Matthew Haffner

ASSISTANT PROFESSOR · DEPARTMENT OF GEOGRAPHY AND ANTHROPOLOGY · UNIVERSITY OF WISCONSIN - EAU CLAIRE

Phillips Science Hall 257, 101 Roosevelt Blvd, Eau Claire, Wisconsin 54701

Academic interests: Spatial Data Science, Geocomputation, Urban Analytics

Professional Employment _____

Assistant Professor , Dept. of Geography and Anthropology, University of Wisconsin - Eau Claire	2018+
Research Affiliate, Mayo Clinic	2023+
Graduate Research Assistant , Dept. of Geography, Oklahoma State University	2016-2018
Programmer , Dept. of Plant and Soil Sciences, Oklahoma State University	2015
Graduate Teaching Assistant, Dept. of Geography, Oklahoma State University	2012-2016
Transportation Intern , Association of Central Oklahoma Governments	2013

Education _____

Oklahoma State University

DOCTOR OF PHILOSOPHY IN GEOGRAPHY

Stillwater, Oklahoma Aug. 2014 - May 2018

- Dissertation: Assessing the validity of location-based social media in the study of spatial processes
- Comprehensive exam areas: GIScience, Urban Geography, the GeoWeb
- Co-advisors: G. Allen Finchum, Adam J. Mathews

Oklahoma State University

MASTER OF SCIENCE IN GEOGRAPHY

Stillwater, Oklahoma Aug. 2012 - July 2014

- Thesis: Measuring social interaction potential in Oklahoma City and Tulsa
- Advisor: Hongbo Yu

Pittsburg State University

BACHELOR OF SCIENCE IN SECONDARY EDUCATION

• Majors: Geography and Mathematics

Pittsburg, Kansas Aug. 2007 - May 2012

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Publications

MANUSCRIPTS UNDER REVIEW

- Haffner, M. Replicable Spatial Data Acquisition. *Under review, submitted August 2023*.
- **Haffner, M.**, N. Walker, S. Grunzke, and M. St. Ores. A spatial and demographic analysis of cycling safety perceptions: A case study in Eau Claire, Wisconsin. *Under review, submitted January 2023*.

PEER-REVIEWED JOURNAL ARTICLES AND CONFERENCE PROCEEDINGS

- **Haffner, M.**, M. Dewitte, P. Rozario, and G. Ovando-Montejo. A neural network-based landscape search engine: LSE Wisconsin. *Applied Sciences*. **2023**.
- **Haffner, M.**, P. Hagge, C. Brown, R. Heyrman, and C. Perkins. Fusing machine learning with place-based survey methods: Revisiting questions surrounding perceptual regions. *International Journal of Geographical Information Science* 36 (11): 2226-2247. https://doi.org/10.1080/13658816.2022.2097683. **2022**.

- **Haffner, M.** A framework for place-based survey implementation. *Spatial Cognition XII. Spatial Cognition 2020. Lecture Notes in Computer Science*, vol. 12162. Eds. J. Šķilters, N. S. Newcombe, and D. Uttal. 88-94. https://link.springer.com/chapter/10.1007/978-3-030-57983-8_7. August **2020**.
- **Haffner, M.** and J. C. Comer. An interactive point pattern analysis web application and teaching exercise. *Journal of Geography in Higher Education* 43 (4): 568-581. https://doi.org/10.1080/03098265.2019.1660866. **2019**.
- Ochsner, T., E. Linde, **M. Haffner**, and J. Dong. Mesoscale soil moisture patterns revealed using a sparse in situ network and regression kriging. *Water Resources Research* 55(6): 4785-4800. https://doi.org/10.1029/2018WR024535. **2019**.
- Fekete, E. and **M. Haffner**. Twitter and academic geography through the lens of #AAG2018. *Professional Geographer* 71(4): 751-761. https://doi.org/10.1080/00330124.2019.1622428. **2019**.
- **Haffner, M.** A place-based analysis of #BlackLivesMatter and counter-protest content on Twitter. *GeoJournal* 84(5): 1257-1280. https://doi.org/10.1007/s10708-018-9919-7. **2018**.
- **Haffner, M.** A spatial analysis of non-English Twitter activity in Houston, TX. *Transactions in GIS* 22(4): 913-929. https://onlinelibrary.wiley.com/doi/abs/10.1111/tgis.12335. **2018**.
- **Haffner, M.**, A. J. Mathews., E. Fekete, and G. A. Finchum. Location-based social media behavior and perception: Views of university students. *Geographical Review* 108(2):203-224. 913-929. https://doi.org/10.1111/gere.12250. **2018**.
- Mathews, A. J., **M. Haffner**, and E. Ellis. GIS-based modeling of tornado siren sound propagation: Refining spatial extent and coverage estimations. *International Journal of Disaster Risk Reduction* 23:36-44. https://doi.org/10.1016/j.ijdrr.2017.04.004. **2018**.

