

WEB SCIENCE
Institute

Research Week 2014

UNIVERSITY OF
Southampton

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 image shows a modern building interior. A large, curved, white architectural element, possibly a staircase or a decorative wall, dominates the foreground. Above it is a large, multi-paned skylight with a blue sky visible through the glass. The building's walls are a warm yellow color, and there are several windows with white frames. The lighting is bright and even, suggesting a well-lit interior space.

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.



A photograph of a modern, multi-level office building. The image shows a long, brightly lit corridor with glass railings on the upper levels. A prominent green pillar stands in the center of the lower level. The architecture is contemporary, with large windows and a clean, industrial aesthetic. The text is overlaid on the right side of the image.

Partner Benefits

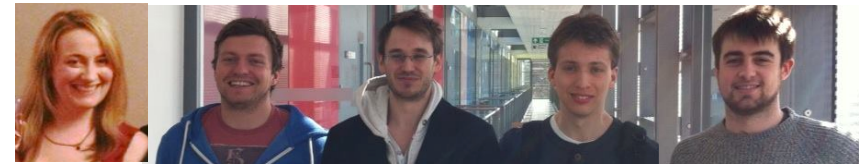
At its inaugural *Research Week* the Institute will launch a number of research challenges raised by its partners. From investigating the online availability of legal highs and industrial cyber threats to measuring the social and cultural value of web resources, the WSI will provide answers to its partners'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

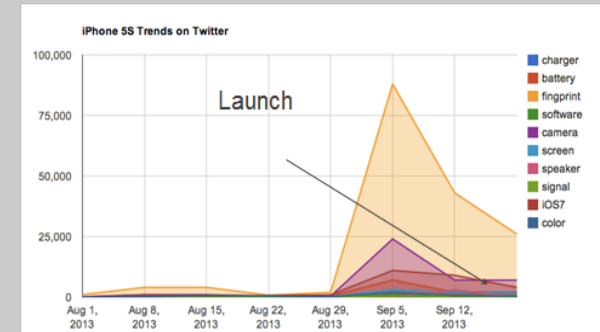
HOW CAN THE WEB BE USED TO UNDERSTAND CONSUMER BEHAVIOUR



Christopher Hughes, Gemma Fitzsimmons, Javier Pereda, Joanna Walker, Lawrence Green, Will Fyson, Will Lawrence

