXPERT REPORT

OF

PETER KENT

OCTOBER 28TH, 2016

Slave, Virginia Roberts Lies, Virginia Giuffre Lies, Virginia Roberts Giuffre Lies, Virginia Roberts Untrue, Virginia Giuffre Untrue, Virginia Roberts Giuffre Untrue, Virginia Roberts Liar, Virginia Giuffre Liar, Virginia Roberts Giuffre Liar, Virginia Roberts Ross Gow, Virginia Giuffre Ross Gow, Virginia Roberts Giuffre Ross Gow, Virginia Roberts Ross dishonest, Virginia Giuffre Ross dishonest, Virginia Roberts Giuffre dishonest, victims refuse silence sex slave

32. However, nowhere in his report does Mr. Anderson explain why these 26 search terms are important, beyond the fact that, he claims incorrectly, searching the major search engines with these phrases results in links to Web pages that contain allegedly defamatory material. However, this is true of literally thousands of different search phrases it's a simple task to create search terms to match particular pages but he never explains why these particular 26 phrases are relevant.

33. As I explain below in detail, Mr. Anderson's testimony is unreliable because it is *not* based on sufficient facts or data, nor is it the product of reliable principles and methods. Rather, it is seriously flawed in a number of ways.

1. Mr. Anderson's Choice of Search Terms Is Arbitrary

34. Mr. Anderson, in his report, provides a list of 26 search terms (Page 7) that appear to have been chosen in an arbitrary manner; furthermore, Mr. Anderson does not explain how these search terms are relevant to this case. Most of the examples are rarely if ever searched upon, and return few, if any, relevant results (that is, links to pages that discuss or recount Defendant's alleged defamatory statements).

35. Search terms are only relevant to this case if a searcher, wishing to find information about Plaintiff, would type the terms into a search engine. Mr. Anderson does not explain why such a person would type, for instance, the term *victims refuse silence sex slave*; in fact there seems no reason to believe that such a person would use this term. Why would someone wanting to research information about Plaintiff use the term *virginia roberts lies*, or *virginia roberts ross gow*? Mr. Anderson does not suggest any reason that somebody should use such terms. Indeed, these are terms unlikely to be used by anyone unfamiliar with this litigation or the fact that Defendant had denied Plaintiff's original allegations. These are not terms likely to be used by Mr. Anderson's "casual searcher" ("I conducted an investigation to determine the

106. However, this 3-step process (create pages, place them on Web sites, create links to the pages) is not very efficient, regardless of the fact that it is common in the ORM business. One should keep in mind that the primary goal of any business is maximizing profits, not efficiency. The 3-step process may be inefficient, but it has the advantage of increasing the income of ORM firms; rather than merely creating links, they can also charge for the creation and placement of Web pages. There is, however, an alternative strategy that some ORM firms in fact *do* use, as I describe later in this report.

2. The Problems With Mr. Anderson's Strategy

107. Mr. Anderson's strategy is unnecessarily expensive and complicated, for a number of reasons:

- Mr. Anderson exaggerates the number of Web pages (780) that must be pushed down in the search results
- Placing new Web pages on quality Web sites will be very difficult, and unnecessary
- Pushing the new Web pages up in the search results will be very difficult

a) Mr. Anderson Exaggerates the Number of Web Pages (780) That Must Be Pushed Down In The Search Results

108. Mr. Anderson has stated that 780 Web pages must be pushed down in the search results; he takes his 26 search phrases, and multiplies by 30 results (in theory 10 results per search-result page, over three pages, in order to push the “offending” pages down to the fourth page, though in some cases, in particular on Google, there may actually be fewer results on the first page, perhaps 8 or 9.) This is wrong for various reasons.

