



The Human Side of Data

Horizon Centre for Doctoral Training Conference 2022

April 2022, The Belfry Hotel, Nottingham, UK



Engineering and
Physical Sciences
Research Council

horizon
CENTRE FOR DOCTORAL TRAINING



DE MONTFORT
UNIVERSITY
LEICESTER

Welcome from the 2022 Conference Committee

This one-day conference features a range of panels, talks and tutorials from the Horizon CDT 2020 cohort, as well as a keynote speech from Colin Strong of Ipsos and workshops from the wider Horizon CDT community.

Behind each data point sits a person. This person navigates the digital space in many ways, allowing their world to be understood through the novel analysis of their data trail. The human experience of living in a data-intensive environment provides a range of encounters, especially where trust and regulation are involved. Also, this digital space spills into the physical world for all of us. With this in mind, what really is the human side of making sense of data?

This conference comprises of student presentations from the CDT 2020 Cohort, each student has produced a paper related to their PhD research project which they are sharing with you today. The day is split into five themed panels spanning various ways in which the human side of data can manifest and be presented in the digital space.

Within this brochure you'll find a schedule of the day and the information about each of the speakers split by panel. Alongside each biography you'll see a QR code, this will take you to the CDT Highlights page for each presenter when you inevitably wish to find out more following their stellar presentations. We also have included descriptions of the pre-registered workshops taking place alongside the main panels.

We like to thank the 2020 Cohort for their paper contributions, the CDT Management Team for their assistance and collaboration making this event possible, also to Colin Strong from Ipsos for providing what promises to be an engaging keynote.

We hope you enjoy the presentation, panels and discussions today!

Ellie, Suhaib and Dan

The Horizon CDT 2022 Conference Committee

Conference Programme

Time	Wellington Suite	Marlborough Suite
09.30	Arrival and Refreshments	
10.00	Welcome	
10.10	Keynote Speaker Colin Strong (Head of Behavioural Science, Ipsos)	
10.50	Break & Refreshments	
11.05	Navigating the Digital Space <i>Chair: Charlotte Lenton</i> 11.10 Rachel Saunders 11.25 Giovanni Schiazza 11.40 Joanne Parkes 11.55 Panel Discussion	Workshop: Getting The Most out of Sentiment Analysis: Investigating Public Discourses Dan Heaton
12.05	Brief Intermission	
12.10	The Digital Space in a Physical World <i>Chair: Ellie Colegate</i> 12.15 Charlotte Lenton 12.30 James Williams 12.45 Panel Discussion	
12.55	Lunch	
13.55	Trust in the Digital Space <i>Chair: Dan Heaton</i> 14.00 Joshua Duvnjak 14.15 Farid Vayani 14.30 Jenn Layton Annable 14.45 Panel Discussion	Workshop: Learn The Principles of Abstraction Hierarchy and Cognitive Work Analysis Charlotte Lenton
14.55	Brief Intermission	
15.00	Regulating the Digital Space <i>Chair: Muhammad Suhaib Shahid</i> 15.05 Ellie Colegate 15.20 Kathryn Baguley 15.35 Panel Discussion	
15.45	Break & Refreshments	
15.55	AI in the Physical World <i>Chair: Joanne Parkes</i> 16.00 Guido Salimbeni 16.15 Muhammad Suhaib Shahid 16.30 Dan Heaton 16.45 Panel Discussion	Workshop: Roam Research and Writing Jenn Layton Annable
16.55	Plenary and Close	

Refreshments will be served in the Churchill Breakout Space.
Lunch will be served in the Lawrence Restaurant.

Speaker Biographies



The abstracts and copies for the papers presented today are available online on a dedicated 'The Human Side of Data' page. Please scan the QR code to access the papers you would like to read.

Please note: You will need to enter the password below to gain access. This only needs to be done once. Password: **HSOD_2022**



Please note: the papers presented today have been created for use within the Human Side of Data 2022 Conference by the Horizon CDT 2020 Cohort. The author(s) of the paper may wish to publish it elsewhere after these proceedings. Out of respect for this, we ask you **not to share it** and request that you **seek the authors' permission** if you wish to use or cite it outside of the conference.

Keynote Speaker: Colin Strong (Ipsos Mori)

Colin Strong is the Head of Behavioural Science at Ipsos, providing leadership on the application of the discipline to a wide range of client challenges. While the work of the behavioural science team at Ipsos covers both private and public sector, with recent activities in sustainability, disrupted brand choice, organisational change and financial wellbeing. Colin and his team have developed a significant reputation in behaviour change, developing a system that delivers sustained change in a wide range of contexts.

Colin has an academic background in psychology, with a Masters Degree in Applied Psychology from Cranfield Institute. He has worked in the market research industry for most of his career, using a psychology lens to develop advice, guidance and new approaches using market research tools.

