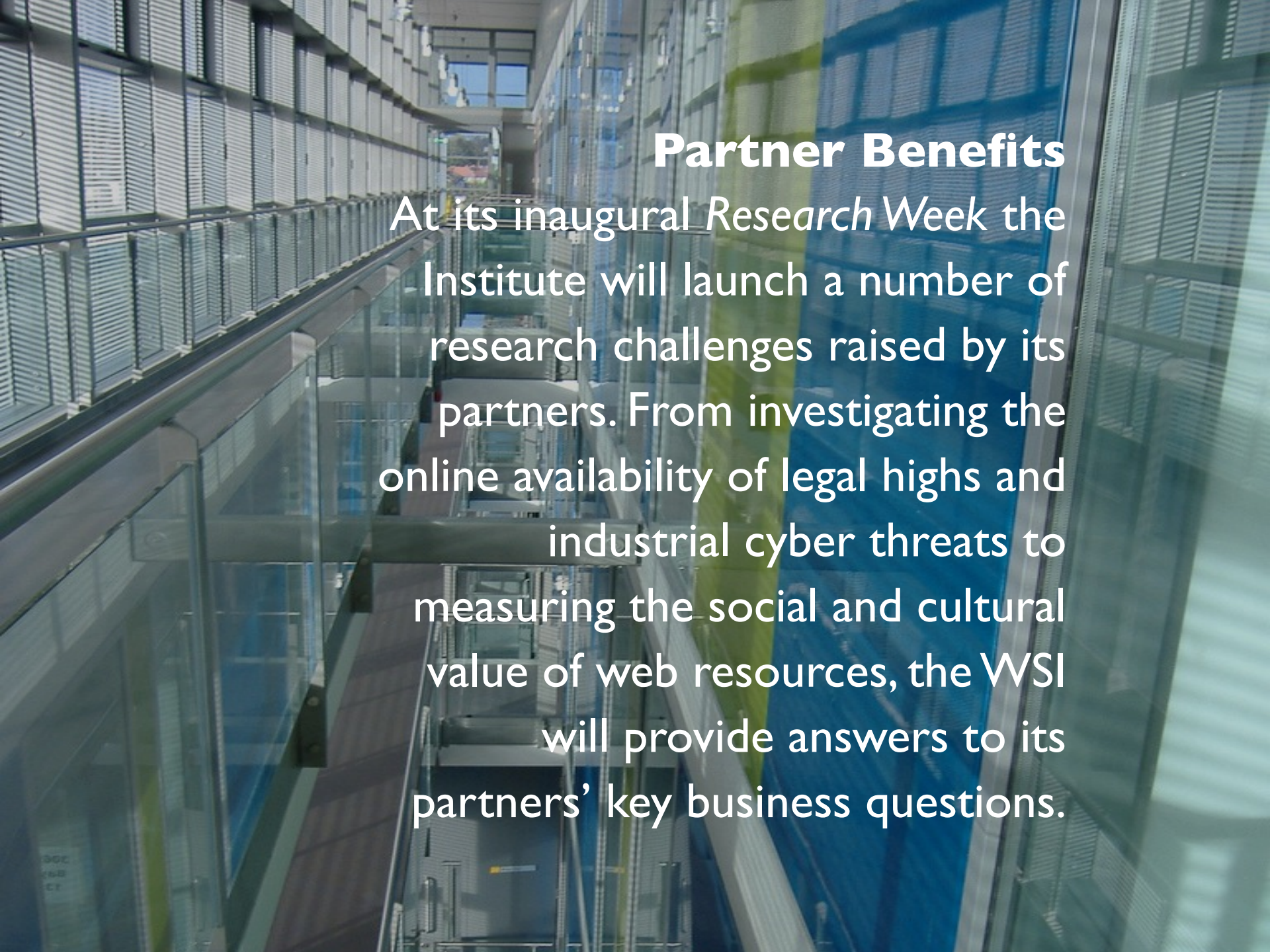
WEB SCIENCE
Institute
Research Week 2014
UNIVERSITY OF
Southampton

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 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