Most of the Search Terms Will be Used Infrequently If Ever

109. As noted earlier, most of Mr. Anderson's 26 search terms are infrequently if ever employed by searchers. Why, for instance, would it be necessary to push down offending Web pages in the results that the search engines provide for the term *victims refuse silence sex slave*, when this term is likely never used (and furthermore, that the search results contain no Expert Report of Peter Kent Virginia L. Giuffre v. Ghislaine Maxwell

EXHIBIT 26

(Filed Under Seal)

From: <ross@acuityreputation.com>
Date: 2 January 2015 at 20:38
Subject: Ghislaine Maxwell
To: Rossacuity Gow <ross@acuityreputation.com>
bcc: martin.robinson@mailonline.co.uk,
P.Peachey@independent.co.uk,
nick.sommerlad@mirror.co.uk,
david.brown@thetimes.co.uk,
nick.alway@bbc.co.uk,
jo-anne.pugh@bbc.co.uk

To Whom It May Concern,
Please find attached a quotable statement on behalf of Ms Maxwell.

No further communication will be provided by her on this matter.

Thanks for your understanding.

Best
Ross

Ross Gow
ACUITY Reputation

Jane Doe 3 is Virginia Roberts - so not a new individual. The allegations made by Victoria Roberts against Ghislaine Maxwell are untrue. The original allegations are not new and have been fully responded to and shown to be untrue.

Each time the story is re told it changes with new salacious details about public figures and world leaders and now it is alleged by Ms Roberts that Alan Derschowitz is involved in having sexual relations with her, which he denies.

Ms Roberts claims are obvious lies and should be treated as such and not publicised as news, as they are defamatory.

Ghislaine Maxwell's original response to the lies and defamatory claims remains the same. Maxwell strongly denies allegations of an unsavoury nature, which have appeared in the British press and elsewhere and reserves her right to seek redress at the repetition of such old defamatory claims.

Sent from my BlackBerry® wireless device

EXHIBIT 27

(Filed Under Seal)

Page: 1 Document Name: untitled

PANEL: _____

T234

STDT: [REDACTED]

A07. ASSIGNMENT HISTORY

YEAR: 16

Monday May 23, 2016 9:04 am

ROBERTS, VIRGINIA L

SCHL: 3390 GR: 10 ST: I

A ENTRY		WITHDRAWAL P										E					
C	CD	DATE	OD	CD	DATE	R	PF	SY	CL	DS	SCHL	DESC	GR	PRS	ABS	UNX	Y
-	R02	101201		W26	030702	N	_	02	01	_	3390	SURVIVORS	10	56	31	___	Y
-	R02	092001		W02	101101	N	_	02	01	_	2331	ROYAL PALM HIG	10	13	1	___	
-	EA1	081401		W32	092001	Z	_	02	A1	_	2192	WLLNGTN HS ADL	30	___	___	___	
-	EA1	081600		W47	081301	Z	_	01	A1	_	2192	WLLNGTN HS ADL	30	___	___	___	Y
-	EA1	062100		W47	081500	Z	_	00	A1	_	2192	WLLNGTN HS ADL	30	___	___	___	Y
-	E01	081699		W03	081699	N	_	00	01	_	2331	ROYAL PALM HIG	10	___	___	___	
-	E01	081998		W02	060999	P	_	99	01	_	0581	FOREST HILL HI	09	155	25	___	Y
-	E01	082097		W01	061098	R	_	98	01	_	2331	ROYAL PALM HIG	09	147	33	___	Y
-	E01	082097		W22	082097	N	_	98	01	_	2191	WELLINGTON HIG	09	___	___	___	
-	R03	040797		W02	061197	P	_	97	01	_	1691	CRESTWOOD MID	08	40	5	___	Y
-	E01	082294		DNE	082294	N	_	95	01	_	1703	ROYAL PINES SC	06	___	___	___	
-	E01	082393		W02	061094	P	_	94	01	_	1901	LOXAHATCHEE EL	05	167	13	___	Y
-	E01	082592		W01	061193	P	_	93	01	_	1901	LOXAHATCHEE EL	04	176	4	___	Y

PF1=HELP 3=EXIT 5=REFRESH 7=BKWD 8=FWD 9=NEXT PAGE 12=ESCAPE

PAGE FULL...CONTINUE.

