

Yi-Ling (Jennifer) Lin

Assistant Professor

Information Management, National Sun Yat-Sen University

Research Interests: Data Analytics, Information Retrieval, Text Mining, Human Computer Interaction, Social Science, Personalization/User Modeling, and Recommendation System

Contacts	Mobile: +886 9 37856898 E-mail: yiling.lin824@gmail.com / yllin@mis.nsysu.edu.tw Web: http://yllin.mis.nsysu.edu.tw/
Education	2007-2013 UNIVERSITY OF PITTSBURGH USA PhD in School of Information Sciences Ph.D.'s Dissertation: <u>Enhancing Image Findability Through A Dual-Perspective Navigation Framework</u> 2005-2006 THE UNIVERSITY OF ARIZONA USA Master of Management Information Systems, Master's Thesis: <u>Worldwide Nanotechnology Development: A Comparative Study of USPTO, EPO, and JPO Patents</u> 2002-2004 NATIONAL TAIWAN UNIVERSITY Taiwan Master of Business Administration, Master's Thesis: <u>Project Balanced Scorecard</u> 1998-2002 NATIONAL SUN YAT- SEN UNIVERSITY Taiwan Bachelors of Business Administration 1998, 2000, 2001 Excellent Student Awards
Research Positions	2010 FREE UNIVERSITY OF AMSTERDAM, SCHOOL OF COMPUTER SCIENCES Netherlands Research Staff <ul style="list-style-type: none">· Exploring a methodology to discover motivational strategies by mapping psychology theories and existing social incentive functionalities in the mainstream Social Web applications.· Analyzing cultural heritage social applications to derive requirements for the application of motivational strategies in design patterns. 2007-2011 UNIVERSITY OF PITTSBURGH, SCHOOL OF INFORMATION SCIENCES USA Research Assistant <ul style="list-style-type: none">· <u>Novelty detection:</u> Implementing a functionality to track user knowledge of the subject and use it to evaluate novelty and difficulty of content encountered by the user. Examining several methods for novelty measurement based on automatic text analysis.· <u>Cultural Heritage Projects:</u> Implementing faceted browsing of "Teenie Harris" image collection including diverse functionalities such as timeline display, image annotation, and name entity extraction. Conducting a user study to explore the search performance of displaying automatically extracted entities in different facets Implementing different methods to recommend metadata assignments to the museum catalogers· <u>Knowledge representation:</u> Integrating diverse semantic features such as noun phrases, concepts, and glossary terms to enhance the representation quality of SOM. Generating an automatic evaluation method based on textbook structure to assess SOM representation quality automatically.· <u>Collaborative Annotation:</u> Applying diverse free search engines, such as Lemur, Indri, and Lucent to evaluate collaborative annotation results. 2006 THE UNIVERSITY OF ARIZONA, ELLER COLLEGE OF MANAGEMENT USA

		<p>Assistant Web Program Manager</p> <ul style="list-style-type: none"> Analyzing customer requirements for a new Eller Faculty/Staff system Designing reusable and extensible systems in C# by object-oriented modeling Maintaining Eller College web systems 	
	2005-2006	THE UNIVERSITY OF ARIZONA, ARTIFICIAL INTELLIGENCE LAB	USA
		<p>Research Assistant</p> <ul style="list-style-type: none"> Implementing a parser to collect nanotech patents and designing research of patent analyses Analyzing nanotech patents for three analytical units: countries, institutions and technology fields Implementing visualization of the results of patent analyses using content map and citation network 	
Industrial experience	2004-2005	MICROSOFT TAIWAN	Taiwan
		<p>Consultant</p> <ul style="list-style-type: none"> Proving performance management solutions to China Petroleum Corporation (CPC), Taiwan's largest petroleum company. Customizing a prototype application of balanced scorecard which provided a baseline technique for CPC to constantly expand its new performance management. Leading project team that created a business plan which resulted in a three-year deal with CPC worth two million US dollars within four months. 	
	2002-2004	WHOLE-YIK CO., LTD.	Taiwan
		<p>System Analyst and Designer</p> <ul style="list-style-type: none"> Managing an ERP system connection between domestic and offshore trans-department operation functions. The ERP system is running successfully in the company and has increased the company's operation efficiency and quality while reducing operation costs by 20%. 	
Teaching Experience	2013	UNIVERSITY OF PITTSBURGH, SCHOOL OF INFORMATION SCIENCES	USA
		<p>Lecturer</p> <ul style="list-style-type: none"> 2013 Fall – Web Technologies and Standards 	
	2007-2013	UNIVERSITY OF PITTSBURGH, SCHOOL OF INFORMATION SCIENCES	USA
		<p>Teaching Assistant [All graduate courses except where noted]</p> <ul style="list-style-type: none"> 2007 Fall - [Undergraduate] Introduction to Information Science 2008 Spring - Introduction To Programming (C) 2008 Fall - Web Programming 2009 Spring - Information Storage and Retrieval 2010 Fall - Interactive System Design (Co-Teaching) 2010 Fall - Intro to Doctoral Program 2011 Spring - Information Storage and Retrieval 2011 Spring - Interactive System Design (Co-Teaching) 2011 Spring - Adaptive Information Systems (Lecturing) 2011 Fall - Interactive System Design (Co-Teaching) 2012 Spring - Interactive System Design (Co-Teaching) 2012 Fall - [Undergraduate] Introduction to JAVA 2013 Spring - Interactive System Design (Lecturing) 2013 Spring - Adaptive Information Systems (Lecturing) 	
Honors/Awards	2015	Sayling Wen's Award for Young Outstanding Researchers in Service Science (2015), Developing a service to assist programmers based on an information seeking model	Taiwan
	2015	First place of International ICT Innovative Service Awards 2015 (IAP 5 division) – Dogtor (Using wearable devices detect and monitor pet dogs' physical condition & consist with medical assistance), 郭哲偉、張信加、吳洺甄、周昱妙、洪銘辰	Taiwan
	2014	Teaching Excellence Award – System Analysis and Design (Fall 2014)	Taiwan