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



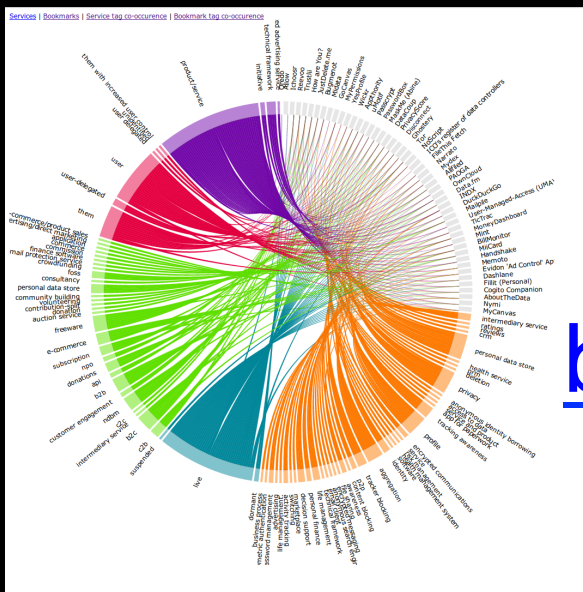
Gareth
Beeston



Faranak
Hardcastle



Peter
West



bit.ly/ctrlvis

3. MOOC Observatory

Much more
than geek chic.
Free online
Web Science MOOC

www.southampton.ac.uk/moocs



UoS Web Science MOOC

UoS Portus Harbour MOOC



UoS Exploring our Oceans MOOC



4. Historic UK Government Websites

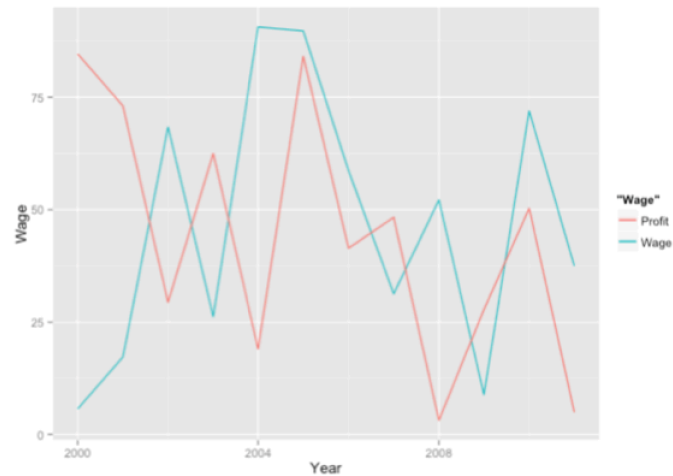
National Archives Visualiser

Choose a data file to upload

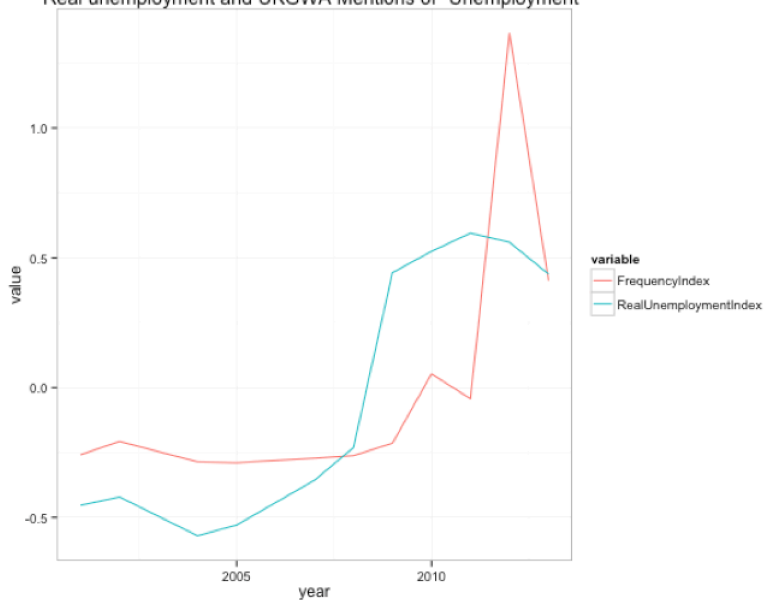
Choose File `finance.csv`

Upload complete

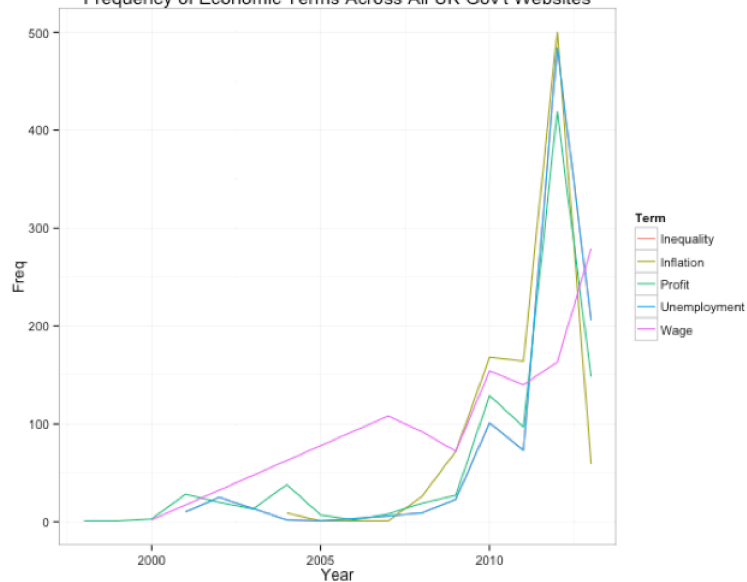
- Wage
- Profit
- Inflation
- Unemployment



Real unemployment and UKGWA Mentions of "Unemployment"



Frequency of Economic Terms Across All UK Gov't Websites



5. Linked Data for Recording Resources

Sophie Parsons,
Tim O'Riordan,
Jarutas Pattanaphanchai



David Tarrant (ODI)

Trending topics with ODI Open Data

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

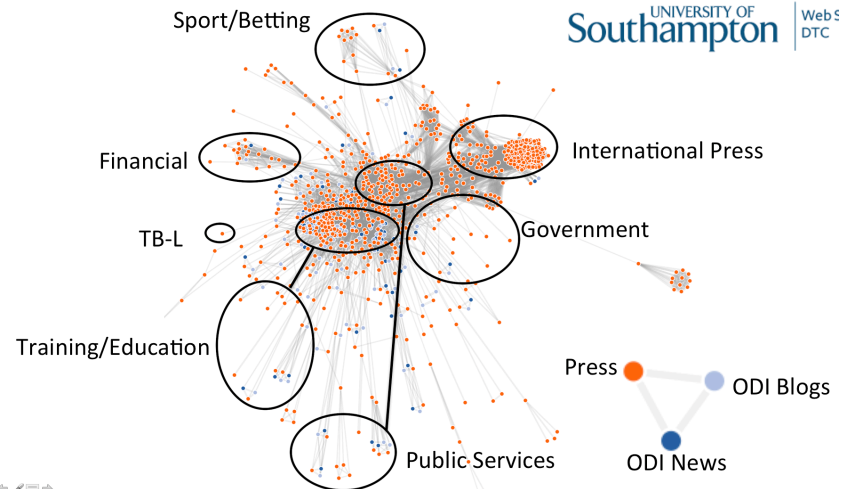
Do ODI communications reflect the ODI's self image?

