

Ziad Albert Matni

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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, Department of Electrical Engineering, University of
Southern California

EDUCATION

- PhD. 2018 Rutgers University, School of Communication and Information (SC&I),
New Brunswick, NJ.
Emphasis: Information Science.
Dissertation Title: *The Influence of Network Structures and Information
Seeking Uncertainty on Information Seeking Behavior*.
Advisor: Dr. Chirag Shah.
Online link: <http://bit.ly/2LZAHgT>
- 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, *Cum Laude*
- B.A. 1994 St. Mary's College of California, Moraga, CA
Liberal Arts (Physics minor), *Summa Cum Laude*

ACADEMIC AWARDS AND FUNDING

- LIS Dissertation Support grant, School of Communication and Information, Rutgers University, 2017 (\$1000).
- 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.

RESEARCH INTERESTS

Information seeking behavior on information and communication technologies (ICTs) via online social networks, focusing on networked communities, social media and the use of Big Data. My dissertation examined human behavior around information seeking and the social structures that people find themselves both being influenced by and influencing. My research is computational in nature and often comprises of building electronic, programmable data collection tools and capturing subjects' behavior as they interact with these tools.

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)

BOOK CHAPTERS

Matni, Z. and Stohl, C. (2017). Organizational networks and strategic communication in *The International Encyclopedia of Strategic Communication*, Wiley. In Press.

CONFERENCE PUBLICATIONS

Mirza, D., Conrad, P., Lloyd, C., **Matni, Z.**, Gatin, A. (2019). Undergraduate teaching assistants in computer science: A systematic literature review. Submitted to the *Fifteenth Annual ACM International Computing Education Research (ICER) conference*, Toronto, ON, Canada.

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.

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., & 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.**, 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.tmwworld.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 WORKSHOPS AND PRESENTATIONS

Matni, Z. (2019). Big Data Uses in Social Media Research. Presented at the Center for Information Technology & Society (CITS) Research Computing Skills Workshop. University of California, Santa Barbara, May 30, 2019. Santa Barbara, CA.

Matni, Z. (2019). Scraping and Garnering Data for the Analysis of Social Media. Presented at the Center for Information Technology & Society (CITS) Research Computing Skills Workshop. University of California, Santa Barbara, April 20, 2019. Santa Barbara, CA.

Matni, Z. (2018). Recursive (Fun)ctions. Presented at the Computer Science Department at the University of California, Santa Barbara, February 9, 2018. Santa Barbara, CA.

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 (Creator/Instructor of Record)**University of California, Santa Barbara, Department of Communication**

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| COMM 88 | Communication Research Methods | 2017 – present |
| COMM 169 | Social Networks | 2016 – present |
| COMM 160DS | Data Science in Communication Research | 2020 – present |

University of California, Santa Barbara, Department of Computer Science

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| CMPSC 8 | Introduction to Computer Science | 2017 – present |
| CMPSC 16 | Solving Problems with Computers, I | 2016 – present |
| CMPSC 64 | Computer Organization and Design Logic | 2017 – present |

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| CMPSC 111 | Introduction to Computational Science | 2019 – present |
| CMPSC 154 | Computer Architecture | 2020 – present |

Rutgers University, School of Communication & Information

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

The College of New Jersey, School of Engineering

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

Rutgers University, School of Engineering

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| ECE 411 | Electrical Energy Conversion | 2010 |
|---------|------------------------------|------|

University of Southern California, School of Engineering (Teaching Assistant)

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| 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

Teaching and Advising Students

- Offer a "Basic Linux Use" workshop every quarter at UCSB for Computer Science students.
- Spend approximately 10 hours per week with students outside of class to advise them on issues regarding their academics, the state of the technical industry, and general advice.
- Have written over 100 letters of recommendation to 30 UCSB students since Fall 2016.
- Have taught over 3,000 students at UCSB (cumulative total for the last 3 scholastic years).

Committee Work - Present

- Member, University Committee for Faculty Welfare (CFW), UCSB 2020 – present.
- Member, Undergraduate Committee - Course Assessment Task Force, Computer Science Department, UCSB, 2020.
- Managing Editor, Communication Department Newsletter, UCSB 2019 – present.
- Member, Undergraduate Committee, Communication Dept., UCSB, 2017 – present.

Committee Work - Past

- Panelist, School of Communication and Information (SC&I, Rutgers) doctoral program invitational, 2015, 2016.
- Panelist, 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, ASIS&T, 2013 – present.
- Member, ACM, 2013 – present.
- Member, IEEE, 1996 – present.
- Member, Rutgers Information Seeking Lab (Dr. Chirag Shah, director), 2013 – 2016.
- Member, Rutgers NetSCI Lab (Dr. Marya Doerfel and Dr. Matthew Weber, directors), 2013 – 2016.
- Member, Rutgers Social Media Information Lab (Dr. Mor Naaman, director), 2011 – 2013.

PROFESSIONAL AND TECHNICAL EXPERTISE

RESEARCH METHODOLOGIES USED

- Quantitative analysis, multivariate statistical analysis
- Big Data and Data Science methods for use in the Social Sciences
- Social Network Analysis (SNA)
- Qualitative analysis, including interviews, content analysis, coding, surveys, etc...

TECHNICAL EXPERTISE

- Programming/scripting languages: Python, C/C++, Java, csh/bash, MATLAB, Perl, PHP, HTML, CSS, and JavaScript.
- Hardware simulation languages: HSPICE, Verilog.
- Social network analysis software: R Statnet, UCINet.
- Statistical software: SPSS, R.
- Large data set mining techniques for Big Data: web-scraping, API
- 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.
- Computer network system design and management/administration.
- Human-Computer Interface (HCI) user-experience (UX) design.

OTHER PROFESSIONAL SKILLS / RELEVANT INFORMATION

- Design and engineering of electronic and optoelectronic systems, including both component and system designs.
- Marketing and management: Product and project management for complex systems.
- Fully fluent in English, French, and Arabic.
- U.S. citizen.

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.

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.