BOOK CHAPTERS

• Haffner, M. Twitter. In *Geographies of the Internet*, B. Warf (ed.). Cheltenham, UK: Routledge. 277-291. **2020.**

MAPS

• **Haffner, M.** Location of Greenwood Historic District within Tulsa's contemporary food desert. In *Resilience, Environmental Justice, and the City.* Eds. B. H. Caniglia, M. Vallee, and B. Frank. pp. 84. **2017.**

Professional Presentations

- **Haffner, M.***, P. Hagge, C. Brown, R. Heyrman, and C. Perkins. Fusing machine learning with place-based survey methods: Revisiting questions surrounding perceptual regions. *West Lakes Division of the American Association of Geographers Annual Meeting.*. Chicago, Illinois. October **2023**.
- A. Bast, C. Seager, R. Weichelt*, **Haffner, M.***, and M. Goettl*. A spatial analysis of cellular signal strength in Western Wisconsin. *Transforming Community & Rural Healthcare: Digital Health and Workforce Innovation*. Rochester, Minnesota. September **2023**.

- M. Guetschow*, A. DeRosa, **Haffner, M.** Tying object detection to location: A case study using GPS video data and the R Project for Statistical Computing. *National Conference on Undergraduate Research*. Eau Claire, Wisconsin. Poster presentation. May **2023**.
- **Haffner, M.*** The Development of a Wisconsin Landscape Search Engine. *Wisconsin Land Information Association*. Eau Claire, Wisconsin. Session. May **2023**.
- **Haffner, M.*** Feature engineering for spatial data with R. *Twin Cities R User Group*. Minneapolis, Minnesota. Virtual talk. August **2021**.
- **Haffner, M.*** Casting a vision for Libre Geo: A framework for collaborative, open-access, and interactive GIS educational resources. *Free and Open Source for Geoospatial (FOSS4G)*. Bucharest, Romania. Talk. August **2019**.
- **Haffner, M.*** A place-based analysis of #BlackLivesMatter and counter-protest content on Twitter. *American Association of Geographers Annual Meeting.* Washington, D.C. Paper presentation. April **2019**.
- **Haffner, M.*** and J. C. Comer. An interactive point pattern analysis web application and teaching exercise. West Lakes Division of the American Association of Geographers Annual Meeting. La Crosse, Wisconsin. Poster presentation. November **2018**.
- Comer, J. C.* and **M. Haffner** An interactive point pattern analysis web application and teaching exercise. Southwest American Association of Geographers Annual Meeting. Manhattan, Kansas. Paper presentation. October **2018**.
- Haffner, M.* A spatial analysis of non-English Twitter activity in Houston, Texas. *American Association of Geographers Annual Meeting.* New Orleans, Louisiana. Paper presentation. April 2018.
- Finchum, G. A.* and **M. Haffner** How good is Twitter data: Comparing phone usage patterns using social media vs. calculated home location. *American Association of Geographers Annual Meeting*. New Orleans, Louisiana. Poster presentation. April **2018**.
- **Haffner, M.***, A. J. Mathews, E. Fekete, and G. A. Finchum. Location-based social media behavior and perception: Views of university students. *Southwest American Association of Geographers Annual Meeting*. Huntsville, Texas. Paper presentation. November **2017**.
- Haffner, M.* The development of shp2nosql: Command line tools for spatial data and NoSQL databases. American Association of Geographers Annual Meeting. Boston, Massachusetts. Paper presentation. April 2017.
- **Haffner, M.***, A. J. Mathews., and E. Ellis. GIS-based modeling of tornado siren sound propagation in Stillwater, Oklahoma. *Southwest American Association of Geographers Annual Meeting. Denton, Texas.* Poster presentation. November **2016**.
- **Haffner, M.*** and A. J. Mathews. A multi-dimensional topology for crowd-sourced geographic information. *NSF Workshop on Geospatial Data Science in the Era of Big Data and CyberGIS.* Urbana, Illinois. Paper presentation. July **2016**.
- G. A. Finchum*, **M. Haffner**, A. J. Mathews, and E. Fekete. Analyzing smartphone usage patterns at colleges with strong gender differences using social media. *Association of American Geographers Annual Meeting*. San Francisco, California. Poster presentation. April **2016**.

