

## RESEARCH INTERESTS

Information seeking and sharing behavior on information and communication technologies (ICTs), focusing on the Internet, online networked communities, social media and the use of Big Data. My dissertation examines the interplay between human behavior around information seeking and the social structures that people find themselves both being influenced by and influencing.

## ACADEMIC APPOINTMENTS

2016 –	Lecturer, Communication, University of California, Santa Barbara Lecturer, Computer Science, University of California, Santa Barbara
2011 – 2016	Part-Time Lecturer, School of Communication & Information (SC&I), Rutgers University
2011 – 2014	Research fellow, SC&I, Rutgers University
1994 – 1995	Teaching assistant, School of Engineering, University of Southern California

## EDUCATION

PhD.	Sep., 2016 (expected)	Rutgers University, School of Communication and Information (SC&I), New Brunswick, NJ. Emphasis: Information Science. Dissertation Title: <i>The Interplay of Network Structures and Information Seeking Behavior</i> . Advisor: Dr. Chirag Shah.
M.S.	1996	University of Southern California, Los Angeles, CA Electrical Engineering, Emphasis: Communication Systems Design
B.S.	1994	University of Southern California, Los Angeles, CA Electrical & Computer Engineering, <i>Cum Laude</i>
B.A.	1994	St. Mary's College of California, Moraga, CA Liberal Arts (Physics minor), <i>Summa Cum Laude</i>

## ACADEMIC AWARDS AND FUNDING

- Distinguished Achievement as a Part-Time Lecturer Award, School of Communication and Information, Rutgers University, 2016.
- Travel and conference funding from Rutgers SC&I to participate in and attend the Association for Information Science & Technology (ASIS&T), St. Louis, MO, 2015 (\$900).
- Travel and conference funding from Rutgers SC&I to participate in and attend the Social Media & Society Conference, Toronto, Canada, 2015 (\$700).

- Travel and conference funding from the Association for Computing Machinery (ACM) to participate in and attend the 15th ACM/IEEE-CS Joint Conference on Digital Libraries (JCDL) at their Doctoral Consortium, Knoxville, TN, 2015 (\$750).
- SC&I Scholarship Award, School of Communication & Information, Rutgers University, Spring 2015 (\$700).
- Social Media Expo Team Finalist Award from the iConference 2015, Newport Beach, CA (\$3,000).
- SC&I Academic Fellowship Award, School of Communication & Information, Rutgers University, 2011– 2014 (\$25,000 per year for 3 years with full tuition remission). This fellowship is awarded to only one person per incoming cohort at Rutgers SC&I.
- Outstanding Research Practicum Display Award, School of Communication and Information, Rutgers University, 2014.
- Travel and conference funding from Rutgers SC&I to participate in and attend the Association for Information Science & Technology (ASIS&T), Seattle, WA, 2014 (\$1000).
- Travel and conference funding from Rutgers SC&I to participate in and attend the SunBelt XXXIV Conference (INSNA), St. Pete Beach, FL, 2014 (\$700).
- Travel and conference funding from Rutgers SC&I to participate in and attend the Association for Information Science & Technology (ASIS&T), Montreal, Canada, 2013 (\$500).
- Outstanding Teaching Assistant Award, School of Electrical Engineering, USC, 1995.

## JOURNAL ARTICLES

Appel, L., Dadlani, P., Dwyer, M., Hampton, K. N., Kitzie, V., Matni, Z. A., Moore, P., & Teodoro, R. (2014). Testing the validity of social capital measures in the study of information and communication technologies. *Information, Communication & Society*, 1–19.  
doi:10.1080/1369118X.2014.884612

McInerney, C.R. & Matni, Z. (2013). Knowledge management and community and knowledge management and systems or processes: Introduction to the “Virtual Issue on Knowledge Management and Community” in the *Journal of the American Society of Information Science & Technology (JASIST)*, C.R. McInerney and Z. Matni (Eds.).  
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1532-2890/homepage/knowledge\\_management.htm](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1532-2890/homepage/knowledge_management.htm)

## CONFERENCE PUBLICATIONS

Choi, D., Matni, Z., & Shah, C. (2015). Switching sources: A study of people’s exploratory search. In *Proceedings of Association for Information Science & Technology (ASIST) Annual Meeting*. St. Louis, MO.

- Matni, Z., Sonne, J., & Choi, D. (2015). Society Key: Integrating social media data with governmental open data to encourage community wellbeing. *iConference 2015 (Social Media Expo)*. Newport Beach, CA.
- Matni, Z., & Shah, C. (2014). For the love of information: Motivations and affective dynamics of surfing the Web for pleasure. In *Proceedings of Association for Information Science & Technology (ASIST) Annual Meeting*. Seattle, WA.
- Schwartz, R., Naaman, M., & Matni, Z. (2013). Making sense of cities using social media: Requirements for hyper-local data aggregation tools. In *Proceedings, WCMC Workshop at ICWSM*, July, Boston, MA.

