BRENDA REYES AYALA

Curriculum Vitae

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Brenda.Reyes@unt.edu

EDUCATION

University of North Texas, Denton, TX   *2012 - current*

Ph.D candidate in Information Science (expected May 2018)

Dissertation title: *A Grounded Theory of Information Quality in Web Archives*

Georgia Institute of Technology, Atlanta, GA   *2008*

M.S in Human-Computer Interaction (HCI)

Carnegie Mellon University, Pittsburgh, PA   *2005*

B.S.in Technical Writing

RESEARCH INTERESTS

My research interests are in the areas of Web Preservation, Multilingual Information Access, Information Retrieval, and Big Data. My research spans not only the practical, but also the theoretical. For my dissertation, my goal is to create a theoretical model of information quality for web archives. In the near future, I seek to continue my research and participate in new and exciting projects.

PUBLICATIONS

Journal Articles

Reyes Ayala, B., Knudson, R., Cao, G., Wang, X., & Chen, J. (2018). Metadata records machine translation combining multi-engine outputs with limited parallel data. *Journal of the Association for Information Science and Technology, 69*(1), 47-59. doi: 10.1002/asi.23925

Phillips, M.E, Alemneh, D.G, & Reyes Ayala, B. (2014) Analysis of URL references in ETDs: a case study at the University of North Texas. *Library Management, 35* (4 / 5).

Book Chapters and Edited Volumes

Reyes Ayala, B. (2015). Challenges for web archivists: Issues in the preservation of digital cultural heritage. *Annual Review of Cultural Heritage Informatics, 3*, 151-164. Retrieved from https://rowman.com/ISBN/9781442263703/Annual-Review-of-Cultural-Heritage-Informatics-2015

Hayes, J.R., Bajzek, D.M., Brooks, J., Reyes, B., Hallinen, N., & Steinberg, E.R. (2007). Developing an Online Writing Tutor to Improve Technical Writing Skills in Engineering and Science Students. In Alamargot, D., Terrier, P., & Cellier, J.M. (Eds.), *Improving the Production and Understanding of Written Documents in the Workplace.* (pp.107-123). Amsterdam: Elsevier.

Conference Proceedings and Posters

Reyes Ayala, B. (2017). We need new names: Applying existing models of information quality to web archives. *Bulletin of IEEE Technical Committee on Digital Libraries, 13*(1). Retrieved from http://www.ieee-tcdl.org/Bulletin/v11n2/

Reyes Ayala, B. & Chen, J. (2017, June). *A machine learning approach to evaluating translation quality.* Poster presented at the meeting of the Joint Conference of Digital Libraries, Toronto, Canada. Retrieved from https://digital.library.unt.edu/ark:/67531/metadc993374/

Chen, J., Namgoong, M., Reyes Ayala, B., Cao, G., & Wang, X. (2017, March). *Building a multilingual test collection for metadata records.* Poster presented at the iConference 2017, Wuhan, China.

Reyes Ayala, B. & Caragea, C. (2014, November). *Towards Building a Collection of Web Archiving Research Articles.* Poster presented at the American Society for Information Science and Technology 77th Annual Meeting, Seattle, Washington.

Reyes Ayala, B. (2013, May). Current Quality Assurance Practices in Web Archiving. Poster presented at the Texas Conference for Digital Libraries, Austin, TX. Retrieved from http://digital.library.unt.edu/ark:/67531/metadc159526/

Other Publications

Reyes Ayala, B., Phillips, M.E, & Ko, L. (2014). Current Quality Assurance Practices in Web Archiving. UNT Digital Library. http://digital.library.unt.edu/ark:/67531/metadc333026/

Reyes Ayala, Brenda. (2013). *Web Archiving Bibliography 2013.* UNT Digital Library. http://digital.library.unt.edu/ark:/67531/metadc172362/

AWARDS

UNT Graduate Tuition Benefit Program Award (2015-present): obtained funding support for UNT graduate tuition

UNT Toulouse Graduate School Travel Grant (2016, 2014): secured funds to travel and present at JCDL and ASIS&T conferences

International Internet Preservation Consortium PhD Sponsorship (2012-2015): received a three-year scholarship to study web archiving in conjunction with the UNT College of Information, UNT Libraries, and the Internet Archive

Beca Endesa para Iberoamerica de Patrimonio Cultural/Endesa Cultural Heritage Scholarship (2010-2011): received sponsorship to work and study at the National Library of Spain

CONFERENCE PARTICIPATION

Reyes Ayala, B. (2017, June). Web archives: A preliminary exploration of user expectations vs. reality. In E. A. Fox (Chair), *Web Archiving and Digital Libraries.* Workshop conducted at the meeting of the Joint Conference of Digital Libraries, Toronto, Canada.

