

PROMOTION RECOMMENDATION  
THE UNIVERSITY OF MICHIGAN  
SCHOOL OF INFORMATION

Eytan Adar, assistant professor of information, School of Information, is recommended for promotion to associate professor of information, with tenure, School of Information [also assistant professor of electrical engineering and computer science, College of Engineering].

Academic Degrees:

Ph.D.	2009	University of Washington
M.S.	1998	Massachusetts Institute of Technology
B.A.	1997	Massachusetts Institute of Technology

Professional Record:

2009 – present	Assistant Professor of Information, School of Information and Assistant Professor of Electrical Engineering and Computer Science, College of Engineering, University of Michigan
2005 – 2009	Graduate Researcher, University of Washington
2007 – 2008	Intern/Consultant, Microsoft Research
2001 – 2005	Research Staff, Information Dynamics Lab, Hewlett-Packard
2000 – 2001	Research Staff, Internet Ecologies Area, Xerox Palo Alto Research Center
1999 – 2000	Co-Founder, Interim VP Business Development, Outride Inc.
1998 – 1999	Research Staff, Quantitative Content Analysis, Xerox Palo Alto Research Center

Summary of Evaluation:

Teaching: Professor Adar has taught three courses at the University of Michigan School of Information (UMSI): SI 649: Information Visualization, SI 694: Advanced Project and Social Computing Design, and SI 508/608/708: Networks. Of particular note is Professor Adar's restructuring of SI 608: Networks, a course he inherited in 2011. He innovated a restructured curriculum based around a standardized visualization tool, GUESS, which he created. The tool was extraordinarily popular with the students and has been adopted by other universities, notably Duke University.

Professor Adar has also 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 for 16 other students. He has also supervised 16 others, primarily Master's students, in independent projects and theses. Clearly, he is highly sought after as an advisor.

Professor Adar has a strong commitment to teaching and especially educational innovation. Furthermore, he has a commitment to instruction beyond the classroom and is a mentor and advisor to students throughout the UMSI's academic programs.

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. External letter writers described his publication record since joining Michigan in 2009 as very good and his overall career publication record as outstanding.

In terms of impact, Professor Adar's papers have been cited frequently, and several have received awards. His h-index, as computed by Google Scholar, is 31 (as of December 2013). His most cited publication has more than 2000 citations and eleven have more than 100 each. Several of his research papers have won best paper at conferences, such as Web Search and Data Mining, 2009 and Computer Human Interaction (CHI), 2008. His 2005 paper, "Tracking Information Epidemics in Blogspace," won a most influential paper of the previous decade at the 2011 Conference on Web Intelligence and Intelligent Agent Technology (WI-IAT).

In terms of sponsored research, Professor Adar has received more than \$1 million through eight awards from Adobe (1); Google Research (2); National Science Foundation (1); Yahoo! (1); SRI International (1); University of Michigan (1) and Microsoft (1). To summarize, Professor Adar has established a strong funding record that is above the norm among candidates for tenure at UMSI.

#### Recent and Significant Publications:

- Adar, Eytan, Desney Tan, and Jaime Teevan, (2013) Benevolent Deception in Human Computer Interaction, Proceeding of the ACM Conference on Computer-Human Interaction.
- Laput, Gierad, Eytan Adar, Mira Dontcheva, and Wilmot Li. (2012) "Tutorial-based Interfaces for Cloud-enabled Applications," Proceedings of the ACM Symposium on User Interface Software and Technology, Boston, MA, Oct. 7-10.
- Adar, Eytan, Mira Dontcheva, James A. Fogarty, Daniel S. Weld, (2008) "Zoetrope: Interacting with the Ephemeral Web," Proceedings of the ACM Symposium on User Interface Software and Technology, Monterey, CA, Oct. 19-22.
- Adar, Eytan, Jaime Teevan, and Susan Dumais, (2008) "Large Scale Analysis of Web Revisitation Patterns," Proceedings of the ACM Conference on Computer-Human 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.

Professor Adar's internal service as a junior faculty member is good. In addition to his roles as faculty coordinator for Human Computer Interaction/Social Computing Master's specializations, he has been a member of the Ph.D. Committee, the Undergraduate Program Committee and twice served on the Faculty Search Committee. Additionally, he co-founded the Michigan Data Sciences group (<http://michigandatasciences.org/>).

Externally, Professor Adar's service is significant and highly visible. He was the co-founder of the International Conference on Weblogs and Social Media (ICWSM). This has become a major conference in his research area and is now affiliated with Advancement of Artificial Intelligence (AAAI). He has also served as the general chair for Web Search and Data Mining (WSDM), an ACM Conference which attracts 350 attendees annually. His program committee/editorial work is wide-ranging, with service to such top-tier venues as AAAI, CHI (Computer Human Interaction), SIGIR (Special Interest Group on Information Retrieval), WWW (World Wide Web), and a number of others. This record is substantial, and well beyond what one might typically expect of an assistant professor.

#### External Reviewers:

Reviewer A: "On all fronts Professor Adar seems like a no-brainer for tenure at the University of Michigan. I recommend him very highly."

Reviewer B: "I believe [Professor] Adar to be an up-and-coming leader in his field."

Reviewer C: "... 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 D: "I believe [Professor] Eytan Adar should and would receive a promotion with tenure at [my institution]."

Reviewer E: "..., [Professor Adar] is a mature researcher who has a great taste for problems and through his research work, has found a place among the best in the field. His qualifications easily meet the requirements of a Senior Research Scientist...."

Reviewer F: "A record like his would certainly merit tenure and promotion to Associate Professor level at my own institution."

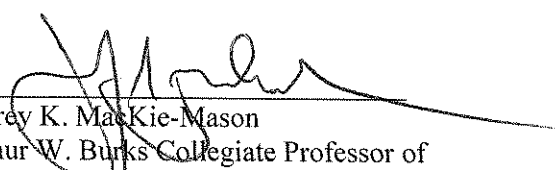
Reviewer G: "...,[Professor Adar] is a true asset to any institution that does work of the kind we care about. Michigan's gain is our loss."

Reviewer H: "...I think [Professor Adar] is an excellent researcher and a great contributor to his professional field. I am confident he would receive tenure at comparable universities, including my own, and I wholeheartedly recommend him for tenure and promotion at SI."


Reviewer I: "...[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's service has been above the level expected of junior faculty members. With the overwhelming support of the promotion and tenure committee of the School of Information, I enthusiastically recommend Eytan Adar for promotion to associate professor of information, with tenure, School of Information.



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



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

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