- **Haffner, M.*** Conquering big spatial data: Towards a new philosophy in geographic information science. *Oklahoma State University Research Symposium*. Poster presentation. February **2016**.
- Ochsner, T. E.*, J. Dong, **M. Haffner**, A. Patrignani, J. C. Patton. Developing an operational system for daily 800-m resolution soil moisture estimates across Oklahoma. *American Geophysical Union Fall Meeting*. San Francisco, California. Paper presentation. December **2015**.
- Patton, J. C.*, T. E. Ochsner, A. Patrignani, J. Dong, **M. Haffner**. Towards a high resolution soil moisture map of Oklahoma. *American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America Annual Meeting.* Minneapolis, Minnesota. Poster presentation. November **2015**.
- **Haffner, M.***, H. Yu. Measuring social interaction potential in Oklahoma City and Tulsa. *Association of American Geographers Annual Meeting*. Chicago, Illinois. Paper presentation. April **2015.**
- Finchum, G. A.*, **M. Haffner**. Using Twitter data to analyze mobile device usage patterns in urban areas. *Association of American Geographers Annual Meeting*. Chicago, Illinois. Poster presentation. April **2015**.
- **Haffner, M.*** Using ArcGIS, Python, and R to measure social interaction potential in Tulsa and Oklahoma City. *Oklahoma South Central Arc User Group Meeting*. Moore, Oklahoma. Technical presentation. September **2014**.
- **Haffner, M.*** Measuring social interaction potential in Tulsa and Oklahoma City: A case study. *Oklahoma State University Research Symposium*. Stillwater, Oklahoma. Paper presentation. April **2014**.

Teaching Experience

COURSES TAUGHT AS INSTRUCTOR OF RECORD

University of Wisconsin - Eau Claire

- **GEOG-499** Independent Study
- **GEOG-498** Geography Internship
- **GEOG-399** Directed Study
- **GEOG-368** *Geography Field Seminar* (taught as *Geography of Oregon*)
- **GEOG-435** Geographic Information Systems III
- **GEOG-337** Geographic Information Systems II
- **GEOG-335** *Geographic Information Systems I* (online)
- **GEOG-335** Geographic Information Systems I
- **GEOG-370** Quantitative Methods in Geography
- GEOG-270 Introduction to Urban and Regional Planning
- **GEOG-111** Planet Earth: Human Geography
- IDIS-187 Integrative Seminar

Oklahoma State University

- **GEOG-1113** *Introduction to Cultural Geography* (lecture)
- **GEOG-1114** *Introduction to Physical Geography* (lecture)
- **GEOG-1114** *Introduction to Physical Geography* (laboratory)

Neosho County Community College

• MATH-112 Intermediate Algebra

Eau Claire, Wisconsin June 2018 - present

Stillwater, Oklahoma Aug. 2012 - Dec. 2015

Pittsburg, Kansas Aug. 2011 - Dec. 2011

^{*} Presenting author(s)