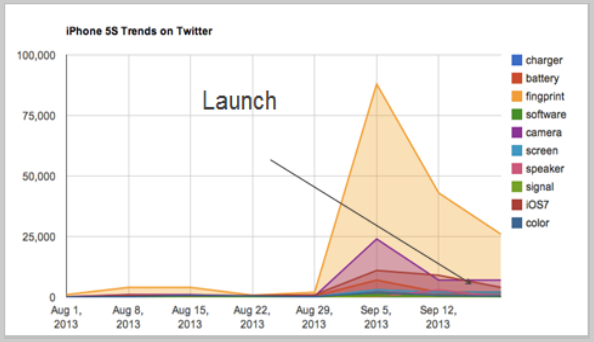
1. Web Product Discovery
   Haymarket Publishing – Chris Hughes
2. Personal Data Observatory
   Ctrl-Shift – Reubin Binns
3. MOOC Observatory
   University of Southampton – Manuel Urrita
4. Historic Analysis of Government Websites
   The National Archive – Ian Brown
5. Using Linked Data to Record and 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

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

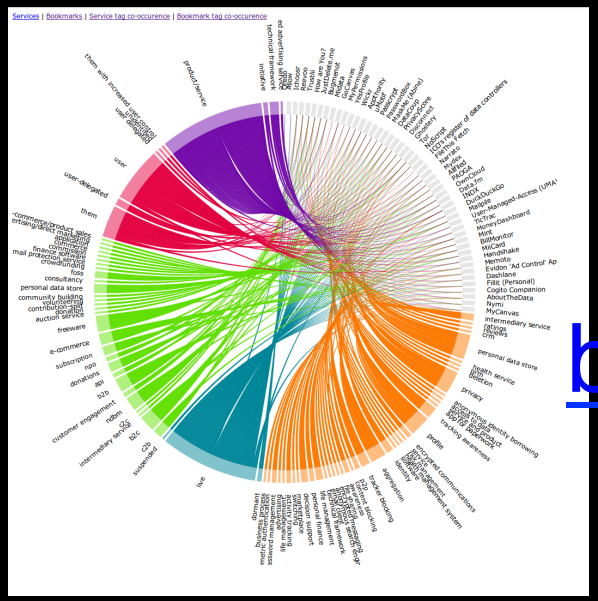
Reuben Binns

Max Van Kleek

Gareth Beeston

Faranak Hardcastle

Peter West


Services | Bookmarks | Service tag co-occurence | Bookmark tag co-occurence
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e-commerce
subscription
ngo
donations
app
b2b
customer engagement
intermediary service
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3. MOOC Observatory