## CONFERENCE PRESENTATIONS

- Choi, D., Matni, Z., & Shah, C. (2016). What social media data should I use in my research?: A comparative analysis of Twitter, YouTube, Reddit, and the New York Times comments. Poster submitted to the *Association for Information Science & Technology (ASIST) Annual Meeting*, November 2016, Copenhagen, Denmark.
- Choi, D., Matni, Z., & Shah, C. (2015). SOCRATES 2.0: Bridging the gap between researchers and social media data through natural language interactions. Poster and demo accepted at the *Association for Information Science & Technology (ASIST) Annual Meeting*, November 2015, St. Louis, MO.
- Matni, Z. (2015). Detecting measures for community wellbeing on social media. Accepted for presentation as a work-in-progress presentation at the *Social Media & Society Conference*, July, 2015, Toronto, Canada.
- Matni, Z. (2015). Using social media data to measure and influence community wellbeing. Accepted for presentation at the doctoral consortium at the *15th ACM/IEEE-CS Joint Conference on Digital Libraries (JCDL)*, June 2015, Knoxville, TN.
- Matni, Z., Choi, D., & Shah, C. (2014). A demonstration of SOCRATES: Streamlining the collection, analysis and exploration of social media data. Poster and demo in the *Proceedings of Association for Information Science & Technology (ASIST) Annual Meeting*, November 2014, Seattle, WA.
- Matni, Z., Doerfel, M., & Weber, M. (2014). Surviving disruption through resilient networks. Presented at the *SunBelt XXXIV Conference (INSNA)*, February 2014, St. Pete Beach, FL.
- Appel, L., Dadlani, P., Dwyer, M., Hampton, K., Kitzie, V., Matni, Z. A., Moore, P., & Teodoro, R. (2014). Awareness of social capital during Hurricane Sandy. Presented at the *SunBelt XXXIV Conference (INSNA)*, February 2014, St. Pete Beach, FL.
- Hampton, K., Appel, L., Dadlani, P., Dwyer, M., Kitzie, K., Matni, Z., Moore, P., & Teodoro, R. (2013). Apples to apples? The validity of scales used in the study of online social capital. Presented at the *National Communication Association Conference (NCA)*, November 2013, Washington, D.C.
- Appel, L., Dadlani, P., Dwyer, M., Hampton, K., Kitzie, K., Matni, Z., Moore, P., & Teodoro, R. (2013). Apples to apples? The validity of scales used in the study of online social capital. Presented at *The American Sociological Association (ASA)*, August 2013, New York City, NY.

**TECHNICAL PUBLICATIONS (Non-Peer Reviewed)**

Matni, Z. (2004). When good eyes go bad: Perfecting measurement for high-speed integrated circuits, *Test & Measurement World*, April 2004, <http://www.tmworld.com/eyes>

Matni, Z. (2002). Demonstrating a fiber optic link for 10 Gigabit-per-second data communications. White paper for Inphi Corporation, December 2002.

**INVITED PRESENTATIONS**

Matni, Z. (2016). Using big data to inform communication research. Presented at the Communication Department at the University of California, Santa Barbara, March 16, 2016. Santa Barbara, CA.

Matni, Z. & Albertson, K. (2014). A demonstration of the SOcial and CRowdsourced AcTivities Extraction System (SOCRATES) for use in scholarly social media research. Presented at the DIMACS Workshop on Building Communities for Transforming Social Media Research Through New Approaches for Collecting, Analyzing, and Exploring Social Media Data", Rutgers University, April 10-11, 2014. New Brunswick, NJ.

Matni, Z. (2013). Using Big Data in social media to make sense of cities. Presented at the University of Western Australia Business School, June 7, 2013. Perth, Western Australia.

**TEACHING (Instructor of Record)**

**Rutgers University, School of Communication & Information**

ITI 201	Introduction to Computer Concepts	2015
ITI 331	Networking & Internet Technologies	2010, 2012, 2015, 2016
MLIS 550	Information Technologies for Libraries & Information Agencies	2010, 2015, 2016
ITI 210	Management of Technological Organizations	2012
ITI 220	Retrieving & Evaluating Electronic Information	2011

**The College of New Jersey, School of Engineering**

ENG 212	Circuits Analysis	2011
ENG 214	Circuits Analysis Laboratory	2011
ELE 333	Electrical Engineering Laboratory I	2011

**Rutgers University, School of Engineering**

ECE 411	Electrical Energy Conversion	2010
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**University of Southern California, School of Engineering (Teaching Assistant)**

EE 220	Electronic Circuits	1994 – 1996
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**Various locations in California and New Jersey**

Private university-level tutoring in various subjects including Pre-Calculus, Calculus (for levels I, II, III), Chemistry, Physics (for levels I, II, III), Electrical Engineering, French.

