Weds 14th June 2017
10.10-11.10hrs

Professor Siân Bayne, University of Edinburgh
The death of a network: Yik Yak and the value of anonymous social media in universities

This talk will present the early findings of a project which conducted research into the anonymous social media platform Yik Yak over 2016/17. Yik Yak was a location-based social media app, launched in 2013, which very quickly became ubiquitously adopted by students on university and college campuses in the US and the UK. It allowed users located within the same geographical area to create and respond to short, anonymous posts, and quickly emerged as an often-controversial space in which candid and dynamic issues were raised and discussed by young users, alongside much-publicised incidents of hate and victimisation.

Over the period of the research, Yik Yak shifted from being a vibrant community platform for undergraduates at Edinburgh, to a rapid decline in use and final closure in May 2017. This talk will discuss what we can learn about the value of anonymous social media through the death of this platform and the student community and network which inhabited it. It will suggest that universities need to ask serious questions about their duty of care toward students in social media, the sociotechnical 'imaginaries' which we use to understand platforms, and the need to support ongoing research on student social media use.

Biography
Siân Bayne is Professor of Digital Education at the University of Edinburgh, based in the Moray House School of Education. She also directs the Centre for Research in Digital Education and teach on the MSc in Digital Education.

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Thurs 15th June 2017
10.00-11.00hrs

Professor Jennifer Preece, University of Maryland
Biodiversity Citizen Science: New Research Challenges for Human Computer Interaction (HCI)

In this age of the anthropocene, humans have profound influence on the planet, changing the atmosphere we breathe and reshaping the earth's surface, thereby triggering species extinction at an alarming rate.

HCI's influence on every aspect of technology means that we have a responsibility to heal our planet by raising awareness and triggering action. Citizen science is a form of crowdsourcing that involves citizens in collecting and or analyzing data. This talk focuses on biodiversity citizen science and it challenges HCI researchers, practitioners, teachers, and students to lead the way in shaping a sustainable future. It includes inspirational prototypes that show how design excellence can change technology, raise awareness, and engage citizens to contribute by becoming "citizen scientists". These challenges are advancing the leading edge of HCI theory and practice and contributing to save the species with which we share our planet.

Biography
Jennifer Preece is a Fellow of the ACM SIGCHI Academy and a Professor at the College of Information Studies – Maryland's Information School, where she was Dean (2005-2015). She is co-author of the most widely-used textbook in HCI, Interaction Design: Beyond Human Computer Interaction (4th Edition, John Wiley & Sons, 2015). Her pioneering book Online Communities: Designing Usability, Supporting Sociability (2000), helped to clarify determinants of success in empathic online communities, especially in healthcare discussion groups. She is author, coauthor, or editor of seven other books including one of the first texts in HCI, Human-Computer Interaction (1994), as well as numerous journal and conference papers. Preece's current research focuses on biodiversity citizen science, and informal environmental education; she is particularly interested in factors that contribute to participation, especially long-term participation in these communities.

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Ben Shneiderman, University of Maryland
The New ABCs of Research: Achieving Breakthrough Collaborations

Solving the immense problems of the 21st century will require ambitious research teams that are skilled at producing practical solutions and foundational theories simultaneously – that is the ABC Principle: Applied & Basic Combined. Then these research teams can deliver high-impact outcomes by applying the SED Principle: Blend Science, Engineering and Design Thinking, which encourages use of the methods from all three disciplines. These guiding principles (ABC & SED) are meant to replace Vannevar Bush's flawed linear model from 1945 that has misled researchers for 70+ years. These new guiding principles will enable students, researchers, academic leaders, and government policy makers to accelerate discovery and innovation.

Biography

Ben Shneiderman is a Distinguished University Professor in the Department of Computer Science, Founding Director (1983-2000) of the Human-Computer Interaction Laboratory and a Member of the UM Institute for Advanced Computer Studies (UMIACS) at the University of Maryland. He is a Fellow of the AAAS, ACM, IEEE, and NAI, and a Member of the National Academy of Engineering, in recognition of his pioneering contributions to human-computer interaction and information visualization. His contributions include the direct manipulation concept, clickable highlighted web-links, touchscreen keyboards, dynamic query sliders for Spotfire, development of treemaps, novel network visualizations for NodeXL, and temporal event sequence analysis for electronic health records.

Ben is the co-author with Catherine Plaisant of Designing the User Interface: Strategies for Effective Human-Computer Interaction (6th ed., 2016). With Stu Card and Jock Mackinlay, he co-authored Readings in Information Visualization: Using Vision to Think (1999). His book Leonardo's Laptop (MIT Press) won the IEEE book award for Distinguished Literary Contribution. He co-authored Analyzing Social Media Networks with NodeXL (Morgan Kaufmann) with Derek Hansen and Marc Smith. Shneiderman's latest book is The New ABCs of Research: Achieving Breakthrough Collaborations (Oxford, April 2016).

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