TERML: I1B5

TO - DISTRICT: 0000050 PALM BEACH SCHOOL DISTRICT SCHOOL: 3390 COURSE INFORMATION
STATE CODE: 10 PERIOD DATE: 05/23/2016 CURRENT DISTRICT: 50 PALM BEACH SCHOOL
CURRENT SCHOOL: 3390 SURVIVORS CHARTER SCHOOL

LEGAL NAME: ROBERTS, VIRGINIA L

DISTRICT: 50 SCHOOL: 0581 FOREST HILL HIGH

YEAR: 1998-1999 GRADE LEVEL: 09

CREDIT SUBJECT CRSE G A O CREDIT

T COURSE# COURSE TITLE CRSE G GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 0500500 PERS, CAR, SCH DBV 1 EL B Z N 0.50 0.50 DISTRICT-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 0701320 FRENCH 1 EL C Z N 0.50 0.50 STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 1.001340 ENGL 2 EN R J A Z N 0.50 0.50 STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 1.200380 ALG 1-B MA JR F Z N 0.50 0.50 2000-2001 ANNUAL DAYS-PRESENT: 0 ABSENT: 0 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 1.500300 DRIVER ED CLASS HL B Z N 0.50 0.50 SUMMER TERMS DAYS-PRESENT: 0 ABSENT: 0 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 2.000310 ATO 1 SC RJ A Z N 0.50 0.50 PROMOTION STATUS NOT APPLICABLE GPA QTY PTS SUBJECT CRSE G A O CREDIT

1 2.109310 WORLD HIST WH RJ C Z N 0.50 0.50 DISTRICT: 50 SCHOOL: 3390 SURVIVORS CHARTER SCHOOL

2 0500500 PERS, CAR, SCH DEV 1 HL F Z N 0.50 0.50 YEAR: 2001-2002 GRADE LEVEL: 10

2 0701320 FRENCH 1 HL F Z N 0.50 0.50 SUBJECT CRSE G A O CREDIT

2 0800300 HEALTHL-LIF MENT SK LM RJ F Z N 0.50 0.00 T COURSE# COURSE TITLE AREA FLAG R C N ATT./EARN

2 1.001340 ENGL 2 EN RJ F Z N 0.50 0.00 1 0500530 PERS CAR,SCH DEV 4 EL C Z N 0.50 0.50

2 1.200380 ALG 1-B MA JR F Z N 0.50 0.00 1 1001440 BUS ENG I EN J B Z N 0.50 0.50

2 2.000310 BIO 1 BC RJ F Z N 0.50 0.00 1 1205370 CONSUMER MATH MA C C Z N 0.50 0.50

2 2109310 WORLD HIST WH RJ F Z N 0.50 0.00 1 1205310 WORKPLACE ESSENTIAL VO B Z N 0.50 0.50

CREDIT TERM: 7.00 3.00 1 8300310 WORK EXP 1 VO Y Z N 0.50 0.00

DISTRICT-TERM: 1.2857 9.00 COM: 1.5714 22.00 1 8301610 WORK EXP-Q/T VO Y Z N 1.00 0.00

STATE-TERM: 1.2857 9.00 COM: 1.5714 22.00 CREDIT, TERM: 3.50 2.00

DISTRICT-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1998-1999 ANNUAL DAYS-PRESENT: 155 ABSENT: 25 STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

SUMMER TERMS DAYS-PRESENT: 0 ABSENT: 0 STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