UoS Web Science MOOC

UoS Portus Harbour MOOC

UoS Exploring our Oceans MOOC

CITE Centre for Innovation in Technologies and Education

Research Councils UK Digital Economy Transforming Business and Society

EPSRC Engineering and Physical Sciences Research Council

University of Southampton Web Science

4. Historic UK Government Websites

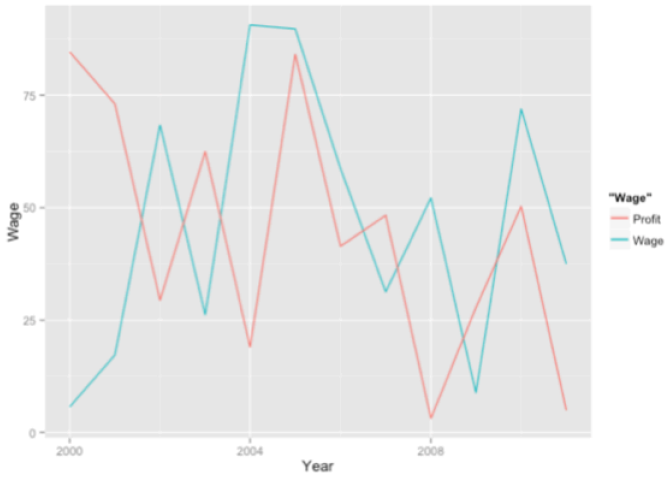
National Archives Visualiser

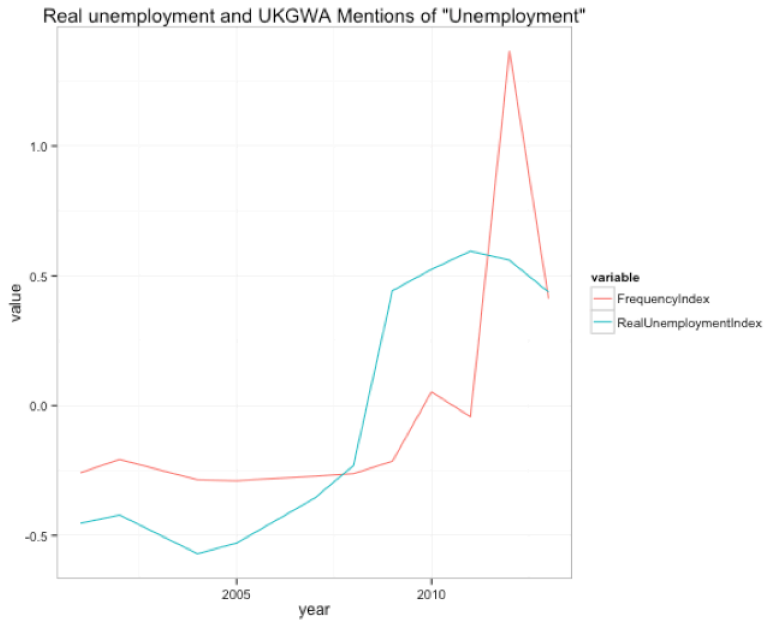
Choose a data file to upload

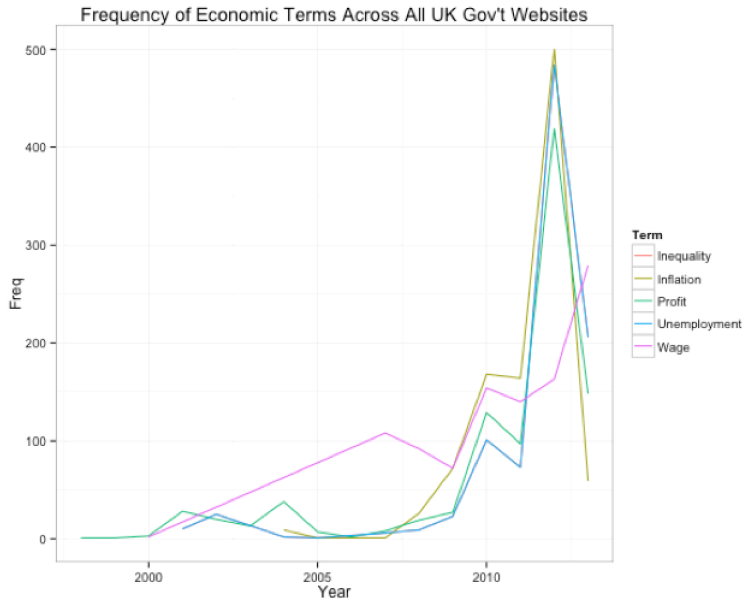
Choose File finance.csv

Upload complete

- [x] Wage
- [x] Profit
- [ ] Inflation
- [ ] Unemployment







5. Linked Data for Recording Resources

Sophie Parsons,
Tim O'Riordan,
Jarutas Pattanaphanchai

Mark Anderson,
Terhi Nurmikko,
Anna Weston,
Sami Kanza

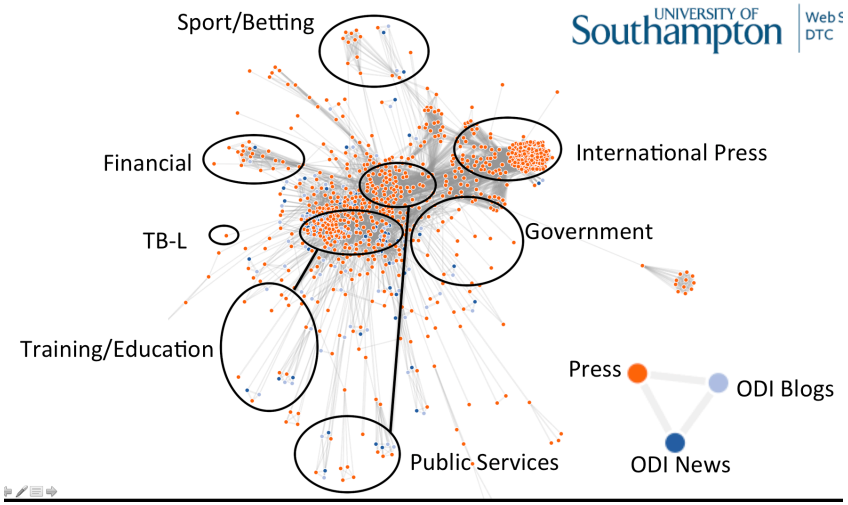
David Tarrant (ODI)

