Mounia Lalmas

Scientist at Yahoo! Labs, Barcelona, Spain.

Contact Details

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Expertise	User Engagement, Social Media, Search
Skills	Research & Management, Editorial & Writing, Data Analysis & Data Insights

Education

- Ph.D. in Computing Science, University of Glasgow, UK, 1996.
- Master of Applied Science in Computing Science, University of Glasgow, UK, 1991.
- Diplome d'Ingéniorat d'Etat en Informatique, Université des Sciences et Technologies Houari Boumèdienne, Algiers, Algeria, 1989.

Work history

Visiting Principal Scientist, Yahoo! Research Barcelona, Spain, 2011-present.
- Developing innovative models and metrics of web user engagement, through the study of user behaviour, web analytics, the analysis of users' emotion and attention, and mouse and gaze movement.
- Mining user generated content, heterogeneous sources and social media, to return aggregated results capturing diversity of users and opinions, and promoting engagement, exploration and serendipity.
- Studying the role of social media in the news ecosystem, its predictive power and as a source of information for journalists and news editors.
- Developing benchmark methodologies to evaluate aggregated search, which include creating test collections, understanding relevance and vertical intent, and studying metrics.

Microsoft Research/Royal Academy of Engineering Research Professor of Information Retrieval, Department of Computing Science, University of Glasgow, UK, 2008-2010.
- Developed novel quantum-inspired framework for modelling complex information access processes, applied to document ranking, cognitive modelling, and multi-document summarization.
- Designed child-focused and child-friendly web access methods for information services for children.
- With Transcape NPO in the Eastern Cape of South Africa and University of Cape Town, explored novel information ecologies for asynchronous social-media sharing for the "developing" world.

Professor (2005) of Information Retrieval, Reader (2001), Lecturer (1999), Department of Computer Science, Queen Mary, University of London, UK, 1999-2008.
- Led a worldwide XML benchmark (INEX) with over 80 institutions, defining the nature of XML retrieval, and how it should be evaluated. Tasks ran from strategic decisions to the annual summit for the benchmark, to detailed project management.
- Head of the Queen Mary Information Retrieval (QMIR) research group, making it a leading information retrieval group in Europe, with a broad portfolio including foundational work on structured document retrieval, integration of database and retrieval technologies, machine translation and cross-lingual retrieval, clustering and summarisation, evaluation and information seeking.
- Deputy Director of Research, assisting the Director of Research making my department a centre of excellence in research, to promote a research culture in the department, with a strong focus on interdisciplinary research.
- Developed personalised access for integrated broadcast and Internet services, using MPEG-7, TV-Anytime and MPEG-21 as part of two EU projects including European Broadcasters.

Research Fellow (part-time), Department of Computing Science, University of Glasgow, UK; and Research Scientist (part-time), Informatik VI, University of Dortmund, Germany, 1997-1998.
- Worked on automatic categorization tools for web pages; and on formal approaches for semi-structured retrieval, which led to the set-up of INEX.

Lecturer, Department of Computing Science, University of Glasgow, UK, 1995-1997.
- Taught databases, artificial intelligence and information retrieval, while completing my PhD.

Lecturer, School of Computer Science, University of Windsor, Canada, 1994-1995.
- Developed and taught a new course on formal methods for software engineering.

