

PROMOTION RECOMMENDATION  
The University of Michigan  
College of Engineering

Lada A. Adamic, assistant professor of electrical engineering and computer science, Department of Electrical Engineering and Computer Science, College of Engineering, is recommended for promotion to associate professor of electrical engineering and computer science, without tenure, Department of Electrical Engineering and Computer Science, College of Engineering [also associate professor of information, with tenure, School of Information, and associate professor of complex systems, with tenure, College of Literature, Science, and the Arts].

Academic Degrees:

Ph.D. 2001 Stanford University, Applied Physics, Stanford, CA  
B.S. 1997 California Institute of Technology, Engineering and Applied Science, Pasadena, CA

Professional Record:

2011-present Associate Professor (with tenure), Center for the Study of Complex Systems, College of Literature, Science, and the Arts, University of Michigan  
2010-present Associate Professor (with tenure), School of Information, University of Michigan  
2008-present Assistant Professor, Department of Electrical Engineering and Computer Science, College of Engineering, University of Michigan  
2006-2011 Adjunct Assistant Professor, Center for the Study of Complex Systems, College of Literature, Science, and the Arts, University of Michigan  
2005-2010 Assistant Professor, School of Information, University of Michigan  
2001-2005 Research Scientist, Hewlett-Packard Labs, Palo Alto, CA

Summary of Evaluation:

Teaching: Since joining the School of Information(SI) faculty in 2005, Professor Adamic has taught four different courses, most of them multiple times (Search and Retrieval; Networks; Statistics; Data Manipulation). She designed two of these; made significant modifications to a third by adding a large hands-on component. She has been a conscientious and effective teacher in the classroom, and she attracts students from a range of disciplines; for example, her Networks course (SI 508) draws students not only from SI, but also from biology, bioinformatics, industrial and operations engineering, sociology, economics, computer science, political science, natural resources and environment, and business. Professor Adamic has not taught courses for the Computer Science and Engineering (CSE) Division, but she has participated on five Ph.D. thesis committees.

Research: Professor Adamic is a successful and highly visible researcher, working on the very important and current topic of analyzing online communities and social networks. She has also done substantial work on issues of basic network theory. She has published numerous peer-reviewed journal articles and conference presentations. She has also been very successful at obtaining research funding: 11 grants since she joined the University of Michigan, including a prestigious NSF CAREER grant, another NSF grant, a DOD grant, and two grants from the Army Research Lab.

Professor Adamic is very widely sought after to give invited talks and to serve on major program committees. Amongst her principal research results are an analysis of the substantial effect that skewed node degree distributions can have on the efficiency of search; the identification of a strong polarization of the "blogosphere" into liberal and conservative camps, with little linking between camps; and the

development of a method for summarizing a social network by identifying a small “synopsis:” a set of important vertices that summarizes some key properties of the network as a whole. Professor Adamic’s research into online communities and social networks is related to several ongoing research projects in CSE. She has had research interactions with several CSE faculty.

Recent and Significant Publications:

- Shi, X., Adamic, L.A., Tseng, B., and Clarkson, G.S. (2009). “The Impact of Boundary Spanning Scholarly Publications and Patents.” *PLoS One* 4(8): e6547.
- Bakshy, E., Karrer, B., and Adamic, L.A. (2009). “Social Influence and the Diffusion of User-Created Content,” *ACM Electronic Commerce (EC-09)*, pp. 325-334.
- Shi, X., Bonner, M., Adamic, L.A., and Gilbert, A.C. (2008). “The Very Small World of the Well-Connected,” *ACM Hypertext '08*, pp. 61-70 (Best Paper Award).
- Adamic, L.A., Zhang, J., Bakshy, E., and Ackerman, M.S. (2008). “Knowledge Sharing and Yahoo! Answers: Everyone Knows Something,” *WWW2008*, Beijing, China.
- Zhang, J., Ackerman, M.S., and Adamic, L.A. (2007). “QuME: A Mechanism to Support Expertise Finding in Online Help-seeking Communities,” *UIST2007*, Newport, RI.
- Adamic, L.A., and Glance, N. (2005). “The Political Blogosphere and the 2004 U.S. Election: Divided They Blog,” *LinkKDD Workshop*.
- Adamic, L.A., and Adar, E. (2005). “How to Search a Social Network,” *Social Networks*, 27(3): pp. 187-203.

