

Clément Levallois

Associate Professor
Head of the Data R&D Institute (<http://data.em-lyon.com/>)

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em lyon business school

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Nationality: French
Birth date: 17/10/1978

ACADEMIC APPOINTMENTS

Associate Professor, em lyon business school	2016-
Assistant Professor, em lyon business school	2014-2016
Research Associate, Rotterdam School of Management, Erasmus University Rotterdam	2008-2013
Honorary Visiting Research Fellow, City University London	2007-2008
Research Fellow, Université Paris X Nanterre	2006-2007
Doctoral Fellow ("Allocataire Moniteur Normalien"), Université de Lyon	2003-2006
Lecturer in French, UIBE, Beijing	2002-2003

EDUCATION

Thèse de Doctorat en Sciences Economiques, Université Lumière Lyon 2	2008
DEA, Epistémologie Economique, Université Paris 1 Panthéon-Sorbonne	2002
Licence de Littérature Moderne, Université Sorbonne Nouvelle - Paris 3	2002
Agrégation d'Economie et de Management	2001
Elève de l'Ecole Normale Supérieure de Cachan	1998-2002

PUBLICATIONS

1. Refereed publications

Levallois, Clément. "The Development of Sociobiology in Relation to Animal Behavior Studies, 1946–1975". *Journal of the History of Biology*. Accepted for publication in 2017, online first: <https://link.springer.com/article/10.1007/s10739-017-9491-x>

Heijmans, Ronald, Heuver, Richard, Levallois Clément and Iman van Lelyveld. "Dynamic visualization of large financial networks". *Journal of Network Theory In Finance*, 2(2), **2016**, 57-79.

Leefmann, Jon, Clément Levallois and Elisabeth Hildt. "Neuroethics 1995--2012. A Bibliometric Analysis of the Guiding Themes of an Emerging Research Field", *Frontiers in Human Neuroscience*, 10, **2016**.

Buch-Hansen, Hubert, and Clément Levallois. "The Scale and Geography of Collusion in the European Market: A Longitudinal View." *JCMS: Journal of Common Market Studies*, 53(4), **2015**, 737-752.

Levallois, Clément. "Umigon: sentiment analysis on Tweets based on terms lists and heuristics". *Proceedings of the 7th International Workshop on Semantic Evaluation (SemEval)*, **2013**, Atlanta, Georgia.

-> In a study published in December 2015, the method presented in this Levallois (2013) was found to be the 4th most effective among a worldwide selection of academic and commercial solutions for sentiment analysis: <http://arxiv.org/abs/1512.01818>

Levallois, Clément, Stephanie Steinmetz and Paul Wouters. "Sloppy Data Floods or Precise Social Science Methodologies?" in *Virtual Knowledge* (Paul Wouters, Anne Beaulieu, Andrea Scharnhorst, & Sally Wyatt, eds). **2013**, MIT Press.

Levallois, Clement, John Clithero, Ale Smidts, Paul Wouters and Scott Huettel. "Translating upwards: linking the neural and social sciences via neuroeconomics". *Nature Reviews Neuroscience*, 13(11), **2012**, 789-797.

Levallois, Clement. "Why were biological analogies in economics "a bad thing"? Edith Penrose's battles against social Darwinism and McCarthyism". *Science in Context*, 24(4), **2011**, 465-485.

Levallois, Clement. "Can de-growth be considered a policy option? A historical note on Nicholas Georgescu-Roegen and the Club of Rome", *Ecological Economics*, 69(11), **2010**, pp. 2271-2278.

Levallois, Clement. "One analogy can hide another: Physics and biology in Alchian's 'Economic Natural Selection'", *History of Political Economy*, 41(1), **2009**, pp. 163-181.

2. Edited volumes

Clement Levallois, Morgane Marchand, Tiago Mata, Andre Panisson, Sibebe Fausto, et al.. Handbook Twitter for Research, 2015 / 2016. France. EM LYON Press, **2016**, 978-1523263394. <10.5281/zenodo.44882>. <hal-01257444>

3. Web applications

Levallois, Clement. Umigon: www.umigon.com (**2013**). Sentiment analysis (opinion mining) on Twitter.

