

JENNIFER THOM

IBM Research
Collaborative User Experience Group
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RESEARCH INTERESTS

I am interested in the areas of Human-Computer Interaction (HCI) and Computer-Supported Cooperative Work (CSCW). Specifically, I study how the culture of organizations and communities affects collaborative activity and influences the adoption of social technologies.

Keywords: Human-computer interaction, territoriality, intercultural collaboration, organizational social networking, informal expertise location

EDUCATION

Ph.D., Communication, Minor in Information Science, September 2009

Cornell University, Ithaca, NY

Dissertation: **Expressing Territoriality in Online Communities**

Committee: Geri Gay (chair), Dan Cosley, Tarleton Gillespie, and Phoebe Sengers

Master of Science, Human Factors and Ergonomics, August 2004

Cornell University, Ithaca, NY

Thesis: **Effects of a Multitouch Keyboard on Wrist Posture, Comfort and Performance**

Committee: Alan Hedge (chair), Geri Gay

Bachelor of Science, Human Service Studies, January 1997

Cornell University, Ithaca, NY

EMPLOYMENT

Research Staff Member, January 2011-present

Postdoctoral Researcher, Sept. 2009-Dec. 2010

IBM Research, Collaborative User Experience

Developing research program on cultural computing to observe factors influencing social software adoption in a global enterprise. Studies include analysis of Q&A behavior across organization and geographic regions, designing systems to enhance blog readability for multilingual employees, and qualitative observations of international services work.

[C.12, C.11, C.10, P.8, P.9]

Intern, Summer 2008

IBM Research, Collaborative User Experience

Conducted 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. [C.7]

Intern, Summer 2007

IBM Research, Collaborative User Experience

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. [C.5, C.6, P.4]

User Experience Research Intern, Summer 2006

Google, Inc.

Conducted laboratory studies to study user search strategies. Conducted field interviews to gather insights on photo sharing practices within social networks. Conducted contextual interviews with users of social networking sites on privacy preferences. Findings presented to Picasa and Google Profiles teams respectively.

Graduate Researcher, HCI Group, Aug 2004-Aug 2009

Cornell University

Conducted empirical studies on Wikipedia editors and users of a mobile social tagging system to observe territorial behaviors in collaborative activity. Designed and evaluated mobile applications (Imprints, CampusAware2) for college campuses and museum galleries to facilitate social navigation and placemaking in public spaces. Conducted qualitative studies of Bluejackers to study motivations of mobile phone users who engage in socially intrusive behaviors in public spaces. [C.9, C.8, C.2, D.1-D.4, P.1-P.4]

Graduate Research Assistant, CMC Lab Summer 2003-Fall 2004

Cornell University

Conducted empirical studies evaluating a feature-based model predicting deception and choice of communication technology. [C.1]

PUBLICATIONS

Refereed Papers [C.12]

- Thom, J.**, Millen, D., and DiMicco, J. (to appear). Removing Gamification from an Enterprise SNS. Proceedings of CSCW 2012.
- [C.11] **Thom, J.**, Helsley, S.Y., Matthews, T., Daly, E. and Millen, D. (2011). What Are You Working On? Status Message Q&A in the Enterprise. Proceedings of ECSCW2011. (22% acceptance rate)
- [C.10] **Thom-Santelli, J.**, Millen, D. and Gergle, D. (2011). Organizational Acculturation and Social Networking. Proceedings of CSCW 2011. (22% acceptance rate)
- [C.9] **Thom-Santelli, J.**, Cosley, D. & Gay, G. (2010). Who Do You Know? Experts, Novices and Territoriality in Online Environments. Proceedings of CHI 2010. New York: ACM Press (25% acceptance rate)
- [C.8] **Thom-Santelli, J.**, Cosley, D., & Gay, G. (2009). What's Mine is Mine: Territoriality in Collaborative Authoring. Proceedings of CHI 2009. New York: ACM Press (24% acceptance rate)
- [C.7] **Thom-Santelli, J.** & Millen, D. (2009). Learning by Seeing: Photo Viewing in the Workplace. Proceedings of CHI 2009. New York: ACM Press (24% acceptance rate)
- [C.6] Muller, M., Freyne, J., Dugan, C., Millen, D. and **Thom-Santelli, J.** Return On Contribution (ROC): A Metric for Enterprise Social Software. Proceedings of ECSCW2009. (<25% acceptance rate)
- [C.5] **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)
- [C.4] 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)

- [C.3] **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.
- [C.2] 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)
- [C.1] 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)

Journal [J.1] **Thom-Santelli, J.** (2007) Mobile Social Software: Encouraging Serendipity or Facilitating Homogeneity? IEEE Pervasive Computing, Special Issue on Urban Computing.

Workshops [W.1] **Thom-Santelli, J.**, Cook, E., Luther, K., Bardzell, J., Bruckman, A. & McDonald, D. (2009). Approaching 'Amateur'. In Extended Abstracts, GROUP 2009.

Doctoral Consortia [D.4] **Thom-Santelli, J.** (2009). Expressing Territoriality in Collaborative Activity. Presented at the Doctoral Colloquium, GROUP 2009.

[D.3] **Thom-Santelli, J.** (2008). Expressing Territoriality in Social Systems. Presented at the 2008 CITASA Pre-Conference Doctoral Symposium.

[D.2] **Thom-Santelli, J.** (2007). Expressing Territoriality in Distributed Communities. Presented at the Doctoral Colloquium, eSocialScience 2007.

[D.1] **Thom-Santelli, J.** (2007). Mobile Technology and the Creation of Territories Within Public Space. Presented at the Ubicomp 2007 Doctoral Consortium.