Selected Publications

User engagement

1. E. Yom-Tov, M. Lalmas, R. Baeza-Yates, G. Dupret, J. Lehmann and Pinar Donmez. **Measuring Inter-Site Engagement**, IEEE BigData 2013.
2. I. Arapakis, M. Lalmas, B. Cambazoglu, M.-C. Marcos, J.M. Jose. **User Engagement in Online News: Under the Scope of Sentiment, Interest, Affect, and Gaze**, JASIST 2013.
3. J. Lehmann, M. Lalmas, R. Baeza-Yates and E. Yom-Tov. **Networked User Engagement**, CIKM workshop on User Engagement Optimization, 2013.
4. J. Lehmann, M. Lalmas, G. Dupret and R. Baeza-Yates. **Online Multitasking and User Engagement**, CIKM 2013.
5. G. Dupret and M. Lalmas. **Absence time and user engagement: Evaluating Ranking Functions**, WSDM 2013.
6. I. Arapakis, M. Lalmas, H. Ceylan, P. Donmez. **Automatically Embedding Newsworthy Links to Articles: From Implementation to Evaluation**, JASIST 2013.
7. E. Yom-Tov, M. Lalmas, G. Dupret, R. Baeza-Yates, P. Donmez and J. Lehmann. **The Effect of Links on Networked User Engagement**, WWW 2012 (Poster).
8. L. McCay-Peet, M. Lalmas and V. Navalpakkam. **On Saliency, Affect and Focused Attention**, CHI 2012.
9. J. Lehmann, M. Lalmas, E. Yom-Tov and G. Dupret. **Models of User Engagement**, UMAP 2012.
10. S. Attfield, G. Kazai, M. Lalmas and B. Piwowarski. **Towards a science of user engagement (Position Paper)**, WSDM Workshop on User Modelling for Web Applications, 2011.

Social Media

11. I. Bordino, Y. Mejova and M. Lalmas. **Penguins in Sweaters, or Serendipitous Entity Search on User-generated Content**, CIKM 2013.
12. D. Sáez Trumper, C. Castillo and M. Lalmas. **Social Media News Communities: Gatekeeping, Coverage, and Statement Bias**, CIKM 2013 (Short Paper).
13. Y. Mejova, I. Bordino, M. Lalmas and A. Gionis. **Searching for Interestingness in Wikipedia and Yahoo! Answers**, WWW 2013 (Poster).
14. J. Lehmann, C. Castillo, M. Lalmas and E. Zucherman. **Finding News Curators in Twitter**, WWW Workshop on Social News On the Web, 2013.
15. J. Lehmann, C. Castillo, M. Lalmas and E. Zucherman. **Transient News Crowds in Social Media**, ICWSM 2013.

Search

16. K. Zhou, M. Lalmas, T. Sakai, R. Cummins and J. Jose. **On the Reliability and Intuitiveness of Aggregated Search Metrics**, CIKM 2013.
17. S. Whiting, K. Zhou, J. M. Jose and M. Lalmas. **Temporal Variance of Intents in Multi-faceted Event-driven Information Needs**, SIGIR 2013 (Short Paper).
18. K. Zhou, R. Cummins, M. Lalmas and J. Jose. **Which Vertical Search Engines are Relevant? Understanding Vertical Relevance Assessments for Web Queries**, WWW 2013.
19. K. Zhou, S. Whiting, J. Jose and M. Lalmas. **The Impact of Temporal Intent Variability on Diversity Evaluation**, ECIR 2013 (Short Paper).
20. A. Zhou, R. Cummins, M. Lalmas and J. Jose. **Evaluating Aggregated Search Pages**, SIGIR 2012.
21. K. Zhou, R. Cummins, M. Lalmas and J. Jose. **Evaluating Large-Scale Distributed Vertical Search**, CIKM 2011 Workshop on Large-Scale and Distributed Information Retrieval, 2011.
22. S. Sushmita, H. Joho, M. Lalmas and R. Villa. **Factors Affecting Click-Through Behaviour in Aggregated Search Interfaces**, CIKM 2010.
23. S. Sushmita, B. Piwowarski and M. Lalmas. **Dynamics of Genre and Domain Intents**, AIRS 2010 (Poster)
24. M. Lalmas. **XML Retrieval**, Morgan & Claypool Publishers, 2009.
25. Piwowarski, A. Trotman and M. Lalmas. **Sound and Complete Relevance Assessment for XML Retrieval**, TOIS, 2008.
26. S. Amer-Yahia and M. Lalmas. **XML Search: Languages, INEX and Scoring**, SIGMOD Record 2006.
27. G. Kazai and M. Lalmas. **eXtended Cumulated Gain Measures for the Evaluation of Content-oriented XML Retrieval**. TOIS 2006.

Full list at http://www.dcs.gla.ac.uk/~mounia/publications.html.