
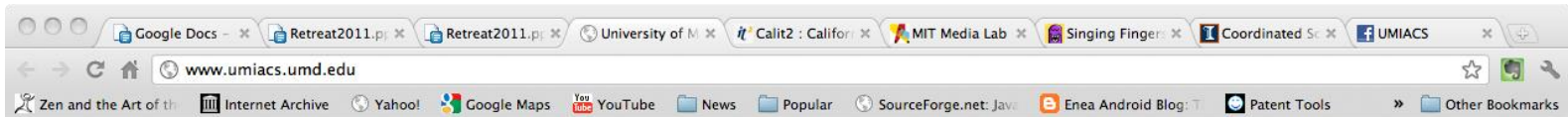




UMIACS Web Presence

Ben Bederson, Jeff Hollingsworth, David Jacobs &
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+ UMIACS Web Site



UMIACS

UNIVERSITY OF MARYLAND INSTITUTE FOR ADVANCED COMPUTER STUDIES

People Research Publications Infrastructure About Us



Dr. Colwell wins 2010 Stockholm Water Prize

UMIACS Terp Talks



Professor Ben Shneiderman, introducing [Technology-Mediated Social Participation](#).
Taped 3 December, 2010.

Recently Published Books

[Analyzing Social Media Networks with NodeXL: Insights from a Connected World](#) by Derek Hansen, Ben Shneiderman, Marc A. Smith.

[Handbook of Signal Processing Systems](#) Editors: Shuvra S. Bhattacharyya, Ed F. Deprettere, Rainer Leupers, Jarmo Takala

UMIACS Laboratories and Centers

CFAR [Center for Automation Research](#)
CCFB [Center for Bioinformatics and Computational](#)

In the News

- Ashok Agrawala was recently interviewed on [Washington Channel 9](#) to talk about M-Security, a new safety App developed at UMD. Agrawala, who helped to invent the technology, was also featured on WAMU 88.5's news story, "[UMD-College Park Rolls Out New Safety App For Students' Smartphones](#)." Agrawala has been recognized as an expert on location-awareness technology and is known for his research on large-scale wireless networking, and hard real-time systems design.
- Michael Cukier was interviewed for an article on the government's need for cybersecurity experts, featured on the [Huffington Post's Technology Section](#). Cukier has been known for his research on dependability and security issues, lately focusing on the empirical quantification of cyber security.
- Joseph Jaja has been interviewed for an article on digital archiving, featured on the front page of the [Washington Post's Metro Section](#). Jaja has been leading the



Some Points of Comparison



- Coordinated Science Laboratory
- Graphics, Visualization & Usability Center
- MIT Media Lab
- California Institute for Telecommunications and Information Technology
- Center for Information Technology Research in the Interest of Society

The screenshot shows a web browser window with the URL `citris-uc.org`. The browser's address bar and tabs are visible at the top. The website's header includes the CITRIS logo (Center for Information Technology Research in the Interest of Society) and navigation links for PARTNERS, PEOPLE, CONTACT US, about, events, research, and news. A search bar is located in the top right corner.

The main content area features a large image of a person using a VR headset, with the title **Tele-Immersion for Physicians**. Below this, the text reads: "The project goal is to develop collaborations between researchers from UC Berkeley and UC Davis to develop a real-time rendering algorithm..."

Below the main image, there are several news highlights and upcoming events:

- Upcoming Events**
 - Searching for the Milli-Volt Switch, Aug 26
 - International Synthetic Biology Workshop: A Bio-based Future, Aug 29-31
 - Technology, Finance, and Policy: Defining Our Energy Future, Aug 31
 - History and Theory of New Media: Technology as the Architect of our Intimacies, Sherry Turkle, Sep 6
 - ATC Lecture: Social Art Works: Social Turns and Reciprocal Systems, Shannon Jackson, Sep 19
- News Highlights**
 - Fall 2011 i4energy seminar series**: The fall series will begin in September. [read more](#)
 - CITRIS Research Exchange schedule for Fall 2011**: The fall Research Exchange schedule is now online. [read more](#)
 - XSEDE Project Brings Advanced Cyberinfrastructure, Digital Services and Expertise to Nation's Scientists and Engineers**: UCB/CSE part of the NSF Extreme Science and Engineering Discovery Environment. [read more](#)
 - Getting to the root of the water cycle**: A Berkeley-Merced collaboration is using small moisture sensors with wireless nodes to help predict water availability. [read more](#)
 - Study shows most Facebook users are**

At the bottom right, there is a **Featured Person** section for **Professor Eli Yablonovitch**, Professor, Electrical Engineering and Computer Sciences. Below this, it states: "Eli Yablonovitch is the Director of the NSF..."