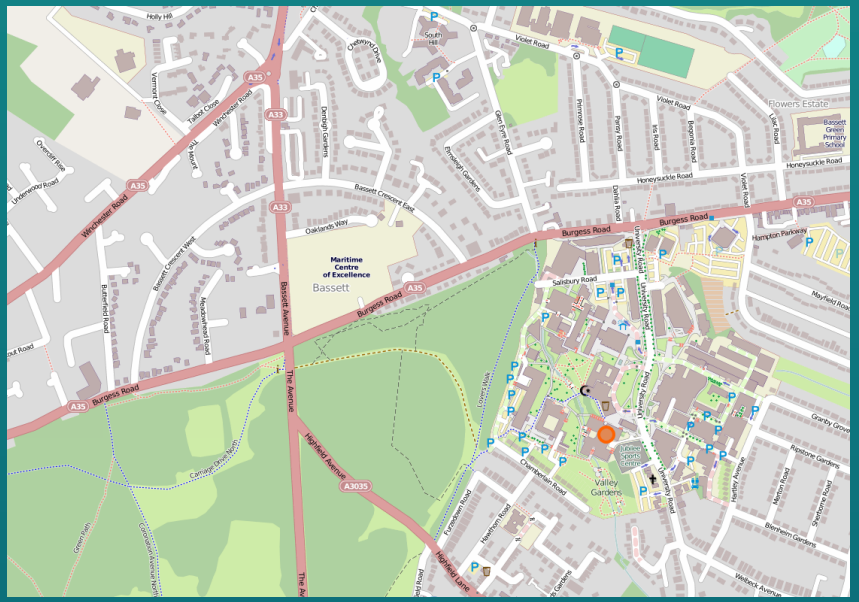
Trending topics with ODI Open Data

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

Do ODI communications reflect the ODI's self image?

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

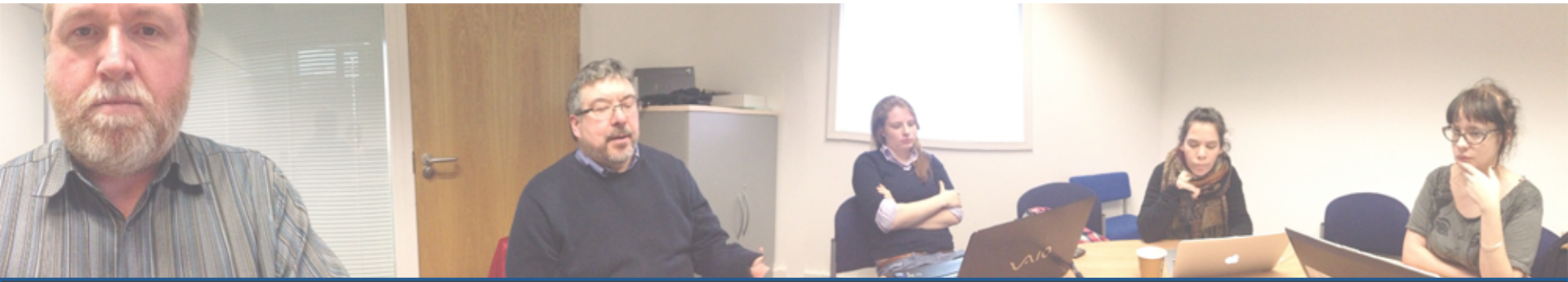
6. Different Crowds

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

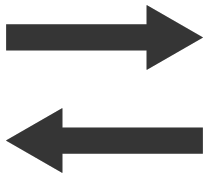
Contact: silke.roth@soton.ac.uk; Glen.Hart@ordnancesurvey.co.uk