Source code available on github: <https://github.com/seinecle/Umigon>

4. Software

Alphabetical Sorter (**2013**), Force Atlas 2 3D (**2013**), Map of Countries (**2013**), Excel / csv converter (**2013**), Give color to your nodes (**2013**), Gephi Similarity Computer (2014).

-> Plugins for Gephi available with an open license, source code on Github: <https://github.com/seinecle/My-Plugins-for-Gephi>
-> downloaded more than 10,000 times by users of Gephi.

Gaze (**2012**)

Finds structure in a network by using a similarity measure between nodes.
Principles implemented in the software: network analysis, information retrieval, calculus on sparse matrix
Available for download: www.clementlevallois.net/software.php
Open source code: <https://github.com/seinecle/Gaze>
Wiki: <https://github.com/seinecle/Gaze/wiki/Gaze:-find-structure-in-your-networks>

Cowo (**2012**)

Creates a map of terms from a text.
Principles implemented in the software: n-gram detection, lemmatization, smart heuristics
Available for download: www.clementlevallois.net/software.php
Open source code: <https://github.com/seinecle/Cowo>
Wiki: <https://github.com/seinecle/Cowo/blob/master/README.md>

Overlyde (**2012**)

Creates a dynamic map of science (= a video animation)
Principles implemented in the software: scientometrics, generation of dynamic networks (gexf and Gephi).
Available for download: www.clementlevallois.net/software.php
Open source code: <https://github.com/seinecle/Overlyde>

Eonydis (**2012**)

Creates a dynamic network from time-stamped tabular data
Principles implemented in the software: network thinking, generation of dynamic networks (gexf and Gephi).
Available for download: www.clementlevallois.net/software.php
Open source code: <https://github.com/seinecle/Eonydis>
Wiki: <https://github.com/seinecle/Eonydis/wiki/wiki>

5. Book reviews

Levallois, Clement. Review of Paul Glimcher's *Foundations of Neuroeconomics* (OUP, 2010). *Journal of Economic Methodology*, 49(1), **2012**, pp.81-84.

6. Data visualization projects

Valerie Alloix and Clement Levallois: "90 years of Harvard Business Review". Kaggle Competition, **2012**.

<https://www.kaggle.com/c/harvard-business-review-vision-statement-prospect/prospect#100>

7. Open tutorials

Open, multilingual tutorials for the Gephi software: <https://seinecle.github.io/gephi-tutorials/>

WORK IN PROGRESS (including submitted publications)

1. "Neuromarketing: the first years" (with Ale Smidts and Paul Wouters)

⇒ Submitted to *Business History*.

2. Overlapping communities on Twitter
 - ⇒ Data collected. Analysis in progress.

TALKS

1. Invited lectures and keynotes

- "Mapping Twitter at scale", Journées de Veille Franco-Suisse, Genève, June 2016.
- "Where is data visualization going – a personal perspective", DataStorm Big Data Summer School, Instituto Superior Técnico (IST/UL) — University of Lisbon, July 2015
- "Dataviz and Digital Humanities: hype or hope – and four other personal stories", Queen's University Belfast, March 2015
- "Visualization of large and time-dependent networks: advances and limits", NeDiMAH, November 2013
- "Network visualization", CBS (Statistics Netherlands), May 2013.
- "Data visualization", Netherlands eScience Center, Amsterdam, Apr 2013
- "Digital humanities", SURF Research and Innovation Event (SRIE13), track "Big data and e-science", The Hague, Feb 2013.
- "Data visualization" (**keynote**), NWO (Dutch National Research Agency) Complexity Program, Leiden University Medical Center, Sept 2012.
- "Data visualization" (with Jan Willem Tulp) lecture and Gephi tutorial for visiting students of the University of Washington, Meertens Institute, August 2012.
- "Neuromarketing: the First Years", MindLab, Aarhus, June 2012.
- "Studying disciplinary interactions between natural and social sciences", Eindhoven TU, June 2011.
- "Against the house of mirrors view of interdisciplinarity", Collegio Carlo Alberto in Moncalieri, It, May 2011.
- "Reflection on the increasing societal interest in neuroimaging", Institute for Interdisciplinary Studies, University of Amsterdam, April 2011. [\[video\]](#)
- "Economics under my skin: the reintroduction of physiological evidence in economics", HOPE Conference, Duke University, April 2011. (Pre-invitation + referee process)
- "Interdisciplinarity in neuroeconomics – with several methodological proposals for its study" Workshop of the Netherlands Graduate Research School of Science, Technology and Modern Culture (WTMC), February 2011.
- "Neuromarketing: an e-story", Workshop on scientometrics, Science-Po, MediaLab, Paris, Dec 2010.
- "Networks for history of economic thought", Centre Pareto Walras, Lausanne, Feb 2010.