COURSES TAUGHT AS TEMPORARY INSTRUCTOR

Oklahoma State University

- **GEOG-4383** Introduction to GIS Programming
- **GEOG-3333** Spatial Analysis
- **GEOG-3123** Urban Geography
- **GEOG-2344** Digital Tools for Environmental Exploration
- **GEOG-5343** Advanced GIS: Resource Management Applications

St. Mary's Colgan High School

- Algebra II (as student teacher)
- Geometry (as student teacher)
- Algebra III (as substitute)
- Calculus (as substitute)

Stillwater, Oklahoma Multiple dates

Pittsburg, Kansas Jan. 2011 - May. 2011

Invited Lectures & Workshops

- An introduction to R for data analysis (one hour workshop). *International Association of Crime Analysts*. Online webinar, June **2022**.
- An introduction to R for geovisualization, web mapping, and web applications (half-day workshop). *Wisconsin Land Information Association Annual Conference*. Elkhart, Lake, Wisconsin. February **2022**.
- An introduction to R for geovisualization, web mapping, and spatial analysis (half-day workshop). *Minnesota GIS/LIS Consortium Annual Conference*. St. Cloud, Minnesota. October **2021**.
- Replicable and extensible spatial data acquisition. *South Dakota State Geography Convention*. South Dakota State University. March **2021**.
- Reproducible data acquisition. *Faculty/Academic Staff Forum*. University of Wisconsin Eau Claire Office of Research and Sponsored Programs. March **2021**.
- The changing landscape of GIS, GIScience, and Spatial Data Science. *Archaeology Brown Bag Department of Anthropology*. University of Wisconsin Madison. September **2020**.
- GIS Programming with R (half-day workshop). *Wisconsin Land Information Association Annual Conference*. Middleton, Wisconsin. February **2020**.
- GIS Programming with R (half-day workshop). *Minnesota GIS/LIS Consortium Annual Conference*. St. Cloud, Minnesota. October **2019**.
- GIS Programming with R (half-day workshop). *Wisconsin Land Information Association Annual Conference*. Appleton, Wisconsin. February **2019**.
- Maintaining graduate student life. In *GEOG-5001 Professional Development in Geography.* Oklahoma State University. November **2017**, November **2016**.
- Big data, spatial data science, and volunteered geographic information. In *GEOG-2344 Digital Tools for Environmental Exploration*. Oklahoma State University. September **2017**.
- High performance computing in the social sciences. In *MATH-2910 High Performance Computing*. Oklahoma State University. March **2016**.

- The emergence of urban segregation in the United States. In *GEOG-1113 Introduction to Cultural Geography.* Oklahoma State University. March **2016**.
- GIS programming with PostgreSQL and PostGIS. In *GEOG-4383 Introduction to GIS Programming*. Oklahoma State University. March **2016**.
- Volunteered geographic information, Twitter, and big data. In *GEOG-2344 Digital Tools for Environmental Exploration*. Oklahoma State University. January **2016**, November **2015**.

Honors & Awards

2024	Research and Innovation Council Grant: A Spatial Analysis of Cellular Signal Strength in Western Wisconsin - Phase II (CO-PI; \$81,654)	Mayo Clinic / UWEC
2024	Hessen Incentive Grant: Urban Analytics in German Cities (\$5000)	Office of Academic and Student Affairs, Universities of Wisconsin
2024	Summer Research Experiences for Undergraduates Grant (\$6963)	Office of Research and Sponsored Programs, UWEC
2022	Research and Innovation Council Grant: Impact of Rural Clinic Closures (CO-PI; \$40,178)	Mayo Clinic / UWEC
2022	Research and Innovation Council Grant: A Spatial Analysis of Cellular Signal Strength in Western Wisconsin (CO-PI; \$65,000)	Mayo Clinic / UWEC
2022	Summer Research Experiences for Undergraduates Grant (\$7500)	Office of Research and Sponsored Programs, UWEC
2021	Summer Research Experiences for Undergraduates Grant (\$7304)	Office of Research and Sponsored Programs, UWEC
2019	Fall Research Experiences for Undergraduates Grant (\$2400)	Office of Research and Sponsored Programs, UWEC
2019	Summer Research Experiences for Undergraduates Grant (\$6900)	Office of Research and Sponsored Programs, UWEC
2019	Workshops and Special Travel Grant (\$1550)	Office of Research and Sponsored Programs, UWEC
2017	Norris Conference Travel Scholarship (\$550)	Department of Geography, OSU
2017	Jerry Croft Award in Geography Education (\$1500)	Department of Geography, OSU