7. Calculating the Social and Cultural Capital of Web Resources

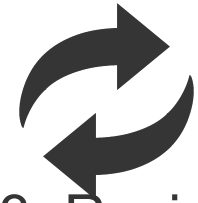


Les Carr, Jeff Vass, Joanna Munson, Jessica Ogden, Elzabi Rimington & Amy Lynch

1. Access

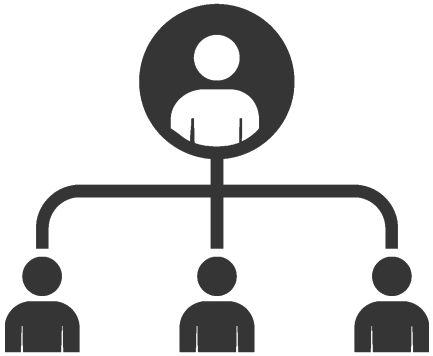


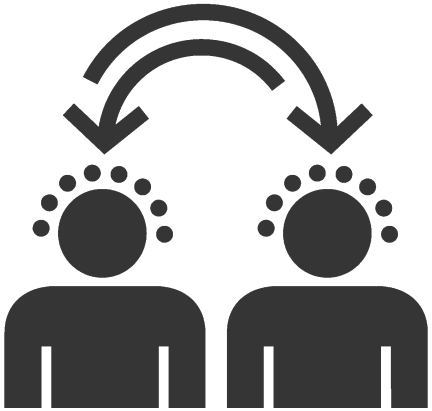
2. Transaction



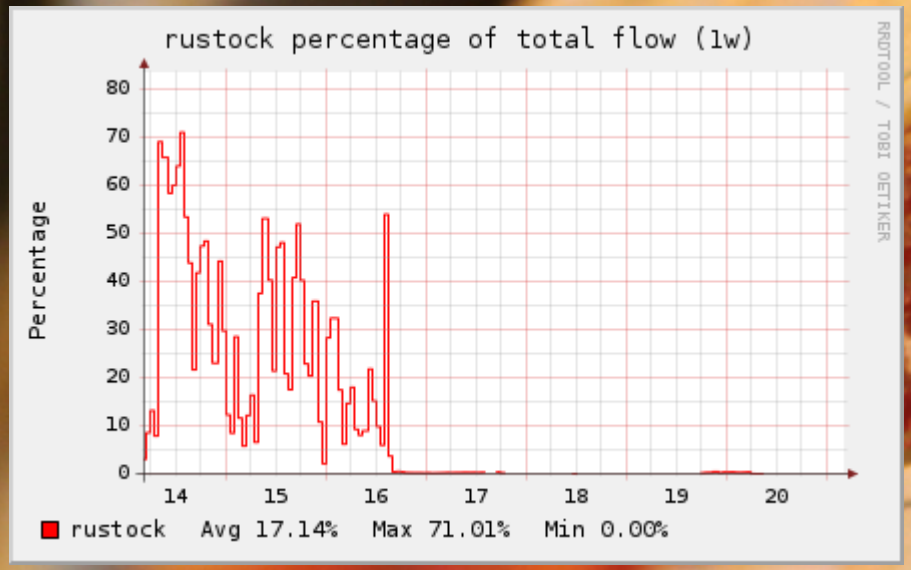
3. Reciprocity

4. Obligation

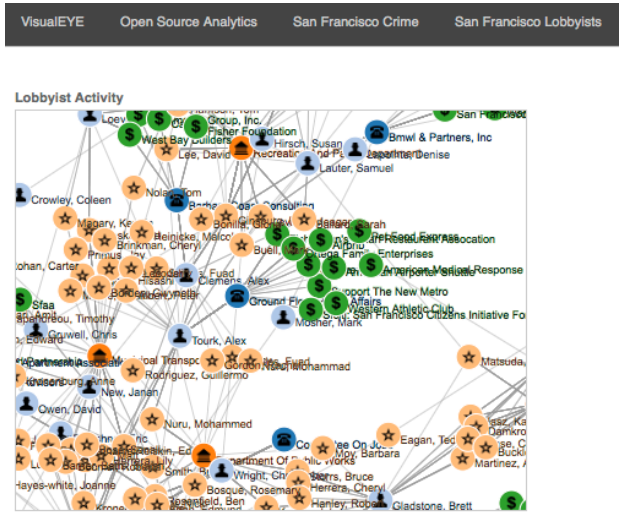




Measuring Social & Cultural Capital - Bourdieu, Putnam (& Vass)



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 24th February

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

February 2014						
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17	18	19	20	21	22	23
24	25	26	27	28		

Closing Ceremony
11am, Friday 28th February
Royal Society, London