2. Refereed presentations to international conferences

- "Using de-identified demographic data to inform telehealth service design", with Phillip Greenup (Queensland Health) and Boyd Potts (Australian Institute for Suicide Research and Prevention), Australasia's Big Data In Biomedicine & Healthcare Conference, Oct 21, 2015.
- "Dynamic semantic analysis via text mining of an online corpus with Alchemy and Gephi", Sunbelt XXXI, Feb 2011.
- "Neuromarketing: an e-story", Oxford Said Business School, Dec 2010.
- "Whose field is it? Disciplinary interactions in neuroeconomics", Society for Neuroeconomics, Oct 2010.
- "Networks for history of economic thought", European Society for the History of Economic Thought, Mar 2010.
- "Were biological analogies in economics a bad thing? A Micro-History of Edith Penrose during McCarthyism", History of Economics Society, Jun 2009.
- "Sociobiology before *Sociobiology*: changing meanings (1945-1975)", Joint Meeting of the British Society for the History of Science, the Canadian Society for the History and Philosophy of Science, and the History of Science Society, Jul 2008.
- "Natural allies or bitter contestants? Nicholas Georgescu-Roegen and the Club of Rome", History of Economics Society, Jun 2008.
- "The Biophysics of Alchian's economic natural selection", European Society for the History of Economic Thought, Jul 2007.
- "Wilson's *Sociobiology* and its reception in economics", Università di Siena, Nov 2004.

3. Tutorials given in computational social science

- Gephi workshop, Institute of Health and Wellbeing, University of Glasgow, Feb 2016.
- Big Data Investigation Workshop, British Library Labs, London, Feb 2015.
- "Gephi: day-long tutorial". The Nijmegen Spring School in eHumanities. Nijmegen, Apr. 2013.
- "Hands-on tutorial on Cowo" (Cowo is a program I created, see above). Erasmus Studio, Erasmus Univ. Rotterdam, Dec 2012.

"Linked Data: Is It For Me?" with Christophe Gueret. Meertens Institute, KNAW, Nov 2012 (3h, 35 participants).
Presentation available on Slideshare: <http://www.slideshare.net/cgueret/is-linked-data-something-for-me>

"Data visualization". Given multiple times in 2012 for different interdisciplinary audiences, including tutorials for Gephi and VosViewer
Slides of the presentation: <http://tinyurl.com/nwo-dataviz>

"Mapping your scientific field with Network WorkBench and Gephi". 1h tutorial, 30 participants (graduate students). Feb 2011.

4. Talks to workshops

"Mapping Twitter at scale", ENS de Lyon, July 2016.

"Protected accounts on Twitter: preliminary results", UPR Markets and Innovation Internal Seminar Series, EM LYON, Jan 2016.

4th NESSH workshop, Mainz, May 2013.

3rd NESSH workshop, Paris, Nov 2012.

2nd NESSH workshop, Oxford, Jan 2012.

1st NESSH workshop, Leiden, Jun 2011.

"Teaching data exploration through visualization in the digital humanities", KNAW – NOW – NIAS Joint Brainstorm Meeting, Mar 2011.

"What role did biology play in the genesis of Nelson and Winter's evolutionary economics?", IHPST, Dec 2010.