He is also a Honorary Professor of Consumer and Behavioural Psychology at Nottingham University Business School where he is actively engaged in a range of programmes including a significant body of work on autonomous systems.

Finally, he is a writer with a book under his belt (Humanizing Big Data) and writing projects both on applied behavioural science and another on the tricky business of 'being human'.





Scan here to go to Rachel's
Research Highlights

Rachel Saunders

Quantifying Access to Justice using Publicly Available Datasets

Socio-legal researcher exploring the interconnections between power, language, and digital systems.

rachel.saunders@nottingham.ac.uk

Giovanni Schiazza MSc

Internet Political Memes and Political Learning: an Experimental Approach

Giovanni Schiazza MSc, PhD student with the Horizon CDT. His doctoral research draws on social data science, media consumption and behavioural research methods to investigate the role of memes as information vectors. He holds a BA in political science and an MSc in political psychology.

giovanni.schiazza@nottingham.ac.uk



Scan here to go to Giovanni's
Research Highlights



Joanne Parkes

"It is what it is": Learned Helplessness in the Digital Age

Joanne Parkes CPBP is a Principle Business Psychology practitioner who also holds a BA in Media Production. As a PhD student within Horizon CDT, her research is focussed on the intersect between values (motivational drivers) and digital media consumption, specifically in the area of user autonomy vs supplier coercion.

joanne.parkes@nottingham.ac.uk



Scan here to go to Joanne's
Research Highlights



Scan here to go to
Charlotte's Research
Highlights

Charlotte Lenton

Towards a Holistic Approach to Constraints Analysis: Using Cognitive Work Analysis and Constraints Negotiation Theory to Explore Constraints to Travel by Rail in the UK

Charlotte is a PhD candidate with an academic background in tourism studies and social sciences. She also has experience of working in digital transformation. Her PhD research combines all of these interests and experiences in a multidisciplinary exploration of late adopters of technology as passengers of the rail sector in Great Britain.

charlotte.lenton@nottingham.ac.uk

James Williams

Location-Based Interaction: A review of implicit and explicit input techniques in mobile location-based services technologies?

James is a PhD student at the Horizon Centre for Doctoral Training and the Nottingham Geospatial Institute. He has previously completed a Masters in Computer Science at the University of Nottingham, and a received Bachelors in Information and Communications Technology from Nottingham Trent University. His research investigates how walking routes can be personalised with rich geographic information through user engagements with places of interest.

james.williams@nottingham.ac.uk



Scan here to go to James'
Research Highlights



Scan here to go to Farid's
Research Highlights

Farid Vayani

Individuals' Control of Personal Data Minimizes Data Privacy and Security Concerns: A Qualitative Study of Growing Concerns with the use of Smart Device in the Home

Farid is a Big4 Alumni with 20+ years' experience in Privacy, Cybersecurity, and IT. His research empowers smart device users, so they don't worry about data theft and misuse. Farid's mission is to bring savings to businesses that process personal data by reducing their compliance costs and improve trust and loyalty of their users.

farid.vayani@nottingham.ac.uk

Josh Duvnjak

Examining The Effect of Automation Reliability on The Automation Trust and Task Performance Within a Quality Control Task

Background is in Human Computer Interaction and User Experience. Research interests include Mixed Reality Technologies and Interface Design.

joshua.duvnjak@nottingham.ac.uk



Scan here to go to
Josh's Research
Highlights



Jenn Layton Annable

Being, Becoming, Owning: Dialogic Autoethnographies

Autistic autism doctoral researcher, specialising in late diagnosed autistic people perceived as women. their identity and mental health (with a sprinkling of mad studies). I write, speak, train and develop knowledge of autistic individuals and their mental health and distress across a diverse range of audiences, from NHS mental health trusts, via academia, to working disruptively as an activist as and when required.

jenn.laytonannable@nottingham.ac.uk



Scan here to go to Jenn's
Research Highlights



Ellie Colegate

Regulating Harmful Content by Definition - Comparing the Reported Harmful Experiences had by Young People with the Scope of the Online Safety Bill

Ellie is a legal researcher specialising in Information Technology Law. Her previous works have assessed the relationship between human rights and surveillance practices. Ellie's current research looks at how the new Online Safety Bill will reduce harms online and will impact the experiences of young people aged between 12-20 interacting online.

ellie.colegate@nottingham.ac.uk



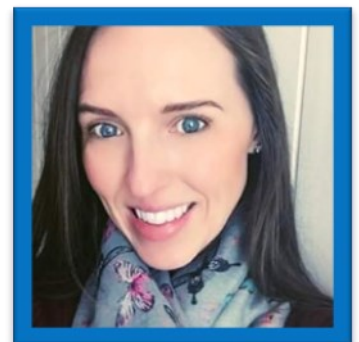
Scan here to go to Ellie's
Research Highlights

Kathryn Baguley

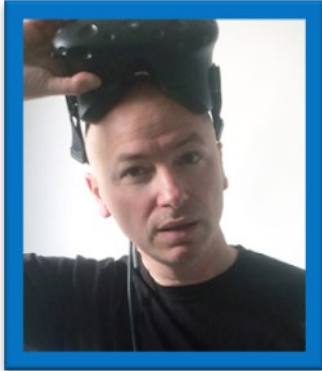
How important is the definition of Personal Data for UK organisations looking to introduce Artificial Intelligence (AI) technologies?