2016	Norris Conference Travel Scholarship (\$350)	Department of Geography, OSU
2016	Spring Featured Researcher	High Performance Computing Center, OSU
2015	Research Materials Grant (\$200)	GPSGA, OSU
2015	Most Outstanding First Year PhD Student (\$2000)	Department of Geography, OSU
2015	Susan Shaull Medal for Excellence in Teaching (\$500)	Department of Geography, OSU
2015	Top Tier Graduate Fellowship (\$7500)	Graduate College, OSU
2014	SCAUG Regional Scholarship (\$1500)	South Central Arc User Group
2014	Norris Conference Travel Scholarship (\$500)	Department of Geography, OSU
2013	OKSCAUG Scholarship (\$500)	Oklahoma South Central Arc User Group
2013	Three Minute Thesis Competition Finalist	Graduate College, OSU
2013	Most Outstanding First Year Master's Student (\$1000)	Department of Geography, OSU

Professional Memberships _____

American Association of Geographers	Nov. 2014 - Present
Minnesota GIS/LIS Consortium	Sept. 2019 - Present
Wisconsin Land Information Association	April 2021 - Present
Gamma Theta Upsilon (Geography Honor Society)	May 2013 - Present
American Geographical Society	Apr. 2017 - Dec. 2019
OSU Forum of Geography Graduate Students	Aug. 2012 - May 2018
Fellowship of Christian Graduate Students	Aug. 2013 - May 2015

Professional Service _____

• External Program Review. Anthropology and Geography major. Arkansas Tech University. 2024

Manuscript Reviewer.

- Cartography and Geographic Information Science (2023)
- ISPRS Journal of Photogrammetry and Remote Sensing (2022 [2])
- International Journal of Geo-Information (2022 [3])
- International Journal of Applied Geospatial Research (2022, 2021 [2], 2018)
- *GeoJournal* (2021, 2020, 2019)
- Urban Policy and Research (2020)
- Journal of Trasport Geography (2020)
- Geographic Information Science & Technology Body of Knowledge (2020)
- Geographical Review (2020, 2018)
- Professional Geographer (2019, 2018)

• Grant Application Reviewer.

Taylor Geospatial Institute Seed Grant Program to Stimulate Collaborative Research (GISCoR) (2023
 [7])

- Faculty Mentor for Undeclared Students. College of Arts and Sciences. University of Wisconsin Eau Claire. September 2022 present.
- Curriculum Committee Chair. Department of Geography and Anthropology Curriculum Committee. University of Wisconsin Eau Claire . September 2022 present.
- Internship Director. Department of Geography and Anthropology. University of Wisconsin Eau Claire. 2021 present.
- Curriculum Committee Member. Department of Geography and Anthropology Curriculum Committee. University of Wisconsin Eau Claire. September 2021 present.
- Participant and Lead Coordinator. Academic Strategic Plan Summer Project: Course-embedded Undergraduate Research, Scholarship, and Creative Activity (URSCA) for the Department of Geography & Anthropology. Office of Research and Sponsored Programs, University of Wisconsin Eau Claire. Summer 2021.
- Scholarship Selection Committee Member. Department of Geography and Anthropology. University of Wisconsin Eau Claire. Spring 2021
- McNair Scholar Mentor. The Division of Equity, Diversity, Inclusion and Student Affairs (EDISA). University of Wisconsin Eau Claire. August 2020 2021
- **Geospatial Board Chair**. *Department of Geography and Anthropology*. University of Wisconsin Eau Claire. August **2020** July **2021**.
- Curriculum Committee Member. College of Arts and Sciences Curriculum Committee. University of Wisconsin Eau Claire . August 2019 present.
- Search Committee Member. Critical nature society geographer position. University of Wisconsin Eau Claire. September December 2018.
- Alternate Member. OSU Student University Technology Services Fee Committee (UTSF). Oklahoma State University. November 2017 present.
- Secretary. Gamma Theta Upsilon (Geography Honor Society). Oklahoma State University. August 2017 July 2018.
- **President**. Forum of Geography Graduate Students. Oklahoma State University. August **2016** February **2018**.
- **Co-organizer**. Forum of Geography Graduate Students invited colloquium presentations. Stillwater, Oklahoma. Department of Geography Colloquia. August **2016** present.
- **Co-organizer**. Open source software in geography: Theories, developments, and pathways toward openness. AAG Annual Meeting. Boston, Massachusetts. Paper Session. April **2017**.
- **Co-organizer**. Open source software in geography: Theories, developments, and pathways toward openness. AAG Annual Meeting. Boston, Massachusetts. Panel Session. April **2017**.
- **Co-organizer**. *Securing positions in academia*. Forum of Geography Graduate Students Special Sessions. Stillwater, Oklahoma. Three Part Lecture Series. January **2017**.

