

JENNIFER THOM-SANTELLI

HCI Group, Cornell University
Information Science
301 College Avenue
Ithaca, NY 14850
jt17@cornell.edu

Education

Cornell University, Ithaca, NY 8/2004 - present
Ph.D Candidate, Communication
Minor in Information Science Expected defense date: August 2009
Committee: Geri Gay (chair), Dan Cosley, Tarleton Gillespie, and Phoebe Sengers
Thesis: Expressing Territoriality in Online Communities

My dissertation research investigates how territoriality, the expression of ownership towards a target, emerges within large online communities in which artifacts are collaboratively produced (e.g. wikis and social tagging systems). I extend the study of territoriality by observing how these characteristic behaviors emerge within virtual environments. Results will both inform the design of social technologies and build a framework that allows researchers to understand the value of encouraging these communicative behaviors when appropriate during the collaborative process.

Cornell University, Ithaca, NY 8/2002 - 8/2004
Master of Science, Human Factors and Ergonomics
Committee: Alan Hedge (chair), Geri Gay
Thesis: Effects of a Multitouch Keyboard on Wrist Posture, Comfort and Performance

I compared the usability of conventional keyboard with the prototype ultra-low profile MultiTouch keyless keyboard that only requires contact force to register a keystroke and allows mousing and gestural input on the same surface. Users conducted a series of typing tasks in which I measured typing speed, accuracy, wrist posture using a goniometer, and comfort using Likert scale questionnaires.

Cornell University, Ithaca, NY 8/1993 – 12/1996
Bachelor of Science, Human Service Studies

Research Interests

Human-computer interaction, CSCW, Social computing

Research Experience

Intern Summer 2007,
IBM Research, Collaborative User Experience Summer 2008

- Conducted server log analysis and interviews to observe the implications of photo viewing within a distributed workplace. Results suggest that photos may serve as an informal resource for acculturation and organizational socialization.
- Conducted a series of qualitative interviews regarding the appropriation of tagging within various social software systems within the organization. Developed an initial roles-based framework for audience-focused tagging communities. Conducted server log analysis on social bookmarking service.

User Experience Research Intern 6/2006-8/2006
Google, Inc.

- Conducted field interviews to gather insights on photo sharing practices within social networks. Presented findings to designers working on relevant projects.
- Conducted contextual interviews with users of social networking sites.
- Proposed and developed an early stage field study on general media sharing and effects of sharing on maintaining social networks.
- Conducted laboratory studies, card sorts and cognitive walkthroughs to study user search strategies

- Graduate Researcher, HCI Group
Cornell University 8/2004- present
- Contributed to the design of CampusAware2, a mobile location-aware campus tour for installation on mobile phones. Content consists of hidden collections from various departments and research groups on campus and allows users to leave annotations from their phones.
 - Conducted a content analysis of a Bluejacking online community to investigate the motivations of those who engage in socially intrusive behavior using their mobile phones.
 - Completed user evaluation of a handheld museum guide for 3rd graders. Methods employed were in-person observations, video interaction analysis, and interviews with children and teachers who used the guide.
 - Designed and evaluated Imprints, a social navigation system involving the user creation of personal stamps on a tablet PC which were then attached to a handheld tour for a museum exhibition of works from the Byrdcliffe Arts and Crafts colony. User evaluation included analysis of server logs, surveys, interviews, and in-person observations.
- Graduate Research Assistant, CMC Lab 6/2003 – 12/2004
Cornell University
- Conducted diary study evaluating a feature-based model predicting deception and choice of communication technology.
 - Analyzed data using GLM and multilevel modeling.

User Centered Design Skills

Heuristic Evaluation, Paper Prototyping, Contextual Inquiry, Personas, Unobtrusive Observation, Card Sort and Q Sort, Interviewing, Ethnography

Computer Languages

HTML+CSS, XML, Perl, Javascript, Java

Software

Adobe Photoshop, Adobe Illustrator, Flash, SPSS, SAS, Stata, ArcGIS, Microsoft Project, Visio, CATPAC, Atlas.ti

Relevant Coursework

Human Factors: Ergonomics-Anthropometrics; Applied Ergonomic Methods; Regression Analysis; Environment and Social Behavior; Research Methods in Human-Environment Relations; Advanced HCI Design; Qualitative Methods for Studying Science; Analytic Mapping and Spatial Modeling

Publications

Journal

Thom-Santelli, J. (2007) Mobile Social Software: Encouraging Serendipity or Facilitating Homogeneity? *IEEE Pervasive Computing, Special Issue on Urban Computing.*

Refereed Conference Proceedings

Thom-Santelli, J., Cosley, D., & Gay, G. (To appear). What's Mine is Mine: Territoriality in Collaborative Authoring. *Proceedings of CHI 2009.* New York: ACM Press (24% acceptance rate)

Thom-Santelli, J. & Millen, D. (To appear). Learning by Seeing: Photo Viewing in the Workplace. *Proceedings of CHI 2009.* New York: ACM Press (24% acceptance rate)

Thom-Santelli, J., Muller, M., & Millen, D. (2008). Social Tagging Roles: Publishers, Evangelists, Leaders. *Proceedings of CHI 2008.* New York: ACM Press. (22% acceptance rate)

Leahu, L., Thom-Santelli, J., Pederson, C., & Sengers, P. (2008). Taming the Situationist Beast. In *Proceedings of DIS 2008.* New York: ACM Press. (34% acceptance rate)

Thom-Santelli, J. & Hedge, A. (2005). The effects of a Multitouch keyboard on wrist posture, comfort and performance. In *Proceedings of the Human Factors and Ergonomics Society 49th Meeting, 646-650.* Santa Monica, CA: HFES.