2012	Scholarship for iConference	USA
2011	Scholarship for International Conference of UMAP'11	USA
2007-2013	UNIVERSITY OF PITTSBURGH, SCHOOL OF INFORMATION SCIENCE Graduate Research Scholarship for Ph.D. program	USA
2008	UNIVERSITY OF PITTSBURGH, SCHOOL OF INFORMATION SCIENCE Third Place Award of i-fest Poster Competition	USA
1998-2001	NATIONAL SUN YAT- SEN UNIVERSITY 1998 2000 2001 Excellent Student Award	Taiwan

Academic Service
Reviewer:

- 2015 JASIST, Hypertext, CHI, TBD, TIST, 科技管理學刊
- 2014 JISE, JEB, 服務科學研究論壇, 電子商務學報, Information Systems Frontiers
- 2012 JASIST , IEEE Transactions on Learning Technologies , EDM , JUCS
- 2011 WWW , JUCS

Volunteer:

- 2008 Hypertext

Member:

- Paws research group (Personalized Adaptive Web Systems)
- ACM, IEEE student membership

Community Service

- 2009 Treasurer – Doctoral Guild at the University of Pittsburgh
- 2008 Vice president – International Student Organization at the University of Pittsburgh,

Technical Skills

Business Strategy: knowledge management, performance management, business process management, data mining, data warehousing, balanced score card, quality improvement methodologies, and six sigma.

Concepts: project management, object-oriented programming, data structures, algorithms, relational database design and implementation, software development life cycles, UML methodology

Programming Language: Python, JAVA, JSP, ASP, PHP, XML, HTML, JavaScript, AJAX, CSS
Database Language & System: SQL, MS SQL, MySQL, Oracle

Applications: MS Project, MS Office, SOM, Photoshop, Coreldraw, Photoimpact, Flash, SPSS

Platforms: Windows, UNIX, Linux

Publications
Journal:

- 2016 Lin, Y., Brusilovsky, P., & He, D. (2016). Finding Cultural Heritage Images through a Dual-Perspective Navigation Framework. *Information Processing & Management* (forthcoming).
- 2014 Lin, Y., Trattner, C., Brusilovsky, P., & He, D. (2014). The impact of image descriptions on user tagging behavior: A study of the nature and functionality of crowdsourced tags. *Journal of the Association for Information Science and Technology*, 66(9), 1785-1798.
- 2013 Pelechris, K., Zadorozhny, V., Kounev, V., Oleshchuk, V., Anwar, M., and Lin, Y. (2013) Automatic Evaluation of Information Provider Reliability and Expertise. *World Wide Web Journal*, 18(1), 33-72.
- 2011 Lin, Y., Brusilovsky, P., & He, D. (2011) Improving Self-Organizing Information Maps as Navigational Tools: A Semantic Approach. *Online Information Review* (The international journal of digital information research and use), 35(3), 401-424
- 2008 Chen, H., Roco, C. M., Li, X. & Lin, Y. (2008) Trends in nanotechnology patents. *Nature Nanotechnology*, 3(3): 123-125
- 2008 Li, X., Chen, H., Dang, Y. Lin, Y., Larson, CA., & Roco, M.C.(2008) A longitudinal analysis of nanotechnology literature: 1976-2004, *Journal of Nanoparticle Research*, 10, 3-22
- 2007 Li, X., Lin, Y., Chen, H. & Roco, M.C.(2007) Worldwide Nanotechnology Development: A Comparative Study of USPTO, EPO, and JPO Patents (1976-2004), *Journal of Nanoparticle Research*, 9(6): 977-1002

Conference:

- 2016 Hsiao, I-H. Kumar, S.P.G. & Lin, Y. (2016) Semantic Visual Analytics for Today's Programming Courses. The 6th International Analytics & Knowledge Conference, University of Edinburgh, Edinburgh, UK, April 25- 29, 2016.