- President. OSU Fellowship of Christian Graduate Students. Oklahoma State University. August 2013 May 2015.
- Treasurer. Forum of Geography Graduate Students. Oklahoma State University. August 2012 July 2013.

Technical Skills

Spatial analysis/GISR, Python, PostGIS, QGIS, GeoDa, MATLAB Mapping Toolbox, ArcGISDatabases/NoSQLElasticSearch, PostgreSQL, MongoDB, MS SQL ServerLanguagesR, Python, Bash, Emacs Lisp, LaTeX, MATLAB, SQL, C#, HTML, CSS, SASOperating systemsManjaro, Debian, CentOS, Raspbian, Ubuntu, macOS, Windows ServerWeb FrameworksShiny, Hugo, Jekyll, Microsoft .NETEditors/IDEsEmacs (Spacemacs), Vim, RStudio, PyCharm, Spyder, Microsoft Visual Studio

Docker, AWS Lightsail & S3, Linode, RStudio Server, Shiny Server, GitLab CI/CD

Presentation softwarexaringan, remark.js, reveal.jsCertificationsBase SAS Programming for SAS 9Report generationR Markdown, Org mode for Emacs, Jupyter NotebookWeb scrapingR packages: RSelenium, rvestUnit testingR package: testthatVisualizationR packages: ggplot2, leaflet, leaflet.extras, openlayers, rgl, rayshader

Miscellaneous Git, ShinyProxy, Netlify, High Performance Computing, Inkscape

Software Projects & Consulting _____

PROJECTS

DevOps

ROJECIS		
Lead developer	mapsurveyTemplates: R package for place-based survey implementation, UWEC-funded research project	https://gitlab.com/mapsurvey/mapsurveyTemplates
Lead developer	sfe: R package for spatial feature engineering, UWEC-funded research project	https://gitlab.com/mapsurvey/sfe
Sole developer	examgen: An R package for creating randomized exam questions and response options, Independent project	https://gitlab.com/mhaffner/examgen
Sole developer	ispat: Interactive spatial analysis tool, Independent project	http://geohaff.com/ispat
Lead developer	Libregeo: A framework for collaborative, open-access, and interactive education resources for GIS&T courses, Independent project	https://libregeo.com

https://github.com/mhaffner/shp2nosql Sole developer shp2nosql: Command line tools for spatial

> data and NoSQL systems, Independent project

Consultant Database maintenance and enhancement http://nr2_shpo.okstate.edu

project, State Historic Preservation

Office of Oklahoma

GIS Programmer Soil Moisture Mapping Project, http://soilmoisture.okstate.edu

> Department of Plant and Soil Sciences, Oklahoma State

University

CONSULTING CLIENTS

Premium Farms, LLC 2021 - present Minnesota GIS/LIS Consortium 2019 - present State Historic Preservation Office of Oklahoma City 2018 - present Ministry of Natural Resources, Kurdistan Regional Government 2017