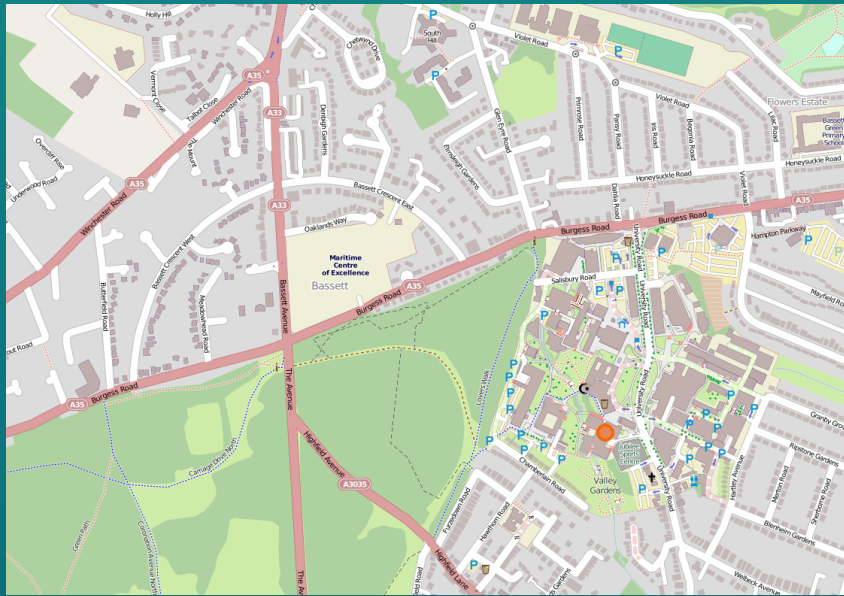
Mark Anderson,
Terhi Nurmikko,
Anna Weston,
Sami Kanza

foaf:knows
foaf:knows
foaf:knows



Leif Isaksen





- 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

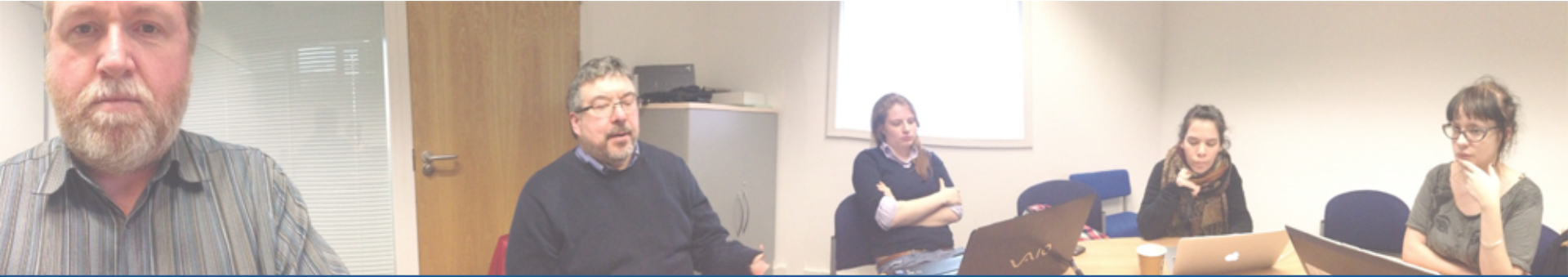
6. Different Crowds

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

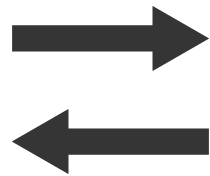
7. Calculating the Social and Cultural Capital of Web Resources



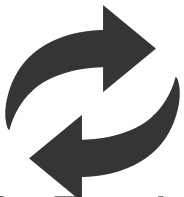
Les Carr, Jeff Vass, Joanna Munson, Jessica Ogden, Elzabi Rimington & Amy Lynch



