

Colin David Conrad

Curriculum Vitae

Dalhousie University
School of Information Management
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ACADEMIC APPOINTMENTS

- 2019 – present Assistant Professor (tenure stream), Dalhousie University, School of Information Management, Faculty of Management, Halifax, NS, Canada
- 2018 – 2019 Lecturer (limited term), Dalhousie University, Rowe School of Business, Faculty of Management, Halifax, NS, Canada

EDUCATION

- 2015 – 2019 Doctor of Philosophy, Dalhousie University
Thesis: A Neurophysiological Study of the Impact of Mind Wandering During Online Lectures
Supervisors: Dr. Aaron Newman and Dr. Michael Bliemel
- 2013 – 2015 Master of Electronic Commerce, Dalhousie University
Thesis: Predicting Political Donations using Data Driven Lifestyle Profiles Generated from N-Gram Analysis of Heterogeneous Online Sources.
Supervisor: Dr. Vlado Keselj
- 2010 – 2011 Master of Arts, Queen's University
Research Project: Making Sense of Moral Relativism
Supervisor: Dr. David Bakhurst
- 2006 – 2010 Bachelor of Arts (Honours), Dalhousie University
Research Project: Manufactured Conventions
Supervisor: Dr. Duncan MacIntosh

GRANTS, AWARDS & HONOURS

Grants

- 2020 What factors lead to gainful university online community experiences during COVID-19? (applied to SSHRC Explore)
- 2020 Video Tutorials to Support Diverse Technical Learning. Accessibility and Accommodations Fund, Dalhousie University (\$2 400)

Awards

- 2019 Best Reviewer Award, 2019 NeuroIS Retreat, Vienna, Austria.
- 2017 – 2019 Killam Scholarship (Doctoral), Dalhousie University, Halifax, NS, Canada (\$9 000).
- 2016 – 2019 Post-Graduate Scholarship (Doctoral), Natural Sciences and Engineering Research Council of Canada, Ottawa, ON, Canada (\$63 000).
- 2015 Nova Scotia Research and Innovation Graduate Scholarship Dalhousie University, Halifax NS, Canada (\$19 500).
- 2013 First Prize, Halifax Startup Weekend 2013.
- 2011 Philosophy internal scholarship, Queen’s University (\$10 000).
- 2006 – 2008 L.A & Edith Upham Scholarship, Dalhousie University (\$18 000).

RESERACH

Note: Names of students I have supervised or co-supervised are underlined.

Journal Articles (Peer-reviewed)

Conrad, C., Bliemel, M., & Ali-Hassan, H. (2019). The role of flow in learning distributed computing and mapreduce concepts using hands-on analogy. *Journal of Information Systems Education* 30(1), 57-66.

Conference Papers in Proceedings (Peer-reviewed)

Conrad, C., Aziz, J., Smith, N. and Newman, A. (forthcoming). What do users feel? Towards affective EEG correlates of cybersecurity notifications. Proceedings of the 2020 NeuroIS Retreat.

Godfrey, D., Findlay, C., Mulchandani, D., Subramanilyer, R., Conrad, C., and Newman, A. (forthcoming). Information systems applications for a tri-hybrid SSVEP, P300 and N170 brain-computer interface. Proceedings of the 2020 NeuroIS Retreat.

Schlechtinger, M., Klesel, M., Oschinsky, F., Conrad, C. and Niehaves, B. (forthcoming). Detecting mind wandering episodes in virtual realities using eye-tracking. Proceedings of the 2020 NeuroIS Retreat.

Conrad, C., Agarwal, O., Woc, C. C., Chiles, T., Godfrey, D., Krueger, K., Marini, V., Sproul, A. & Newman, A. (2020). On using python to run, analyze, and decode EEG experiments.

In Davis F. D., Riedl R., vom Brocke J., Léger P. M., Randolph A., Fischer T. (eds), *Information Systems and Neuroscience* (pp. 287–293). Springer.

Conrad, C., & Bailey, L. (2020). What can NeuroIS learn from the replication crisis in psychological science? In Davis F. D., Riedl R., vom Brocke J., Léger P. M., Randolph A., Fischer T. (eds), *Information Systems and Neuroscience* (pp. 129–135). Springer.

Conrad, C. and Newman, A. (2019). Measuring the impact of mind wandering in real time using an auditory evoked potential. In Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M. and Randolph A. B. (eds.), *Information Systems and Neuroscience* (pp. 37–45). Springer.

