Envisioning UWM’s Digital Future: Using Automated Online Systems to Facilitate Research Collaboration

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Two Related Projects

- Both drawing upon DigitalMeasures ActivityInsight (DMAI) Data
  - Web Feed
  - Researcher Matcher – “Match.com”
Web Feed

- A web “feed” from DigitalMeasures ActivityInsight has been successfully developed
- Can accommodate all of UWM’s schools and colleges
Web Feed

- Displays a college-specific web page featuring an alphabetical list of hypertext links to that college’s academic departments.

- From the college page, users may access individual department pages (e.g., Africology).

- Each departmental page displays a list of that department’s faculty members with hypertext links to those faculty members’ individual “faculty profile” pages.
Each “faculty profile” page displays:

- **Contact information**
  - UWM campus office address
  - UWM campus telephone number
  - UWM e-mail address
  - Personal web page address

- **Photograph** (when provided)

- “Scholarly and Creative Publications”
Programming has already been successfully completed that permits UWM Faculty members’ data to be pulled into an inter-institutional “Faculty Collaboration” database

- Not deployed, however
Web Feed

- By May 2012, the College intends to employ the DigitalMeasures ActivityInsight web feed technology to populate departmental web pages
“Researcher matching” functionality has also been successfully developed
A given faculty user’s **ePantherID is submitted** to the application.

The DMAI database is then queried for the **faculty user’s “keywords”** (e.g., “global, climate, environmental) and the number of occurrences of those keywords.
The database is next queried for all other faculty members’ keywords, and the number of occurrences of those keywords for each faculty member.
Based on an algorithm that was developed specifically for the application, a comparison is then done of the given faculty user to all the other faculty members in the database.

- Based on the keywords associated with that faculty user and the keywords associated with the other faculty members in the database.
A ranked list of “matching” faculty researchers is displayed, with hypertext links to those faculty researchers’ “profile pages”