"Neuromarketing: An e-story", VKS Amsterdam, Nov 2010.

"Whose field is it? Disciplinary interactions in neuroeconomics", VKS Amsterdam, Oct 2010.

"Interdisciplinary networks in neuroeconomics", Erasmus Studio Seminar, Feb 2010.

"Tensions in neuroeconomics", VKS Amsterdam, Nov 2008.

"Neuroeconomics: first impressions", VKS Autumn Plenary Session, Nov 2008.

"The nine lives of altruism and group selection in biology and economics," EconomiX-Cachan, May 2008.

"Natural allies or bitter contestants? Nicholas Georgescu-Roegen and the Club of Rome", Econ Deptt, City University London, Apr 2008.

"One analogy can hide another: physics and biology in Alchian's economic natural selection", CPNSS – London School of Economics, May 2007.

"Le débat Alchian / Penrose : la place des analogies biologiques en économie, 1950-1953," Université Lyon 2, Apr 2006.

"Alchian's 'Uncertainty, evolution, and economic theory': origins of a seminal paper," GREQUAM, Sept 2005.

"1920-1950: Organicisme et biologie physique en économie," Université Lyon I and INSA, Jun 2005.

"Un bref aperçu des contacts entre économie et biologie, XVIII-XX siècles", University Lyon I, Oct 2004.

PROFESSIONAL ACTIVITIES

1. Collaborative projects

2011- 2014

NESSHI: The 'Neuro-turn' in European Social Sciences and Humanities: Impacts of neurosciences on economics, marketing and philosophy.

Role: Initiator and co-writer of the application. Main researcher for the Netherlands.

Grant awarded: 1.2Million €

Funding programme: Open Research Area (joint program of NWO, ANR, ESRC and DFG).

Participating institutions: Erasmus University Rotterdam, Oxford Said Business School, Institut Jean-Nicod, University of Mainz

Project Leader: Paul Wouters

2008- 2011

Imaging Economic Brains

Role: Main researcher

Participating institutions: Erasmus Studio and Rotterdam School of Management, Erasmus University Rotterdam

Project Leaders: Ale Smidts and Paul Wouters

2006-2009

The self-interest model and seemingly unselfish behavior in postwar social science

Role: participant

Funding: ANR

Participating institutions: H2S (ENS de Cachan), LSE, University of Birmingham, University of Denver.

Project Leader: Philippe Fontaine

2. Professional press and mass media

a) Authored:

"Twitter: produit de consommation ou outil de création?", LeMonde.fr, Supplément "Les Clés de l'Innovation", 02 Avril 2015
<http://archives.lesclesdedemain.lemonde.fr/education/twitter-produit-de-consommation-ou-outil-de-creation-a-75-5031.html>

"Clement Levallois: My Five Favorite NetBeans IDE Features!", DZONE, December 13, 2014
<https://dzone.com/articles/5-favorite-netbeans-features-clementlevallois>

b) Cited in the paper:

"Technology trends for franchising in 2016", by Jon Card on Monday, Jan 11, 2016.
http://elitefranchisemagazine.co.uk/technology/item/technology-trends-for-franchising-in-2016?category_id=14

@codapps_io in Amsterdam with Codename One and NetBeans, Oracle Blog, Sept 5, 2015
https://blogs.oracle.com/geertjan/entry/codapps_io_in_amsterdam_with

"App per tutti con il tour di CodApps", by Emil Abirascid, Startup Business, September 2, 2015
<http://it.startupbusiness.it/news/app-per-tutti-con-il-tour-di-codapps/80946/>

"Twitter a 'playground' for research ahead of first Twitter data-mining conference", Silicon Republic, by Colm Gorey, April 21, 2015.
<https://www.siliconrepublic.com/innovation/2015/04/21/twitter-a-playground-for-research-ahead-of-first-twitter-data-mining-conference>

