

Adrian J. Ebsary

Online Community Specialist at University of Ottawa

Ottawa, Canada, ON, CA

Attention Economist

Biography

Adrian completed his BSc. in Biochemistry and Biotechnology from McGill University, and during that time worked in multiple academic and industrial research labs as well as acting as the McGill Science Undergraduate Research Journal's co-Editor-in-Chief. He studied to receive his MSc. in Biochemistry at the University of Ottawa and during this time founded science podcast and radio show, Peer Review Radio, which several volunteers continue to produce on CHUO 89.1 FM. Adrian's fascination with social media analytics and influence metrics led him to leave his Master's and take a job with the Communications Directorate at the University of Ottawa as Online Community Specialist. He now blogs at AttentionEconomist.com and has spoken at a number of conferences about research on attention and its flow in online communities.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Media - Online, Internet, Social Media

Areas of Expertise

Social Media Analytics, Social Media Monitoring, Gamification

Affiliations

iOrphan Canada, University of Ottawa

Event Appearances

Thought Experiments in Attention Economics: Understanding Expenditures & Earnings
Social Capital Conference 2012

The Canadian Government (and others) on Social Media

Guest Lecturer for Prof. Serge Banyongen's 4th Year Communications Course

Attention Economy & Influence Metrics, with Lou Woodley
ScienceOnline 2012 Conference

Lessons from Science Fiction for the Attention Economy
Telfer Mad Marketing Conference

Peer Review Radio: Podcasting as a Tool for Experimenting with Science Communication
ScienceOnline 2011 Conference

Mining and Visualizing Twitter with Netlytic.org
PodCamp 2013

Infiltrating Social Media Influence Metrics: Badly in Need of Better Benchmarking
Higher Ed Experts Analytics Conference 2013

Education

McGill University
Bachelors of Science Major Biochemistry, Minor Biotechnology

Accomplishments

Canadian Master's Graduate Scholarship - \$17,500 - NSERC
Offered by the Natural Sciences and Engineering Research Council (NSERC), supported research in biochemistry at the University of Ottawa.

Dean's Multidisciplinary Research List - BSc. McGill '09
Received for participating in research at an undergraduate level in multiple scientific discipline. Performed biochemistry and synthetic biology research.

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