ACADEMICALLY PROMOTED

DISTRICT: 50 SCHOOL: 3390 NO COURSES TAKEN

YEAR: 1999-2000 GRADE LEVEL: NA

DISTRICT-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

1999-2000 ANNUAL DAYS-PRESENT: 0 ABSENT: 0 GPA QTY PTS SUBJECT CRSE G A O CREDIT

SUMMER TERMS DAYS-PRESENT: 0 ABSENT: 0 GPA QTY PTS SUBJECT CRSE G A O CREDIT

PROMOTION STATUS NOT APPLICABLE GPA QTY PTS SUBJECT CRSE G A O CREDIT

NOT ENROLLED IN DISTRICT K-12 AT END OF SCHOOL YEAR

DISTRICT-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

2001-2002 ANNUAL DAYS-PRESENT: 69 ABSENT: 12 GPA QTY PTS SUBJECT CRSE G A O CREDIT

SUMMER TERMS DAYS-PRESENT: 0 ABSENT: 0 GPA QTY PTS SUBJECT CRSE G A O CREDIT

NOT ENROLLED IN DISTRICT K-12 AT END OF SCHOOL YEAR

DISTRICT-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

STATE-TERM: 1.4286 5.00 GPA QTY PTS SUBJECT CRSE G A O CREDIT

FILE: SRTS12TS PAGE 3

EXHIBIT 28

(Filed Under Seal)

IMPORTANT MESSAGE

FOR J. E.
 DATE 2/27/05 TIME 10:18 AM

M _____
 OF Ms. Maxwell
 PHONE/
 MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE she is home

SIGNED J. 1184

IMPORTANT MESSAGE

FOR Jeff, up
 DATE 2/28/05 TIME 12:30 AM

M _____
 OF _____
 PHONE/
 MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE She is down during
 if 2:30 is ok
 we see no need to
 stay in school

IMPORTANT MESSAGE

FOR J. E.
 DATE 2/26/05 TIME 4:40 PM

M Geon Luc
 OF _____
 PHONE/
 MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE Please!

Call him

SIGNED J. 1184

IMPORTANT MESSAGE

FOR Jeffrey
 DATE 2/27/05 TIME 01:45 AM

M Geon Luc
 OF _____
 PHONE/
 MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE that he
 called back

SAO01067

SC001

IMPORTANT MESSAGE

FOR J. E.
 DATE 9/4/05 TIME 3:40 AM
 M _____
 OF _____
 PHONE/
 MOBILE _____

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE _____

SIGNED J.

1184

IMPORTANT MESSAGE

FOR J. E.
 DATE 9/4/05 TIME 7:25 AM
 M _____
 OF _____
 PHONE/
 MOBILE _____

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE Canceled

She would like to speak
 to you. I believe about
 college -

Should I schedule any
 one else?

SIGNED J.

1184

IMPORTANT MESSAGE

FOR Mrs. H. Maxwell
 DATE 9/4/05 TIME 1:40 A.M.
 M _____
 OF _____
 PHONE/
 MOBILE _____

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE _____

She will be here
 at 3pm with somebody.

SIGNED L.

1184

IMPORTANT MESSAGE

FOR M. J. Epstein
 DATE 9/4/05 TIME 2:08 A.M.
 M _____
 OF _____

PHONE/
 MOBILE _____

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE _____

SAO01089

SIGNED L.

1184

IMPORTANT MESSAGE

FOR J.E.
 DATE 9/10/05 TIME 5:40 A.M.
 P.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	X	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE I went to Sarah's
and made her water
bottle and I went
work out with G.M.

SIGNED J. 1184**IMPORTANT MESSAGE**

FOR J.E.
 DATE 9/10/05 TIME 5:55 A.M.
 P.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	X	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE She got messages
she talk with Mites
she will be at 12:30

SIGNED J. 1184**IMPORTANT MESSAGE**

FOR _____ A.M.
 DATE _____ TIME _____ P.M.

M _____

OF LADIAPHONE/
MOBILE _____

TELEPHONED		PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE The UNFINISHED
LIFE is not playing
yet.

I got tickets for
the Broken Flowers
@ 9:30

SIGNED 1184

IMPORTANT MESSAGE

FOR J.E. A.M.
 DATE _____ TIME _____ P.M.