3. Blogs

Bloggling on Medium at <https://medium.com/@seinecle>
Founder and co-writer, <http://neurobusiness.wordpress.com> (closed)
Founder and co-writer, <http://insights.exploreyourdata.com/> (closed)
Co-writer, <http://ineteconomics.org/blog/playground> (closed)

4. Grants and distinctions

- ✓ Open Research Area Grant (1.2 Million €) for the project "NESSHI" led by Paul Wouters, awarded in Dec 2010. I was the initiator and a co-writer of the grant application.
- ✓ Selected, "Young Scholars Session" at the History of Economics Society Annual Conference in Toronto, Jul 2008.
- ✓ Selected, "Young Scholars Seminar" at the European Society for the History of Economic Thought Annual Conference in Strasbourg, Jul 2007.
- ✓ Research and travel grant awarded by the Friends of the Princeton University Library, 2006.
- ✓ "Marc C. Stevens Researcher Travel Fellowship" awarded by the Bentley Historical Library, University of Michigan at Ann Arbor, 2006.
- ✓ Travel grant and Visiting scholar at the Economics Department of Duke University, August 2006.
- ✓ "Allocataire Moniteur Normalien": 3-year full doctoral scholarship awarded by the French Ministry of Education, 2003-2006.

5. Refereeing

Journals:

Journal of Business Ethics, Oeconomia, History of Economic Ideas, Ecological Economics, Journal of the History of Economic Thought, Ethical Perspectives, BioSocieties, History of Political Economy, Journal of Post Keynesian Economics, Journal for Evolutionary Economics, Canadian Journal of Communication, M@n@gement.

International Conferences:

Digital Humanities International Conference, 2012 – to date,
2016 International Conference on Social Media and Society (<http://socialmediaandsociety.org/>)

6. Current Affiliations

GEPHI Consortium (Member).

7. Organization of research events

"Presentation of Discovertext", hosted by em lyon business school, Nov 2017.

"Digital Labour and Data Science", hosted by em lyon business school Oct 2016.

"Twitter Mix Days 2nd edition", hosted by the National University of Ireland, Galway, Apr 2016.

"Twitter Mix Days 1st edition", hosted by EM LYON, Apr 2015. (3 days, 100+ participants, 8 sponsors).

"Linked Data: Is It For Me?" with Christophe Gueret. Meertens Institute, KNAW (Netherlands), Nov 2012.

"Data visualization for the digital humanities", Meertens Institute, KNAW (Netherlands), Jan 2012.

Opening workshop for the NESSHI project. CWTS, Leiden University. June 2011.

8. Involvement in the data visualization community

I am an expert in the open source software “Gephi”, which is the leading platform for the visualization and analysis of networks in data science, with 1.5 million downloads in 2012-2015. www.gephi.org

9. Altmetrics

Github (www.github.com/seinecle) : 21 starred projects.

Github is the leading platform to host and share code. Coding projects can receive “stars”, indicating that the project is appreciated by other users.

StackOverflow (<http://stackoverflow.com/users/798502/seinecle>). Reputation: 2631 (top 13% of active users in 2017)

StackOverflow is the leading Question and Answer forum for programmers. Reputation on StackOverflow grows with the number of questions asked and answers provided, and with the appreciation by other users on these questions and answers, expressed by “upvotes”.

Twitter (<https://twitter.com/seinecle>) : ~ 3000 followers.

I tweet about data science, open source and open data, programming.

TEACHING

1. Theses supervisions

- 100 students supervised for their Master’s theses (Msc and executive MBA) (em lyon business school, 2014 – to date).

- Jury member for the PhD defense of Ritesh Shah, UMR 5217, Université de Grenoble, Oct 2017:

<https://www.liglab.fr/fr/evenements/theses-et-hdr/ritesh-shah-suft-1-un-systeme-pour-aider-a-comprendre-les-tweets-spontanes>

- “Supervised Research Practice project” with Rajiv Raj Dhoubhadel, co-supervised by Philippe Monin (Jan 2016).

- 15 Master’s theses in Marketing Management (Erasmus University Rotterdam, 2008 – 2013)

2. Program responsibilities

- Co-designer and co-director of the Msc in Digital Marketing and Data Science to be launched in Sept 2018 by em lyon business school

- Co-creator and manager of the major “Digital and Multichannel Marketing” in em lyon’s Msc in Management, 2014- to date.

