

Nicholas Lauber

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Objective:

- I am seeking admission into the University of Nebraska at Omaha's Graduate Studies Program for Fall 2017.

Education:

- University of Nebraska at Omaha. Bachelor of Science in IT Innovation. 3.65 GPA: *magna cum laude*. Graduation: May 2017.

Awards & Scholarships:

- Regent's Scholarship: Fall 2012 – Spring 2017
- Dean's List: Fall 2012, Spring 2014 – Fall 2016
- Chancellor's List: Spring 2013, Fall 2013

Research:

- **Understanding User Perceptions of Trust for Proseeds, Inc.**
 - In a group, I studied user perceptions of the trustworthiness of the website of Proseeds, Inc. Preliminary work, along with literature findings, were used to build several prototypes for a usability study. The results of the study informed a recommendation of changes to Proseeds, Inc. The professor for the course, Dr. Christine Toh, has expressed interest in improving the final paper for submission to the CHI 2018 conference.
- **Comparing Networks of Music Fans in Omaha, Nebraska and Austin, Texas**
 - I conducted social media analysis to compare the social connections between fans of Facebook pages in the local music scenes of Omaha, Nebraska and Austin, Texas.
- **The Refugee Perspective Social Media Campaign**
 - A small study was conducted on 25 participants from the College of Business Administration in the Commerce and Applied Behavioral Lab in November 2016 for The Refugee Perspective Campaign, as a part of the Peer to Peer Challenging Extremism Competition. This was conducted to gauge the impact of videos and advertisements on perceptions of refugees in the United States.

Course Highlights

- **ITIN 4000 Interaction Design**
 - Gaining a greater understanding of statistical tests and the use of them within realistic scenarios. Using usability studies working with a 2x2 methodology to gain insight into user perceptions. Learning about research writing, including literature review, methodology, analysis, and conclusions.
- **ITIN 4000 Social Computing**
 - Learning about data collection, cleaning, and analysis from social media websites, including Facebook and Twitter. Learning theories of social network analysis, including social graphs, sentiment and text analysis, and recommender systems. Learning about research writing and poster creation, including literature

review, methodology, analysis, and conclusions.

- **HON 3000 Hate and Terrorism**
 - Learning about the structure and tactics of terrorist organizations from the far-right, far-left, and jihadi organizations. Utilizing these tactics to design a social media campaign to combat the efforts of these organizations to radicalize others. Division of tasks among student groups to develop and organize campaign content (video/audio recording, social media, report writing, etc.). Understanding and designing metrics for measuring behavior and attitude change.

Activities:

- University of Nebraska at Omaha Marching Band: Fall 2012 – Fall 2016
- University of Nebraska at Omaha University Band: Fall 2012 – Spring 2014
- University of Nebraska at Omaha Honors Program: Fall 2012 – Spring 2017
- Peer to Peer: Challenging Extremism Competition: Fall 2016 – Spring 2017
 - The Refugee Perspective Campaign
 - Fourth Place in National Competition
- The Refugee Perspective Student Organization: Spring 2017 – Present
 - Chair of Research Committee
 - Member of Social Media and Website Maintenance Committees

Foreign Languages:

- German – Two years of learning at high school level
- Japanese – Two years of learning at university level

Work Experience:

- Saddle Creek Records Practicum – Spring 2017
 - Performed social media analysis through sentiment and statistical analysis and pattern recognition. Made recommendations to Saddle Creek Records for improvements to social media. Helped construct a dataset of national indie retailers for distribution.