Reyes Ayala, B. (2015, November). Challenges for Web Archivists: Issues in the Preservation of Digital Cultural Heritage. Presented at the Web Archives 2015 Conference. Ann Arbor, Michigan.

Reyes Ayala, B. (2014, November). *What Makes a Good Web Archive?* Presented at the Best Practices Exchange Conference. Montgomery, Alabama.

Phillips, Mark.E, Alemneh, D.G & Reyes Ayala, B. (2013, September). *Analysis of URL References in ETDs: A Case Study at the University of North Texas.* Presented at 2013 International Electronic

Theses and Dissertations (ETDs) Symposium. Hong, Kong http://digital.library.unt.edu/ark:/67531/metadc180957/

REYES, AYALA, B. (2013, April 2013). *The Current State of Quality Assurance in Web Archiving.* Workshop presented at the International Internet Preservation Consortium (IIPC) General Assembly, Ljubljana, Slovenia.

REYES, B., Selemeneva, L. & Rosco, R. (2005, November). *From Values to Actions: Defining Community Expectations in the Presidential Commission Report.* Paper presented at the annual meeting of the National Communication Association. Boston, MA.

RESEARCH EXPERIENCE

Multilingual Information Access (MLIA) Project   2015 - Present
Department of Information Science, University of North Texas

MLIA is a large, multi-year project funded by the Institute of Museum and Library Services (IMLS). Its goal is to help non-native speakers of English access digital library information through the use of Machine Translation (MT) technologies

Web Archiving Project   2012 - 2015
University of North Texas Libraries

As part of my IIPC PhD Sponsorhip, I worked to refine and document the steps in the Quality Assurance (QA) process for archived websites, created Python code and documentation for extracting needed information from Web Archive files, and performed QA for over 60 websites for the UNT Digital Library and UNT Cybercemetery

SERVICE TO PROFESSION

Joint Conference for Digital Libraries (JCDL) 2018, Fort Worth, TX
Volunteer Chair

Journal *The Electronic Library* (Emerald)
Editorial Assistant, 2016 - Present

RELATED PROFESSIONAL SKILLS

Operating Systems	Windows, Mac OS, Linux Ubuntu
Programming and Other Languages	Python, Jython, Java, HTML, XML, CSS, PHP, SQL, Bash Scripting
Software	Eclipse; Adobe Illustrator, Photoshop, InDesign, Microsoft Office, Visio, Macromedia Dreamweaver, Flash
Usability Techniques	Observation, interviews, thinkalouds, heuristic evaluation, cognitive walkthrough, task analysis, contextual inquiry and design, prototyping, and scenarios
Languages Spoken	Spanish (native)

RELEVANT NONACADEMIC WORK

Archive-It, Internet Archive   January 2015 - September 2015
Junior Support Engineer   *San Francisco, CA*

Provided level-two technical support for Archive-It clients

Made code changes to the Internet Archive's Wayback Machine software

Internet Archive   Summer 2013 and Summer 2014
Web Archiving Intern   *San Francisco, CA*

Conducted statistical and content analysis on support tickets for Archive-It, the Internet Archive's subscription-based web archiving service

Created a classification system for the support tickets

National Library of Spain/Biblioteca Nacional de España (BNE)   2010 - 2012
Usability Specialist and Web Archivist   *Madrid, Spain*

Led the Wikipedia project, a program to improve the quality of the articles about Spanish culture, literature, and history on Wikipedia.

Assisted with the BNE Web Archive, a project to gather and preserve the content of the .es domain over time.

Gathered and analyzed traffic and usage data for the BNE website using Google Analytics, utilized search engine optimization techniques to improve the visibility of the BNE in search engine rankings

Conducted usability and accessibility studies for the website

Florida Career College   2009
IT instructor   *West Palm Beach, FL*

Taught Computer Science skills to students using a combination of lecture and hands-on methods Courses taught: System Analysis and Diagnostics, Computer Support and Maintenance, Administering Windows XP, Database Management Systems, System Analysis & Design, Information Systems Security

Prepared outlines for the course of study and assist in shaping the curriculum

Kept attendance and grade records; created and administered exams