M _____

OF DouglasPHONE/
MOBILE _____

TELEPHONED		PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE GM asked him to call
Review do report reg. to
floor. It takes
several days to dry...

SAO01092

IMPORTANT MESSAGE

FOR J.E.
DATE 9/11/05 TIME 9:15 A.M.

M _____
OF _____
PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE
I got a car for

SIGNED J. 1184

IMPORTANT MESSAGE

FOR J.E.
DATE _____ TIME _____

M _____
OF N
PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE
[REDACTED] hasn't confirmed
[REDACTED] @ \$11.00 yet so
she is keeping
on hold in case
doesn't call back

SIGNED _____ 1184

IMPORTANT MESSAGE

FOR Mr. J. Epstein
DATE 9/11/05 TIME 10:01 A.M.

M George Goldsmith
OF _____
PHONE/
MOBILE _____

TELEPHONED	<input checked="" type="checkbox"/> PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

SIGNED L 1184

IMPORTANT MESSAGE

FOR J.E.
DATE 9/10/05 TIME 10:10 A.M.

M _____
OF _____
PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE
[REDACTED] will be at
11: AM
Do you want me to
cancel [REDACTED]

SIGNED J. 1184

SAO01093

IMPORTANT MESSAGE

FOR J. E.
 DATE 2/27/05 TIME 10:18 AM

M Ms. Maxwell
 OF PHONE/
MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE

She is homeSIGNED J.

1184

IMPORTANT MESSAGE

FOR J. E.
 DATE 2/26/05 TIME 4:40 PM

M Geon Luc
 OF PHONE/
MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE

Please!Call himSIGNED J.

1184

COPY**IMPORTANT MESSAGE**

FOR Jeffrey
 DATE 2/28/05 TIME 12:30 PM

M ...
 OF PHONE/
MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE She is going away
If 2:30 is ok
she says needs to
stay in school

SIGNED

1184

IMPORTANT MESSAGE

FOR Jeffrey
 DATE 2/27/05 TIME 07:45 AM

M ...
 OF PHONE/
MOBILE

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE that he
will call back

SAO01446

1184

IMPORTANT MESSAGE

FOR J.E.
 DATE 9/4 TIME 9:05 A.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

*... confirmed
 at 11:00 AM
 - 4:30 P.M.*

SIGNED _____ 1184

IMPORTANT MESSAGE

FOR J.E.
 DATE 9/4/05 TIME 9:08 A.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE *It is O.K. for*

*[REDACTED]
 to stop by
 and drop something?*

SIGNED J. 1184**IMPORTANT MESSAGE**

FOR Jess Staley
 DATE 09/03/05 TIME 4:40 P.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

/

SIGNED _____ 1184

IMPORTANT MESSAGE

FOR Jeffrey
 DATE 09/03/05 TIME 4:40 A.M.

FOR Jeffrey
 DATE 09/03/05 TIME 4:40 P.M.

M _____

OF _____

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

/

SAO01450

1184

IMPORTANT MESSAGE

FOR M.J.E.
 DATE 11/08/04 TIME 1:10 A.M. P.M.
 M [REDACTED]
 OF

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

Placing call back.SIGNED JR 1184**IMPORTANT MESSAGE**

FOR M.J.E.
 DATE 11/08/04 TIME 1:45 A.M. P.M.
 M [REDACTED]
 OF

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

SIGNED _____ 1184

IMPORTANT MESSAGE

FOR M.J.E.
 DATE 11/08/04 TIME 1:15 A.M. P.M.
 M [REDACTED]
 OF

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

I have 2 female
for him!SIGNED JR 1184**IMPORTANT MESSAGE**

FOR J.E.
 DATE 11/08/04 TIME 6:45 A.M. P.M.
 M [REDACTED]
 OF

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

SIGNED _____ 1184

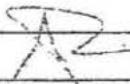
SAO01452

IMPORTANT MESSAGE

FOR J.E.
DATE 1/29/05 TIME 9:00 A.M.
M _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