## SERVICE

### To the Discipline

#### *Editorship*

- Co-editor, “Virtual Issue on Knowledge Management and Community” for the Journal of the American Society of Information Science & Technology (JASIST), 2013.  
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1532-2890/homepage/knowledge\\_management.htm](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1532-2890/homepage/knowledge_management.htm)

#### *Professional Affiliations and Conferences*

- Treasurer, New Jersey Chapter of the Association for Information Science and Technology (NJASIST), 2014 – 2016. Administer and manage all financial needs (approx. \$20,000 in assets) for the state-wide chapter of an international organization.
- Treasurer, Rutgers University Chapter of the Association for Information Science and Technology (RUASIST), 2014 – 2016.
- Co-organizer, "DIMACS Workshop on Building Communities for Transforming Social Media Research Through New Approaches for Collecting, Analyzing, and Exploring Social Media Data", Rutgers University, April 10-11, 2014.

### To the School and Department

- Panelist, SC&I doctoral program invitational, 2015, 2016.
- Panelist, School of Communication and Information (SC&I) Advisory Council Meeting, 2015.
- Webmaster, Doctoral Student Association (DSA), SC&I, Rutgers University, 2014 – 2015.
- Panelist, SC&I doctoral program invitational, 2014.
- Panelist, DSA new student orientation, 2012 – 2014.
- Treasurer, Doctoral Student Association (DSA), SC&I, Rutgers University, 2012 – 2013.

## PROFESSIONAL AFFILIATIONS

- Member, Rutgers Information Seeking Lab (Dr. Chirag Shah, director), 2013 – present.
- Member, Rutgers NetSCI Lab (Dr. Marya Doerfel and Dr. Matthew Weber, directors), 2013 – present.
- Member, Rutgers Social Media Information Lab (Dr. Mor Naaman, director), 2011 – 2013.
- Member, ASIS&T, 2013 – present.
- Member, ACM, 2013 – present.
- Member, IEEE, 1996 – present.

## PROFESSIONAL AND TECHNICAL EXPERTISE

- Social network analysis software: R Statnet, UCINET.
- Statistical software: SPSS, R.
- Survey and interview design, content analysis.
- Large data set mining techniques for Big Data.

- Programming/coding: Python, UNIX shell (csh, bash), HTML 5, CSS 3, JavaScript, PHP, and Java.
- Crowdsourcing tools: Amazon Mechanical Turk.
- Relational database management systems: MySQL, Mongo DB.
- Amazon Web Services: Elastic Compute Cloud (EC2), Simple Storage Service (S3), Relational Database Service (RDS).
- Network server design and system administration: RAID servers, UNIX/LINUX environments.
- Hardware design: high performance/speed communication systems and circuit design, including the use of CAD/HDL tools (PSpice, Verilog, VHDL, Matlab).
- Marketing and management: Product and project management for complex engineering systems.
- Fully fluent (reading/writing) in English, French, and Arabic.

## INDUSTRY EMPLOYMENT HISTORY

### **LSI Corporation (previously Agere), Allentown, PA**

**2005 – 2009**

#### *Product Marketing Manager*

- Drove new product definition, product prioritization, competitive analysis, and communication across business unit for state-of-the-art digital data storage devices.

### **Red Sky Systems, South Plainfield, NJ**

**2005**

#### *Senior Hardware Engineer*

- Engineering lead on designs for an undersea optical fiber data communication system. Ensured reliability and manufacturability based on stringent commercial, industrial and military specifications.

### **Inphi Corporation, Westlake Village, CA**

**2002 – 2005**

#### *Applications Engineering Manager*

- Managed over 100 products for customer engineering and marketing support for state-of-the-art ultra-high-speed electronic communication devices.
- Drove client support via product presentations, white papers, design guides, trade journal articles, and ensured compliance with multiple industry standards.
- Ensured quality assurance of products via ISO-9000 standards.

### **Vitesse Semiconductor Corporation, Camarillo, CA**

**1996 – 2002**

#### *Design Engineer*

- Designed multiple complete integrated circuits (IC) for high-speed communication systems in a Gallium Arsenide (HGAs-4) semiconductor fabrication process.