PROMOTION RECOMMENDATION
The University of Michigan
College of Engineering
Department of Electrical Engineering and Computer Science

Eytan Adar, assistant professor of electrical engineering and computer science, College of
Engineering, is recommended for promotion to associate professor of electrical engineering and
computer science, without tenure, College of Engineering [also associate professor of
information, with tenure, School of Information].

Academic Degrees:
Ph.D. 2009 University of Washington, Computer Science and Engineering, Seattle,
WA
M.S. 1998 Massachusetts Institute of Technology, Electrical Engineering and
Computer Science, Cambridge, MA
B.A. 1997 Massachusetts Institute of Technology, Computer Science, Cambridge,
MA

Professional Record:
2009 – present Associate Professor of Information, School of Information and Assistant
Professor of Electrical Engineering and Computer Science, College of
Engineering, University of Michigan
2007 – 2008 Intern/Consultant, Microsoft Research
2005 – 2009 Graduate Researcher, University of Washington
2001 – 2005 Research Staff, Information Dynamics Lab, Hewlett-Packard
2000 – 2001 Research Staff, Internet Ecologies Area, Xerox Palo Alto Research Center
1998 – 1999 Research Staff, Quantitative Content Analysis, Xerox Palo Alto Research
Center

Summary of Evaluation:
Teaching: Professor Adar has done an unusually large amount of advising. He currently
supervises or co-supervises five doctoral students, and has served or is currently serving on
committees of 16 other students. He has also supervised 16 others, primarily masters students, in
independent projects and theses. Professor Adar has transformed a restructured curriculum based
around a standardized visualization tool, GUESS, which he created. The tool is extraordinarily
popular with the students and has been adopted by other universities, notably Duke University.

Professor Adar has a strong commitment to teaching and especially education innovation.
Furthermore, he has a commitment to instruction beyond the classroom and is a sought after
mentor and advisor to students.

Research: Professor Adar’s research has spanned several topics related to analysis of people’s
online behavior through the data they generate online. He describes his research method as
“empirical identification of patterns, derivation of implications to existing technologies and use
cases, and the creation of concrete algorithms and systems that leverage these results.” He has an
unusually long track of research success, dating to well before he entered the Ph.D. program.
Professor Adar has been very successful by conventional measures of both quantity and quality
of output, and impact.

Recent and Significant Publications:
Adar, Eytan, Desney Tan, and Jaime Teevan, (2013) Benevolent Deception in Human Computer
for Cloud-enabled Applications,” Proceedings of the ACM Symposium on User Interface
Software and Technology, Boston, MA, Oct. 7-10.
with the Ephemeral Web,” Proceedings of the ACM Symposium on User Interface
Interaction, April 5-10.

Service: Professor Adar’s service record is strong, both within and beyond the University. He is
a good citizen internally, and has shown leadership in a vibrant and growing community of
scholars, helping to form a major conference in which high-impact research is published. His
external record is comparable to what one might find in a more senior colleague, and this speaks
to his visibility and reputation within his community.

Externally, Professor Adar’s service is significant and highly visible. He was the co-founder of
the International Conference on Weblogs and Social Media. This has become a major
conference in his research area and is now affiliated with Advancement of Artificial Intelligence.
He has also served as the general chair for Web Search and Data Mining, an ACM Conference
which attracts 350 attendees annually.

External Reviewers:
Reviewer A: “I believe [Professor] Adar to be an up-and-coming leader in his field.”

Reviewer B: “… I consider [Professor] Adar to be a leading scholar and innovator in the field,
and I make every effort to keep up-to-date with his latest research.”

Reviewer C: “…, [Professor Adar] is a mature research who has a great taste for problems and
through his research work, has found a place among the best in the field.”

Reviewer D: “…, [Professor Adar] is a true asset to any institution that does work of the kind we
care about. Michigan’s gain is our loss.”

Reviewer E: “… [Professor Adar] is a very promising researcher. When comparing him with
others in the same field, I believe that his strength lies in his versatile research skills in the
development and evaluation of innovative interactive systems, in-depth analysis of big data, and
the exploration of new theories and design guidelines.”
Summary of Recommendation
Professor Adar is an exceptional researcher with achievements and contributions recognized and highly praised by eminent scholars, an excellent educator and mentor, and an outstanding citizen in service. It is with the support of the College of Engineering Executive Committee that I recommend Eytan Adar for promotion to associate professor of electrical engineering and computer science, without tenure, College of Engineering.

David C. Munson, Jr.
Robert J. Vlasic Dean of Engineering
College of Engineering

Jeffrey K. MacKie-Mason
Arthur W. Burks Collegiate Professor of Information and Computer Science,
Professor of Economics and Public Policy, and Dean, School of Information

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