Conrad, C. and Newman, A. (2019). How attention networks can inform research in information systems. In Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M. and Randolph A. B. (eds.), *Information Systems and Neuroscience* (pp. 155–162). Springer.

Jankowska, M, Conrad, C., Harris, J. & Keselj, V. (2018). N-gram based approach for automatic prediction of essay rubric marks. In *Advances in Artificial Intelligence: 31st Canadian Conference on Artificial Intelligence, Canadian AI*. Springer.

Conrad, C., & Bliemel, M. (2016). Psychophysiological measures of cognitive absorption and cognitive load in e-learning applications. In *Proceedings of the 2016 International Conference on Information Systems*.

Conrad, C., Ali, N., Gao, Q. & Keselj, V. (2016). ELM: an extended matching method on record linkage analysis of disparate databases for profile data mining. In *Proceedings of the 18th IEEE Conference on Business Informatics*. IEEE.

Conrad, C., & Keselj, V. (2016). Predicting political donations using twitter hashtags and character n-grams. *Proceedings of the 18th IEEE Conference on Business Informatics*. IEEE.

Conference Presentations (Peer-reviewed abstracts)

Conrad, C. and Newman, A. (2019). *An ERP approach to measuring mind wandering during learning multimedia use*. Poster presented at the Annual Meeting of the Society for Neuroscience, October 2019.

Conrad, C., Ali-Hassan, H. and Bliemel, M. (2015). *Hadoop Hands On: Teaching MapReduce to business students through analogy*. 2015 Americas Conference on Information Systems Big Data and Analytics EdCon, August 2015.

Other Knowledge Mobilization

Conrad, C. and Newman, A. (2019). The Psychophysiology of Mind Wandering During Online Lectures. *2019 Graham Goddard InHouse Conference*. Dalhousie University.

Conrad, C. Measuring mind wandering during human-computer interactions (2018). *2018 Dalhousie Computer Science Inhouse Conference*. Dalhousie University

Charlebois, S., Harris, J., Tyedmers P., Bailey, M., Keselj, V., Conrad C., Grant G., Somogyi, S., Chamberlain, S. (2017). *Canada's Food Price Report 2017*. Dalhousie University.

Conrad, C. Psychophysiological measures of cognitive absorption and cognitive load in e-learning applications (2016). *2016 Dalhousie Computer Science Inhouse Conference*. Dalhousie University.

Working Papers

Klesel, M., Oschinsky, F., Conrad, C., and Niehaves, B. (under review). Does the type of mind-wandering matter? Extending the inquiry about the role of mind-wandering in the IT use experience. Submitted to *Internet Research*.

Work in Progress

Beaubien, L., Conrad, C., Music, J. and Toze, S. Web applications improve clinical acceptance of treatment outcome projections.

Conrad, C., Newman, A. Measuring mind wandering during massive open online courses (MOOCs) with event-related potential responses to auditory tones.

Conrad, C., Bliemel, M, Keselj, and Newman, A. A real-time electroencephalography measure of mind wandering during information technology use.

Gone, P. and Conrad, C. Comparing changes in attitudes towards COVID-19 expressed on social media: the case of USA and Canada.

Conrad, C., Caron, I., Deng, Q., Shkurska, O., Skerrett, P., and Sundararajan, B. Assessing the impact of online learning on student experience in the COVID-19 era.

Orellana Diaz, G., and Conrad, C. An investigation of perceived social presence, trust, and attitudes towards online dating during COVID-19.

TEACHING

Graduate Courses

2021 DGIN 5201 – Digital Transformation, Faculty of Computer Science, Dalhousie University

2021 INFO 6513 – Business Analytics and Data Visualization, Faculty of Management, Dalhousie University.

2020 – 2021 INFO 6270 – Introduction to Data Science, Faculty of Management, Dalhousie University.

- 2019 – 2020 INFO 5590 – Information Management Systems, Faculty of Management, Dalhousie University.
- 2018 ECMM 6020 – Business Issues in Electronic Commerce, Faculty of Management, Dalhousie University.
- 2015 – 2017 ECMM 6000 – Overview of Electronic Commerce, Faculty of Computer Science, Dalhousie University.

Undergraduate Courses

- 2019 – 2020 MGMT 2605 – Working with Data, Faculty of Management, Dalhousie University
- 2018 – 2019 COMM 3511 – Management Information Systems, Faculty of Management, Dalhousie University.