*Please call her.*SIGNED  1184

IMPORTANT MESSAGE

FOR J.E.
DATE 1/29/05 TIME 10:10 A.M.
M _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

*This is her new
call number. Please
call her.*SIGNED  1184

IMPORTANT MESSAGE

FOR J.E.
DATE 1/29/05 TIME 9:00 A.M.
M Tel 102
OF _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

*Please call her back.*SIGNED  1184

IMPORTANT MESSAGE

FOR J.E.
DATE 1/29/05 TIME 11:10 A.M.
M new
OF _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

*I have a female
for him.*SIGNED  1184

SAO#1455

IMPORTANT MESSAGE			
FOR	J.E.		
DATE	9/3/05		
TIME	9:56 A.M.		
OF			
PHONE/ MOBILE			
TELEPHONED	<input type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	
WANTS TO SEE YOU	<input checked="" type="checkbox"/>	RUSH	
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	
MESSAGE <i>I left message for [REDACTED] to confirm Nov 11th AM and for 4:30 PM</i>			
SIGNED <i>T.</i> 1184			

IMPORTANT MESSAGE			
FOR	J.E.		
DATE	8/22/05		
TIME	9:25 P.M.		
OF			
PHONE/ MOBILE			
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	
WANTS TO SEE YOU	<input type="checkbox"/>	RUSH	
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	
MESSAGE			
SIGNED <i>T.</i> 1184			

IMPORTANT MESSAGE			
FOR	J.E.		
DATE	9/4/05		
TIME	12:55 P.M.		
M	[REDACTED]		
OF			
TELEPHONED	<input type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	
WANTS TO SEE YOU	<input checked="" type="checkbox"/>	RUSH	
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	
MESSAGE <i>She would like to reschedule her time</i>			
SIGNED <i>T.</i> 1184			

IMPORTANT MESSAGE			
FOR	J.E.		
DATE	8/22/05		
TIME	12:55 P.M.		
M	6 M		
OF			
PHONE/ MOBILE			
TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	
WANTS TO SEE YOU	<input type="checkbox"/>	RUSH	
RETURNED YOUR CALL	<input type="checkbox"/>	SPECIAL ATTENTION	
MESSAGE			
SIGNED <i>T.</i> 1184			

SAO01477

IMPORTANT MESSAGE

FOR Jr Epstein
 DATE 02/02/03 TIME 8:15 A.M.
 M SS [REDACTED]

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE could
for Please call back,
it's very important

SIGNED [REDACTED]

1184

IMPORTANT MESSAGE

FOR GZL
 DATE _____ TIME _____ A.M.
 P.M.

M _____
 OF _____

PHONE _____ AREA CODE _____ NUMBER _____ EXTENSION _____

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

[REDACTED] PHONEID
To confirm / cancel

SIGNED [REDACTED]

1184

IMPORTANT MESSAGE

FOR SE
 DATE 01/02/03 TIME 16:30 P.M.
 M [REDACTED]

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE _____

SIGNED GWT

1184

IMPORTANT MESSAGE

FOR SE
 DATE 01/02/03 TIME 21:06 P.M.
 A.M.

M [REDACTED]

TELEPHONED	PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE WANTS TO KNOW
IF SHE SHOULD BEING
HER FRIEND [REDACTED]
INT TONIGHT

SIGNED MGWT

1184

SAO01456

Item # of WORK

IMPORTANT MESSAGEFOR JeffreyDATE 8/24/04 TIME 5:11 A.M.
M. [REDACTED]

TELEPHONED	<input checked="" type="checkbox"/> PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE has girl for
tonight

SIGNED

a
1184**IMPORTANT MESSAGE**FOR Mr. EpsteinDATE 8/24/04 TIME 5:20 P.M.
M. M.E. Mark Epstein

TELEPHONED	<input type="checkbox"/> PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE

Call me in
New York

SIGNED

a
1184**IMPORTANT MESSAGE**FOR Jeffrey EpsteinDATE 8/24/04 TIME 5:29 A.M.
M. Dr. Lichtenstein

TELEPHONED	<input type="checkbox"/> PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

MESSAGE will be abg. 19 B/e
at this number for
3 min. otherwise tomorrow
9 AM - 10 PM

SIGNED

a
1184**IMPORTANT MESSAGE**FOR JeffreyDATE 8/24/04 TIME 12:30 A.M.
M. Dr. moushawis

TELEPHONED	<input type="checkbox"/> PLEASE CALL
CAME TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	RUSH
RETURNED YOUR CALL	SPECIAL ATTENTION

SAO01457

a
1184

IMPORTANT MESSAGE

FOR SARAH
 DATE 07/10/01 TIME 6:33 A.M.
 M RA6HU
 OF RA6HU

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE PL CALLPL CALL

SIGNED _____

1184

IMPORTANT MESSAGE

FOR SARAH
 DATE 7/10/01 TIME 11:30 A.M.
 M MILES
 OF REDACTED

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE HE IS WORKINGPLEASE CALL HIMHE IS BACK IN THE OFFICEAT 11:30 A.M.

SIGNED _____

1184

IMPORTANT MESSAGE

FOR MR EPSTEIN
 DATE _____ TIME _____ P.M.
 M CECILIA (EFFIE)
 OF _____

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

MESSAGE _____

SIGNED _____

1184

IMPORTANT MESSAGE

FOR MR EPSTEIN
 DATE 7/19/01 TIME 7:50 A.M.
 M REDACTED
 OF REDACTED

IMPORTANT MESSAGE

FOR MR EPSTEIN
 DATE 7/19/01 TIME 7:50 A.M.
 M REDACTED
 OF REDACTED

TELEPHONED	<input checked="" type="checkbox"/>	PLEASE CALL	
CAME TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		RUSH	
RETURNED YOUR CALL		SPECIAL ATTENTION	

AVAILABLE ON TUESDAY
NO ONE FOR TOMORROW

SAO01461

SIGNED _____

1184

IMPORTANT MESSAGE

FOR JOE

DATE 7/17/04 TIME 6:00 A.M.

[REDACTED]

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL	X
CAME TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	RUSH	
RETURNED YOUR CALL	SPECIAL ATTENTION	

MESSAGE _____

SIGNED _____ a
1184

IMPORTANT MESSAGE

FOR SARAH

DATE 7/17/04 TIME 8:02 A.M.

M _____

OF GEORGE

PHONE/
MOBILE _____

TELEPHONED	PLEASE CALL	
CAME TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	RUSH	
RETURNED YOUR CALL	SPECIAL ATTENTION	

MESSAGE "I AM JET-LAG AND
NODDING OFF. JUST SAY
I CALLED HER."

SIGNED Ru a
1184

IMPORTANT MESSAGE

FOR MR EPSTEIN

DATE 7/17/04 TIME 6:55 P.M.

M _____

OF [REDACTED]

TELEPHONED	PLEASE CALL	
CAME TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	RUSH	
RETURNED YOUR CALL	SPECIAL ATTENTION	

MESSAGE CAN
COME TOMORROW ANY
TIME OR [REDACTED] ALONE

SIGNED Ru a
1184

IMPORTANT MESSAGE

FOR SARAH OR MR EPSTEIN

DATE 7/17/04 TIME 6:45 A.M.

M _____

OF [REDACTED]

TELEPHONED	PLEASE CALL	
CAME TO SEE YOU	WILL CALL AGAIN	
WANTS TO SEE YOU	RUSH	
RETURNED YOUR CALL	SPECIAL ATTENTION	

MESSAGE WAS IN A CAR
ACCIDENT ON HER WAY
SO CAN NOT COME.
SHE JUST GOT BACK

Signed Ru a
1184

SAO01462

SC1184-1001