Service: Professor Adamic has provided significant service both internally, to the School of Information, the Complex Systems Program, and the University of Michigan, and to the profession more broadly. Within SI, she has served on the Doctoral Committee for three years and the Computing Advisory Committee for one year. For several years, she ran for a well-attended workshop on networks at UM, bringing a steady stream of prominent scholars to campus. She is also the co-advisor for the Information Analysis and Retrieval specialization within the school, and she serves the school in a number of other ways, including helping with the faculty search process. Professor Adamic has served several times as a College of Engineering representative on behalf of CSE for faculty interviews.

Externally, Professor Adamic has been active in service to the international World Wide Web conference, serving as deputy chair and as co-chair of the Social Networks track. She has also served on a number of program committees for other conferences and has done an enormous amount of peer-reviewing for conferences, journals, and funding agencies. Professor Adamic has also been involved in outreach activities, especially with the Women in Computing Day at Oakland University and the Ann Arbor Hands-On Museum education project, for which she is building interactive demos related to networks.

External Reviewers:

Reviewer A: “She seems to be phenomenally creative, have fantastic taste, and be at the center of some of the most interesting work on social networks currently being done. She has clearly distinguished herself as a current leader in the increasingly important field of social network analysis, and I have every reason to believe she will continue to be a leader.”

Reviewer B: “Lada is one of the leaders in social networks research, with high impact work on influence propagation, community detection, power law graphs, to name a few.”

Reviewer C: “Lada has a keen and curious mind, a good sense of taste in research and the ability to deal with enormous sets of data.”

Reviewer D: “Lada is a very creative researcher who has made several important contributions. Her

research provides an interesting lens into phenomena regarding the structure and functioning of a variety of networks.”

Reviewer E: “Dr. Adamic is one of the leading figures in the area developing around the study of complex social and information networks; she has been doing fundamental work in this area since its rise to visibility in the late 1990s, and her creativity and innovative research have helped to shape the field.”

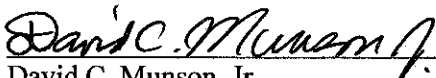
Reviewer F: “Her work is well-cited and has been influential in the fields of social computing, social network analysis, and more generally in understanding the dynamics of the Web. Through her work, she has developed an international reputation in the field.”


Reviewer G: “Considering her (relatively few) years in the profession, she is very well known in the field of information networks....A key strength of Adamic is her ability to function in [a] multidisciplinary environment.”


Reviewer H: “I consider Professor Adamic to be a top rate researcher with several outstanding contributions to the field of social and information networks, and I believe that her research activity is having an impact in diverse scientific areas including physics, social science and computer science. Professor Adamic’s research portfolio is outstanding and some of her papers have contributed in the making of the modern era of network science.”

Reviewer I: “I consider Lada to be one of the leading researchers in the field of network science and a pioneer in the use of the Web to do interesting social and information science. She is broad in her research interests; original in her choice of problems; creative in her use of data; and sophisticated in her methodology—a winning (and rare) combination of talents and attribute.”

Summary of Recommendation: Professor Adamic has been a rising star in information dynamics in networks and has worked with several CSE faculty. She will continue to actively interact with our faculty and give the College of Engineering the visibility in the developing interdisciplinary programs between the School of Information and Computer Science. It is with the support of the College of Engineering Executive Committee that I recommend Lada A. Adamic for promotion to associate professor of electrical engineering and computer science, without tenure, Department of Electrical Engineering and Computer Science, 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, and  
Dean, School of Information

  
Terrence J. McDonald  
Arthur F. Thurnau Professor, Professor of  
History and Dean, College of Literature,  
Science, and the Arts