Student Supervision

- 2020 Aditya Ayri (MEC paper supervisor), Daniel Godfrey (MSc thesis committee member), Carlos Calix Woc (MEC project supervisor), Gabriel Orellana Diaz (MEC project supervisor), Natalie Smith (BSc project co-supervisor), Pallavi Gone (MI directed reading supervisor), Saurabh Minotra (MEC paper supervisor), Suchindra Karthik (MEC paper supervisor), Yanzhe Zhang (MEC paper supervisor).
- 2019 Asad Kahn (MEC thesis reader)
- 2018 Roberto Abarca (MEC paper supervisor)

ACADEMIC AND PROFESSIONAL SERVICE

Committees for Professional Service

- 2019 – 2020 NeuroIS Retreat Program Committee

Journal and Conference Reviews

- 2020 Americas Conference on Information Systems (1); International Conference on Information Systems (1); Journal of the Association for Information Systems (1); NeuroIS Retreat (3)

- 2019 Journal of Visualized Experiments (1); European Conference on Information Systems (1); NeuroIS Retreat (2)
- 2018 Canadian Council for Small Business and Entrepreneurship (1); 18th ACM Symposium on Document Engineering (2)
- 2017 Americas Conference on Information Systems (1)

Service at Dalhousie University

- 2019 – 2022 Member, University Senate E-Learning Advisory Committee
- 2019 – 2021 Dalhousie School of Information Management Research Lead
- 2019 – 2021 Member, Faculty of Management Research Awards Committee
- 2019 – 2021 Member, School of Information Management Curriculum Committee
- 2019 – 2021 Member, Interdisciplinary PhD Admissions Committee
- 2020 Member, Faculty of Computer Science Hiring Committee
- 2020 Member, COVID-19 Student Experience Special Project Team
- 2020 Technical program administrator, 2020 Nova Scotia Open Data Contest
- 2019 – 2020 Member, Senate Convocation Design Working Group
- 2015 – 2018 Mentor, Norman Newman Centre for Entrepreneurship
- 2017 Instructor and Hackathon Coordinator, Shiftkey Labs Django Hackathon and Summer Internship Program
- 2016 Recruitment Initiative Coordinator, Master of Electronic Commerce Program
- 2015 Faculty of Computer Science Dean Search Committee

COMMUNITY OUTREACH

- 2014 – 2020 Member, Global Shapers Community (World Economic Forum)
- 2018 Project Co-Chair, Nova Scotia International Entrepreneurship Competition
- 2017 – 2018 Treasurer, IDPhD Student Society, Dalhousie University

- 2017 Project Co-Chair, Immigrant Women Entrepreneur Showcase, Halifax, Canada
- 2016 Conference Co-Chair, Dalhousie Computer Science Inhouse Conference (DCSI)

IN THE MEDIA

- Dec 3, 2019 Technology can change everything about the business of higher ed (for the better). *Dalhousie Business Review*. <https://dalbusinessreview.com/technology-and-the-business-of-higher-ed/>
- Dec 6, 2018 Breaking down the divide between academics and the public at large. *CBC Information Morning*. <https://www.cbc.ca/listen/live-radio/1-27-information-morning-ns/clip/15645489-breaking-down-the-divide-between-academics-and-the-public-at-large>

OTHER TRAINING

- 2018 Dalhousie University Interdisciplinary PhD Public Scholars Training Program
- 2017 NeuroIS Retreat Training Course
- 2016 ERPsim Certified Instructor (Level 1)
- 2016 Propel ICT Launch Startup Accelerator Program
- 2015 SAP HANA Native Application Development Workshop (SAP UA)
- 2015 Data Mining with R Workshop
- 2014 Launch Dal Summer Startup Accelerator

OTHER WORK EXPERIENCE

- 2014 – 2018 Principal, Innovate UI (IT and software consulting), Halifax, NS, Canada
- 2015 – 2017 Adjunct Lecturer (part-time), Dalhousie University, Halifax, NS, Canada

PROFESSIONAL MEMBERSHIPS

Association for Information Systems (AIS)

AIS Special Interest Group in Human-Computer interaction (SIGHCI)

NeuroIS Society

TECHNICAL AND OTHER RELATED SKILLS

EEG Systems (Brain Products actiCHamp, EGI Geodesic Sensor Net)

Python (Django, Jupyter, MNE, NLTK, NumPy, Pandas, PsychoPy, Scikit-Learn)

R (Jupyter, RStudio)

JavaScript (D3, JQuery)

SAP technologies (Business Objects, Fiori, HANA, Lumira, OpenUI, Predictive Analytics)