- Referent for “Web startup toolkit”, a cross-program course created by Romain Willmann. One session in 2015, 3 sessions in 2016, 2 sessions in 2017 hosted on the Unow platform: <https://www.unow.fr/formations/vis-ma-vie-de-developpeur-web/>

3. Lecturing at em lyon business school

2018 – to date **MBA:**

- “Data literacy: from APIs to Artificial Intelligence” (sessions in Lyon, Paris, Casablanca).

2014 – to date **Msc in Management:**

- “CODAPPS: Coding Mobile Apps for Entrepreneurs” (2.5 ECTS, 450 students) <https://seinecle.github.io/codapps/>

- “Big data for business”, 5 ECTS. <https://seinecle.github.io/mk99/>

BBA Program:

- IoT for Entrepreneurs, 2.5 ECTS <https://seinecle.github.io/loT4Entrepreneurs/>

em lyon business school course on Coursera:

- “CODAPPS” (10,000 learners, rated 4.2/5): <https://www.coursera.org/learn/codapps>

em lyon business school incubator:

- Coach for the “Digital Booster” (participants: startup founders)

em lyon business school executive program “ Transformation Digitale des Organisations”:

- Course “Ruptures Tech et Innovation Numeriques”: https://www.youtube.com/watch?v=DMWJK946_4o

4. Lecturing, before em lyon business school

2012/2013 **Erasmus University Rotterdam**

- Co-lecturer on a methodology course based on Geoff Cummings’s book *The New Statistics* (12 ECTS).

- Guest lecture on “How to predict what individuals will buy next”, Master course on Neuromarketing.

- Co-lecturer for “Let’s Go Digital”, 15 ECTS

2009 - 2012 **Erasmus University Rotterdam**

Guest lecturer for “Neuroeconomics: How the Brain Makes Decision” (15 ECTS).

2007/2008 **City University London**

Lecturer: International Trade, Competition and Regulation

Teaching Assistant: Intermediate Macroeconomics

2006/2007 **Université Paris X Nanterre**

Teaching Assistant: Introduction to Economics, Short-Term Economic Analysis

- 2003/2006 **Université Lyon 2**
Lecturer: "Asian Economies" (in Hanoi, Vietnam)
Teaching Assistant: Introduction to Macroeconomics, International Economics, Corporate Finance.
- 2002/2003 **University of International Business and Economics (UIBE), Beijing, China.**
Lecturer of French to Chinese MBA students.

5. Tutorials / workshops / coaching to externals

(see also relevant pages 3-4 above)

Coach, R Challenge, Oct 2017: <https://air-challenge.grandlyon.com/>

Jury Member for the Smart City App Hack, TUBA Lyon, Nov 2015.

Coach to participants, Challenge Remix My Energy, TUBA Lyon, Apr 2015.

PROFESSIONAL SERVICE AT EM LYON BUSINESS SCHOOL

1. Projects led

- Co-led the Digital Night in 2017 and 2018, a recruiting event for 40 em lyon students and 5 companies.
- Co-led the creation of the Data R&D Institute at em lyon business school (2017): <http://data.em-lyon.com/>
- Led the partnership between em lyon and Coursera (2015): <https://www.coursera.org/em-lyon>

2. Participation to projects

- Contribution to the Smarter Business School project led by Wendie Hediard
- Contribution to the online version of the yearly evaluation platform for faculty members led by Tessa Melkonian.
- Contribution to the project "DATAVIZ WALL" of the Learning Hub led by Emilie Rousseau.
- Contribution to the cartography of knowledge domains in EM LYON publications led by Philippe Monin.

3. Participation to committees

- Comité de Programme Grande Ecole

4. Recruiting

- Co-led the recruiting committee for 2 faculty positions in Data Science at em lyon business school in 2017
- Led the recruiting committee for 2 faculty positions in Data Science at em lyon business school in 2016