Kathryn is a solicitor specialising in digital and technology law. She has advised organisations in private practice, in-house and in consultancy positions across the private and the public sector. Kathryn's current research focus is looking at the regulation of automated decision-making technology.

kathryn.baguley@nottingham.ac.uk



Scan here to go to Kathryn's
Research Highlights



Guido Salimbeni

The Five Tropes of Artificial Intelligence Art

Guido Salimbeni is an artist and researcher interested in developing a set of guidelines that helps identify best practices for Artificial Intelligence (AI) Art, investigating the work and motivations of the contemporary artists in this field of art and validating the findings with personal artistic projects.

guido.salimbeni@nottingham.ac.uk

[Scan here to go to Guido's
Research Highlights](#)



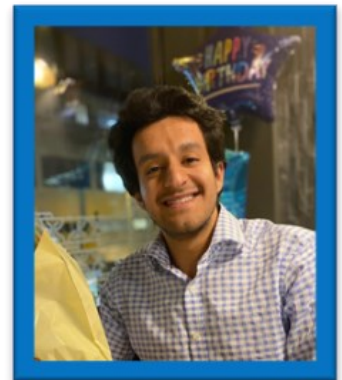
Muhammad Suhaib Shahid

Research methodologies for modelling the Oral Cavity

Suhaib is a PhD candidate working in the field of Computer Vision and Dental Healthcare, researching technologies that can be applied in visualising and modelling how dental prosthetics affect one's oral motion, and subsequently allowing the development of methodologies in creating customised dental devices.

muhammad.shahid@nottingham.ac.uk

[Scan here to go to Suhaib's
Research Highlights](#)



Dan Heaton

Using Critical Discourse Analysis to aid computational linguistic investigations into Twitter discourses.

A former primary school teacher and leader, Dan's research centres on solidifying complementary connections between computational and discursive linguistic methods to investigate public discourse.

daniel.heaton@nottingham.ac.uk

[Scan here to go to Dan's
Research Highlights](#)



Workshops

Roam Research and Writing - Jenn Layton Annable

Roam research is an innovative thought and information management app that makes research and writing really easy - connecting ideas, filtering through large amounts of the stuff we all have to deal with and overall organisation. This workshop will demonstrate some of the features I use, and how I have developed my own system on top of Roam's functionality.


Learn The Principles of Abstraction Hierarchy and Cognitive Work Analysis - Charlotte Lenton

Cognitive Work Analysis (CWA) is a formative framework for analysing and addressing constraints that shape the behaviour of actors in a system through the evaluation of environmental, task-related, and social factors. The framework contains five phases that are designed to explore different elements of a socio-technical system. This workshop will focus on the first phase of the framework: Abstraction Hierarchy. This phase of CWA will be explained through your participation in a fun and interactive game – The Human Knot Game. The group will be divided into two, with each group taking it in turns to be involved in the knot and taking an external perspective as to how the knot could be untangled.

Getting The Most out of Sentiment Analysis: Investigating Public Discourses - Dan Heaton

Sentiment analysis is a popular Natural Language Processing method used to analyse discourses and datasets for opinion. However, there are some limitations of using this method, such as difficulty in detecting negation and sarcasm, and researchers may struggle to interpret sentiment scores. Therefore, this workshop presents ideas for best practice when using sentiment analysis through a series of stages, with this session focused on interpreting trajectories and critical reflection. Naturally perfect for the social media researcher, this workshop is also suitable for those who are looking to combine quantitative and qualitative data analytics in their research.

Please note the workshops are pre-registered. Please speak to a member of the Conference Committee should you wish to attend.



For further information or enquiries, please contact:
Horizon Centre for Doctoral Training
University of Nottingham
School of Computer Science
Wollaton Road
Nottingham
NG8 1BB

Horizon-CDT@nottingham.ac.uk
+44 (0)115 823 2316
cdt.horizon.ac.uk
@HorizonCDT
@horizon_cdt



The Horizon Centre for Doctoral Training is supported by:
UKRI Grant No. EP/L015463/1 (EPSRC Horizon CDT in My Life in Data)
UKRI Grant No. EP/S023305/1 (EPSRC Horizon CDT in Creating Our Lives in Data)



Engineering and
Physical Sciences
Research Council

horizon
CENTRE FOR DOCTORAL TRAINING



DE MONTFORT
UNIVERSITY
LEICESTER