- 2016 Yang, Y.-C., Lin, Y.-L., & Chao, W. S. (2016). A Structure-Behavior Coalescence Method For Human-Computer Interaction System Requirements Specification, HCI International (HCII 2016), Toronto, Canada.
- 2015 Yang, Y.-C., Lin, Y., & Chao, W. S. (2015). An Architecture-Oriented Design Method For Human-Computer Interaction Systems, HCI International (HCII 2015), Los Angeles, CA, USA.
- 2014 Lin, Y., Brusilovsky, P., & He, D. (2014) Finding images through a dual-perspective navigation framework. The second Taiwan Summer Workshop on Information Management. July 1-3 2014, Kaohsiung, Taiwan.
- 2014 Chang, T. M., Hsiao, W. F., & Lin, Y. (2014). LDA-Based Group Document Recommendation. Proceedings of International Conference of Pacific Asia Conference on Information Systems, Chengdu, China.
- 2012 Trattner, C., Lin, Y., Parra, D., Yue, Z., & Brusilovsky, P. (2012) Evaluating Tag-Based Information Access in Image Collections, In: Proceedings of 23rd conference on Hypertext and hypermedia, HT '12, Milwaukee, WI, USA, 25-28 June, 2012, ACM Press
- 2011 Lin, Y., & Brusilovsky, P. (2011). Towards open corpus adaptive hypermedia: a study of novelty detection approaches. In User Modeling, Adaption and Personalization (pp. 353-358). Springer Berlin Heidelberg.
- 2010 Lin, Y., Ahn, J., Brusilovsky, P., He, D., and Real, W. (2010) ImageSieve: Exploratory Search of Museum Archives with Named Entity-Based Faceted Browsing. Proceedings of the American Society for Information Science and Technology. 47.1 (2010): 1-10. Pittsburgh, PA.
- 2009 Yue, Z., Harpale, A., He, H., Grady, J., Lin, Y., Walker, J., Gopal, S., & Yang, Y. (2009) "CiteEval for Evaluating Personalized Social Web Search." The Future of Information Retrieval Evaluation: A Workshop at ACM SIGIR.
- 2008 Hsiao, I., Lin, Y., Li, Q. & Wang, H. (2008). Educational Mashup in Example Authoring. ICCE, The 16th International Conference on Computers in Education (ICCE2008)
- 2008 Yue, Z., Walker, J., Lin, Y., & He, D. (2008) "Pitt@TREC08: An Initial Study of Collaborative Information Behavior in E-Discovery." Text REtrieval Conference (TREC).

Posters:

- 2013 Brusilovsky, P., Lin, Y., Wongchokprasitti, C., Britell, S., Delcambre, L. M. L., Furuta, R., Chiluka, K., Cassel, L. N., and Fox, E. (2013) Social Navigation Support for Groups in a Community-Based Educational Portal. In: T. Aalberg, C. Papatheodorou, M. Dobрева, G. Tsakonas and C. J. Farrugia (eds.) Proceedings of International Conference on Theory and Practice of Digital Libraries, TPD L 2013, Valletta, Malta, September 22-26, 2013, pp. 429-433.
- 2012 Lin, Y. & Aroyo, L. (2012) Interactive curating of user tags for audiovisual archives, In: Proceedings of the 2012 Advanced visual interfaces, Capri island (Naples), Italy.
- 2012 Lin, Y., Bai, X., Ye, Y., & Real, W. (2012) Constructing narratives using fast feedback, In: Proceedings of the 2012 iConference, Toronto, Canada. P486-487.
- 2008 Hsiao, I., Li, Q. and Lin, Y. (2008) Educational Social Linking in Example Authoring, In: Proceedings of 18th conference on Hypertext and hypermedia, HT '08, Pittsburgh, USA, 19-21 June, 2008, ACM Press
- 2008 Hsiao, I. & Lin, Y. (2008) Cyber Java Monopoly: Game-based approach of collaborative programming language learning, In: Proceedings of the 2012 iConference, UCLA, Los Angeles, CA, Feb 28- March 1.

Research Grants

Principle Investigator (within Taiwan)

2014/04/01 ~ 2015/07/31 (103WFA0800554)

A dual-perspective navigation framework for enhancing image findability: An eyetracking user study

2015/08/01~2016/07/31 (104WFA0850317)

Tapping on the health care Q&A community by recommending answerers

External Grant

2015/01/01-2015/12/31 (Found by ASE)

ASE public opinion analysis and listening technology development

2016/01/01- 2016/12/31 NSYSU-KMU Joint Research Project

Developing renal toxicity database using textmining algorithms