Basic Observations: CITRIS vs. UMIACS



- Scientific focus more apparent
 - Contents emphasizes big science *AND* the people that do it
 - Publicizes the successes of the center's personnel
- Modern web site & content layouts
 - More dynamic/up to date content
 - Use of content management system
- Supports search
- Incorporates some social networking & multimedia features
 - YouTube, Twitter, Facebook, Newsletter mailing list, Event mailing list, Calendar, etc.

+ Web Presence



- Who sees a UMIACS member's web presence?
 - What information/services are they looking for?
 - How and how much will they use these?
- How can UMIACS use web presence concepts & technology to amplify the impact/celebrity of its members?
- What resources will UMIACS & its members commit to creating & maintaining their web presence?
 - Assuming insufficient resources to meet all our desires, "What are our top priorities?"



Some UMIACS Web Presence Goals?



- **Note:** web presence \neq web site

- External
 - Increase awareness of UMIACS members & their research
 - Project image of UMIACS members as people using cutting edge computing to solve large-scale problems that are vitally important to society
 - Increase funding opportunities

- Internal
 - Increase member productivity
 - Enable members to more easily generate web presence content
 - Facilitate creation and maintenance of (interdisciplinary) collaborations

+ Technological Solution Areas



- Traditional web site content
- Social networking / Web 2.0
- Web Services

+ Traditional Content



- General Information,
 - Static: About UMIACS, Contact info & Directions, Hiring, Partnerships
 - Dynamic: Events, News, Awards, Featured Research videos
 - Need to provide this content in self-sustaining ways
- Research
 - Featured research, Publications, Archived talks
- People
 - Photo, contact info, bio, multimedia presentations
 - Need to have graphic content available for main web site
- Search
 - Within web site content
 - Intra-UMIACS cross-linking
 - Optimization for external searches

+ Social Networking/Web 2.0



- Twitter
 - Realtime display of UMIACS members research-related tweets
- Social Networks (Facebook/Google+/LinkedIn)
 - Accounts for UMIACS/Labs/Individuals
 - Networks/circles for research interests, communities
- Director's Blog
 - Communicate UMIACS news, strategic visions, opportunities, etc.
 - Guest posts by UMIACS members
- Share buttons
 - Sharing to Facebook, Twitter, Digg, email, etc.
- Podcast/Video
 - Multimedia presentations featuring member's research
- Wikipedia entries for members/labs

+ Web Services



- UMIACS also provides web-based services for
 - Members
 - External communities



Services for UMIACS Members



- Databases to support both website content & member's reporting obligations
 - Publication, Awards, Media contacts, Grants (UMIACS should provide web interface to display and extract data from campus databases where possible.)
 - Must include an API for upload to multiple sources (FAR reports, funding agencies, member websites, etc.)

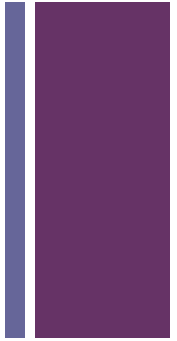
- Podcast Development Software

- Software Repository & Distribution
 - Svn, CVS, Git, AppStore

- Online calendar



Services for External Communities



- Dataset & artifact repositories
 - Software Testing Benchmarks, Semantic web, Natural language processing, Computational biology, Scientific visualization, etc.
 - Organize course(s) on data archiving or on UMIACS' unique data
- Presentations - Educational artifacts / Research showcases / Outreach
 - Online lectures
 - 5-minute lessons, Middle/High school-targeted lectures
 - Science fair / programming contests
 - Interactive research/education demos
 - <http://www.mathmovesu.com/#/sum-of-all-thrills>
- Expert search
 - University has something for this already
 - “eHarmony” for potential collaborations

+ What Can You Do to Help?

- Commit some time to providing and maintaining your UMIACS-related content (Many of us are doing these activities anyway)
 - Get your photo taken (contact: pubs@umiacs.umd.edu)
 - Provide graphics for your projects
 - Update content databases
 - Develop Videos/Podcasts showing off your research
 - Write blog entries
- Provide your suggestions for improving UMIACS' web presence

