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David Williamson Shaffer is the Sears Bascom Professor of Learning Analytics and the Vilas Distinguished Achievement Professor of Learning Sciences at the University of Wisconsin-Madison and a Data Philosopher at the Wisconsin Center for Education Research. His M.S. and Ph.D. are from the Media Laboratory at the Massachusetts Institute of Technology, and before coming to the University of Wisconsin, he was a teacher, teacher-trainer, curriculum developer, and game designer. Professor Shaffer's current work focuses on merging statistical and qualitative methods to construct fair models of complex and collaborative human activity. He has authored more than 250 publications with over 100 co-authors, including *How Computer Games Help Children Learn* and *Quantitative Ethnography*.