Boehner, K., Thom-Santelli, J., Zoss, A., Gay, G., Barrett, T., & Hall, J. (2005). Imprints of place: Creative expressions of the museum experience. In *Extended Abstracts of CHI 2005*, 1200-1223. New York: ACM Press. (25% acceptance rate)

Hancock, J., Thom-Santelli, J., & Ritchie, T. (2004). Deception and design: The impact of communication technology on lying behavior. In *Proceedings of CHI 2004*, 129-134. New York: ACM Press. (16% acceptance rate)

Other Publications (Posters, Workshops and Presentations)

Thom-Santelli, J., Cook, E., Luther, K., Bardzell, J., Bruckman, A. and McDonald, D. (2009). Approaching 'Amateur'. Workshop organized for GROUP 2009.

Thom-Santelli, J. (To appear). Expressing Territoriality in Collaborative Activity. To be presented at the Doctoral Colloquium, GROUP 2009.

Thom-Santelli, J., Cosley, D. & Gay, G. (2008). It is My Baby: Expressing Territoriality in Wikipedia. Poster presented at CSCW 2008.

Thom-Santelli, J. (2008). Expressing Territoriality in Social Systems. Presented at the 2008 CITASA Pre-Conference.

Thom-Santelli, J. & Muller, M. (2007). The Wisdom of My Crowd: Motivation and Audience in Enterprise Social Tagging. Poster presented at Group 2007.

Thom-Santelli, J. (2007). Expressing Territoriality in Distributed Communities. Presented at the Doctoral Colloquium, eSocialScience 2007.

Thom-Santelli, J. (2007). Mobile Technology and the Creation of Territories Within Public Space. Presented at the Ubicomp 2007 Doctoral Consortium. In *Extended Abstracts of Ubicomp 2007*.

Ainslie, A., Thom-Santelli, J., & Gay, G. (2007). An Initial Exploration of Bluejackers' Perceptions of Success. *Pervasive 2007 Late-Breaking Results*.

Leahu, L., Pederson, C., Thom-Santelli, J., Dmitriev, P., & Sengers, P. (2007). Uptake of Situationism Considered Harmful. *alt.chi 2007*.

Thom-Santelli, J., Ainslie, A., & Gay, G. (2007). Location, Location, Location: A Study of Bluejacking Practices. In *Extended Abstracts of CHI 2007*. New York: ACM Press.

Thom-Santelli, J., Boehner, K., Gay, G. & Hembrooke, H. (2006). Beyond Just the Facts: Transforming the Museum Learning Experience. In *Extended Abstracts of CHI 2006*. New York: ACM Press.

Thom-Santelli, J., Toma, C. Boehner, K., & Gay, G. (2005, July). Beyond Just the Facts: Museum Detective Guides. Paper presented at Re-Thinking Technology in Museums Workshop, Limerick, UK.

Boehner, K., Thom-Santelli, J., Zoss, A., Gay, G., Barrett, T., & Hall, J. (2005, May). Imprints in the Museum: Social Navigation Technology for Participatory Expression. Poster presented at ICA 2005, New York.

Teaching Experience

Foundations of Information Policy, University of Michigan School of Information <i>Grader</i>	Fall 2008
Psychology of Social Computing, Cornell University <i>Teaching Assistant</i>	Fall 2007

Mass Media & Society, Cornell University
Teaching Assistant

Introduction to HCI, Advanced HCI Design, Cornell University
Teaching Assistant

1/2004 – 12/2005

Research Methods in Human-Environment Relations,
Communication Research Methods, Cornell University
Teaching Assistant

Fall 2003, Fall 2004

**Professional
Experience**

Web Production Group, Cornell University
Ithaca, NY
Producer

6/2002 – 6/2003

America Online, Local Group
San Francisco, CA
Content Editor

2/2001 – 2/ 2002

Eve.com
San Francisco, CA
Associate Producer

2/1999 – 9/2000

Universal Pictures
New York, NY
Story Editor, Feature Production

1/1998-2/1999

Five Union Square Productions
New York, NY
Production Coordinator, Commercials

1/1997-2/1998

Honors

Clara Dimelow Fellowship, Nokia Equipment Grant, Microsoft CITASA Port 25 Emerging Scholar

**Professional
Service**

Affiliations
ACM SIGCHI, Cornell SIGCHI (Treasurer 2003-2004, Co-chair 2005-present), HFES, ICA,
CITASA

Conference Reviewing
DUX 2005, CHI 2006, CHI 2007, CSCW 2008, CHI 2008, CHI 2009

Languages

Cantonese (Fluent in comprehension, Semi-fluent in speaking), Intermediate Spanish