Presentations & Panels

[CP.4] Chi, E., Dourish, P., **Thom-Santelli, J.** (2011). CSCW Horizons Panel: Studying the Social.

[CP.3] **Thom-Santelli, J.** and Millen, D. (2010). Social Data Sets: Why So Hard to Share? Paper presented at CSCW Horizon 2010.

[CP.2] Leahu, L., Pederson, C., **Thom-Santelli, J.**, Dmitriev, P., & Sengers, P. (2007). Uptake of Situationism Considered Harmful. Paper presented at alt.chi 2007.

[CP.1] **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.

Posters [P.9] Yu, C.H., **Thom-Santelli, J.**, & Millen, D. (2011). Enhancing blog readability for non-native English readers in the enterprise. Ext. Abstracts of CHI2011, 1765-1770.

[P.8] **Thom-Santelli, J.**, DiMicco, J., & Millen, D. (2010). Characterizing Global Participation in an Enterprise SNS. Short paper presented at ICIC2010.

[P.7] Cook, E., Erickson, I., **Thom-Santelli, J.** (2009). STOLEN! Categories of In-Context Response to Unauthorized Reuse of User-Generated Media. Poster presented at Creativity & Cognition 2009.

[P.6] **Thom-Santelli, J.**, Cosley, D. & Gay, G. (2008). It is My Baby: Expressing Territoriality in Wikipedia. Poster presented at CSCW 2008.

- [P.5] **Thom-Santelli, J.** & Muller, M. (2007). The Wisdom of My Crowd: Motivation and Audience in Enterprise Social Tagging. Poster presented at Group 2007.
- [P.4] Ainslie, A., **Thom-Santelli, J.**, & Gay, G. (2007). An Initial Exploration of Bluejackets' Perceptions of Success. Pervasive 2007 Late-Breaking Results.
- [P.3] **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.
- [P.2] **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.
- [P.1] 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.

INVITED TALKS

IT University of Copenhagen, October 2011
 What Are You Working On? Using Social Networking for Organization Acculturation

Cornell University Department of Communication Guest Lecture, April 2011
Michigan State University TISM Guest Lecture, April 2011
 Social Software Research in the Global Workplace

Rutgers University S&CI Brown Bag Seminar, April 2010
 Regional Practices in Global Social Networking

Berkman Center for the Internet, Harvard University, April 2009
 Expressing Territoriality in Collaborative Environments

STUDENTS MENTORED

Jessica Hullman, University of Michigan, School of Information (Summer Intern, 2011)
 Chen-Hsiang Yu, MIT CSAIL (Summer Intern, 2010)
 Alex Ainslie, Cornell University (Undergraduate Research), Designer at Google
 Ben Cole, Cornell University (Undergraduate Research), Gates Scholar, Cambridge University
 Brian Lim, Cornell University (Undergraduate Research) PhD student at Carnegie Mellon, HCI

HONORS, GRANTS & PRESS

Awards

Microsoft CITASA Port 25 Emerging Scholar, 2008
 Honorary Mention at Memefest: International Festival of Radical Communication, 2007 (joint work with Lucian Leahu, Claudia Pedersen, Pavel Dmitriev & Phoebe Sengers)
 Clara Dimelow Fellowship, Cornell University, 2004

Grants

Nokia Equipment Grant, 2008
Travel Grants for Research Presentations:
 Invited Participant, Research Institute for the Science of Socio-Technical Studies, 2009
 GROUP Doctoral Consortium, 2009
 CITASA Doctoral Symposium, 2008
 eSocialScience Doctoral Consortium, 2007

Press

"IBM Proves Playing Virtual Games is Serious Business," Wired Enterprise blog, November 2011

“Lies, Damn Lies, and E-Mail”, The Atlantic, May 2004
“We All Tell Lies Over the Phone”, ABC News, May 2004

**TEACHING
EXPERIENCE**

Introduction to Visual Communication, Cornell University
Teaching Assistant, Spring 2009

Foundations of Information Policy, University of Michigan, School of Information
Grader, Fall 2008

Psychology of Social Computing, Cornell University
Teaching Assistant, Fall 2007

Mass Media & Society, Cornell University
Teaching Assistant, Spring 2007

Introduction to HCI, Advanced HCI Design, Cornell University
Co-Instructor, Spring 2004, Fall 2005

Research Methods, Cornell University
Teaching Assistant, Fall 2003, Fall 2004

ACADEMIC SERVICE

Program Committees

CSCW 2013 Horizons Co-Chair

Group 2012 Panels Co-Chair

CHI 2011-2012 AC

CSCW 2011 AC

WikiSym 2010

CHI WIP AC 2010

NSF IIS Grant Review Panelist: 2010, 2011

Conference Reviewing

CHI 2006-2010; CSCW 2008-2010, 2012; ICIC 2010; DUX 2005

Affiliations

ACM SIGCHI, Cornell SIGCHI, HFES, ICA, CITASA

**OTHER PROFESSIONAL
EXPERIENCE**

Web Production Group, Cornell University, Ithaca, NY
Producer, June 2002-June 2003

America Online, San Francisco, CA
Content Editor, Jan 2001 – Feb 2002

Eve.com, San Francisco, CA, Jan 1999 – Sept 2000
Associate Producer

Universal Pictures, New York, NY, Jan 1998-Feb 1999
Story Editor

Five Union Square Productions, New York, NY, Jan 1997-Feb 1998
Production Coordinator

LANGUAGES

Cantonese Chinese, Intermediate Spanish