1. Access



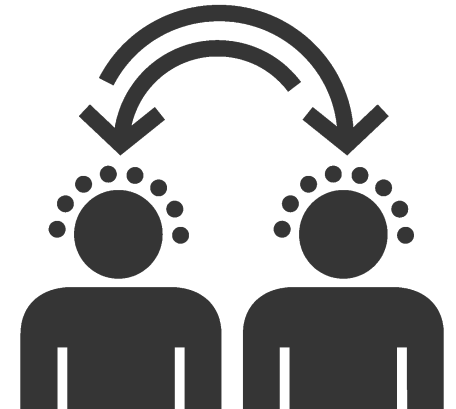
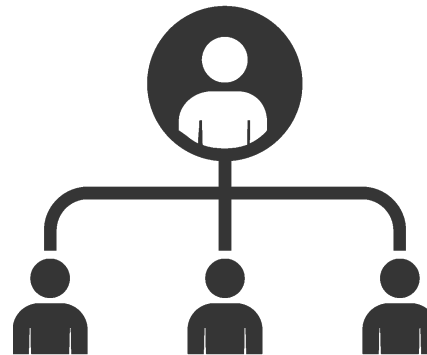
2. Transaction

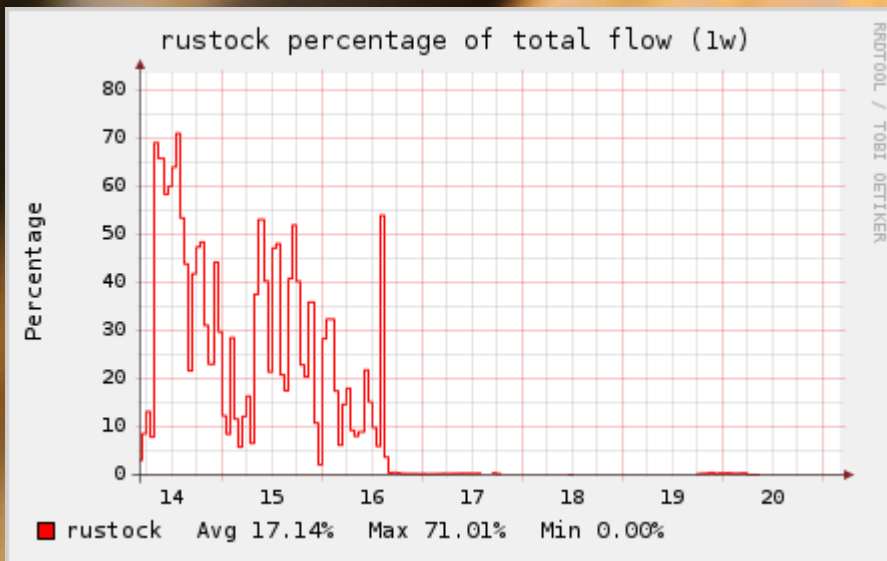


3. Reciprocity



4. Obligation





BBC Sign in News

NEWS TECHNOLOG

Home World UK England N. Ireland Scotland Wales

5 February 2014 Last updated at 16:01

**Snowden leaks: GCHQ
'Anonymous' hackers**

8. Commissioning DDoS Against Business Websites

What ill do:
 Ill do anything for money, Im not a pussy :) if you want me to destroy some bussiness or a person
 Some examples:
 Simply hacking something technically
 Causing alot of technical trouble on websites / networks to disrupt their service with DDOS and
 Economic espionage
 Getting private information from someone
 Ruining your opponents, bussiness or private persons you dont like, I can ruin them financially and
 whatever you like.
 If you want someone to get known as a child porn user, no problem.

Product	Price	Quantity
Small Job like Email, Facebook etc hacking	200 EUR = 0.476 \$	1
Medium-Large Job, ruining people, espionage, website hacking etc	500 EUR = 1.190 \$	1

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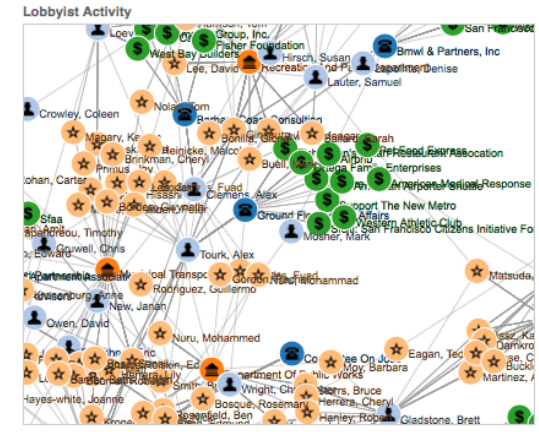
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9. Novel Psychoactive Substances on the Web

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 24th February

followed by group collaborations and a
programme of guest seminars
Tuesday 25th – Thursday 27th February

February 2014						
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

