The Web Science Institute (WSI) offers expertise on the World Wide Web drawn from technologists, social scientists, humanities and medical researchers across the University of Southampton’s specialist faculties.
The Institute analyses how the Web is changing our world and how social, political, economic and cultural processes are shaping the evolution of the Web.

Based on a deep understanding of how the Web is used now, the Institute explores the implications for all our futures.
The WSI trains researchers to address global challenges such as cybercrime, digital inequality and the digital economy, building strong partnerships with industry, government, business and charities.
Partner Benefits

At its inaugural Research Week the Institute will launch a number of research challenges raised by its partners. From investigating the online availability of legal highs and industrial cyber threats to measuring the social and cultural value of web resources, the WSI will provide answers to its partners’ key business questions.
Research Week 2014 Partnerships

1. Web Product Discovery  
   *Haymarket Publishing – Chris Hughes*

2. Personal Data Observatory  
   *Ctrl-Shift – Reubin Binns*

3. MOOC Observatory  
   *University of Southampton – Manuel Urrita*

4. Historic Analysis of Government Websites  
   *The National Archive – Ian Brown*

5. Using Linked Data to Record and Expose Linked Resources  
   *Open Data Institute – Dave Tarrant*

6. Motivating Unbiased Crowds for Crowdsourcing Projects  
   *Ordnance Survey – Silke Roth*

7. Calculating the Social and Cultural Capital of Web Resources  
   *Switch Concepts – Jo Munson & Jess Ogden*

8. Commissioning Cyberattacks against Business Websites  
   *South East Regional Organised Crime Unit – Huw Fryer*

9. Obtaining Legal Highs from the Web  
   *National Crime Agency – Lisa Sugiura*
1. **Web Product Discovery**

**How can the web be used to understand consumer behaviour?**

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**Project Aim:** How can companies better understand their audiences using data available on the web.

Example: **IPHONE 5S**

**Problem:** What are people on Twitter talking about regarding the IPhone 5S (product specifications) and how do these change up until the release date.

**Found:** People were mostly concerned with the Fingerprint feature, and its sentiment was largely negative.

*This could inform editors regarding what are the main features of the phone that consumers care about and how these interests evolve over time.*

**Automobile Sector: Two tasks**

- Understanding consumer behaviour; how good an indicator is Twitter data for predicting future sales? Is online consumer behaviour homogeneous across different markets?
- Retrieving relevant forum data that can be analysed in future research. This also helps identify product specifications and relevant sources of information.
2. Personal Data Observatory

Reuben Binns  Max Van Kleek  Gareth Beeston  Faranak Hardcastle  Peter West

bit.ly/ctrlvis
3. MOOC Observatory

UoS Web Science MOOC

UoS Portus Harbour MOOC

UoS Exploring our Oceans MOOC
4. Historic UK Government Websites

National Archives Visualiser

Choose a file to upload
Choose File: finance.csv
Uploaded complete

- Wage
- Profit
- Inflation
- Unemployment

Real unemployment and UKGWA Mentions of "Unemployment"

Frequency of Economic Terms Across All UK Gov't Websites
5. Linked Data for Recording Resources

Trending topics with ODI Open Data

- ODI News/Press
- ODI Blog
- Website
- Twitter
- Pinboard
- Pinterest
- Google Trends
- ODI Annual Report book

Do ODI communications reflect the ODI’s self image?

Sophie Parsons, Tim O'Riordan, Jarutas Pattanaphanchai

Mark Anderson, Terhi Nurmikko, Anna Weston, Sami Kanza

Leif Isaksen

David Tarrant (ODI)
6. Different Crowds

Motivating the Unmotivated Crowd to collect Geographic Information

Team: Conrad d’Souza, Caroline Halcrow, Glen Hart, Markus Luczak-Roesch, Neal Reeves, Silke Roth, Johnny Scott, Xin Wang

Contact: silke.roth@soton.ac.uk; Glen.Hart@ordnancesurvey.co.uk

- Organisations such as OpenStreetMap (OSM) construct their mapping through volunteers
- Users and Contributors to OSM are not representative of the general population (young highly educated males over represented)
- Only selective information → rural areas, low income areas, place names missing
7. Calculating the Social and Cultural Capital of Web Resources

Les Carr, Jeff Vass, Joanna Munson, Jessica Ogden, Elzabi Rimington & Amy Lynch

1. Access
2. Transaction
3. Reciprocity
4. Obligation

Measuring Social & Cultural Capital - Bourdieu, Putnam (& Vass)
8. Commissioning DDoS Against Business Websites
9. Novel Psychoactive Substances on the Web

Web Science Institute Research Week 24-28 February 2014
Royal Society, London Presentation

- Wendy Hall, Jane Morgan,
- Lisa Sugiura, Paul Booth,
- Mark Weal, Craig Webber,
- Becki Nash, Richard Gomer,
- Abby Whitmarsh, Kieran Rones,
- Laura Hyrjak, Ramine Tinati,
- NCA, WEDINOS, Roke Manor
Research Week
University of Southampton
11am, Monday 24\textsuperscript{th} February
followed by group collaborations and a programme of guest seminars
Tuesday 25\textsuperscript{th} – Thursday 27\textsuperscript{th} February

Closing Ceremony
11am, Friday 28\textsuperscript{th} February
Royal Society, London