

# JENNIFER THOM

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## ABOUT ME

I am an experienced researcher who works at the intersection of data, social interaction and design. I utilize deep skills in qualitative and quantitative research to illuminate complex user behavior and distill my findings effectively to drive innovation. My research has been covered in Wired, the Atlantic and ABC News, has been published in top scientific venues and presented at SXSW and top universities.

## EXPERIENCE

### Spotify

Research Scientist/Senior User Researcher October 2016-present  
Studying people's reactions to interactions powered by machine learning. Analyzing product engagement data to inform product decisions.

### Amazon.com, Amazon Echo

Research Scientist July 2013-Sept 2016  
Collaborate with product, software and research teams to design and deploy innovative quantitative and qualitative data collection techniques to extend the capabilities of the Alexa assistant across diverse product categories. Drive research program to provide frictionless customer interactions with the Echo by improving the quality of the data used to train speech recognition models. Developed and drove a crowdsourcing research program to allow the Amazon Echo to add more than 20 new features in its first year of launch.

### IBM Research, Collaborative User Experience

Research Scientist January 2011-July 2013  
Postdoctoral Scholar September 2009-December 2010  
Developed a program of research related to intercultural collaboration within the enterprise. Analyzed Q&A behavior and Twitter memes across organization and geographic regions. Designed and prototyped a system to enhance blog readability for multilingual employees. Conducted online experiments to determine comprehension of data displays across cultures.

### IBM Research, Collaborative User Experience

Graduate Intern Summer 2007, Summer 2008  
Conducted qualitative interviews regarding the appropriation of tagging within various social software systems within the organization and the use of photo sharing features within an enterprise. Results influenced design of enterprise tagging systems and social networking platform.

### Google, Inc.

User Experience Research Intern Summer 2006  
Conducted lab and eyetracking 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.

### Cornell University Human-Computer Interaction Lab

Researcher August 2003-September 2009  
Conducted interviews with on Wikipedia editors and users of a mobile social tagging system to observe territorial behaviors in collaborative activity. Designed and evaluated mobile applications for museum galleries to be used by elementary school children. Conducted diary studies to monitor online deception and evaluate design affordances that predict online deception.

## SELECTED PUBLICATIONS

**Thom, J.**, Millen, D., and DiMicco, J. Removing Gamification from an Enterprise SNS. Proceedings of CSCW 2012.

**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)

**Thom-Santelli, J.**, Millen, D. and Gergle, D. (2011). Organizational Acculturation and Social Networking. Proceedings of CSCW 2011. (22% acceptance rate)

**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)

**SKILLS**

Statistical modeling (e.g. multiple forms of regression, multi-level modeling, spatial statistics), automated text analysis, social network analysis, ethnography, interviewing, surveys, experimental methods (lab, A/B testing, Mechanical Turk), R, shell scripting, Perl, Python, SPSS, SAS, Stata, Atlas.ti

**PRESS, HONORS,  
NOTABLE TALKS,  
SERVICE**

“IBM Proves Playing Virtual Games is Serious Business,” Wired Enterprise  
“Lies, Damn Lies, and E-Mail”, The Atlantic  
”We All Tell Lies Over the Phone”, ABC News  
2012 Massachusetts High Tech Woman to Watch  
Panelist, SXSW2012 “Data as Narrative”  
CHI Program Committee Member (2010, 2011), Student Research Chair 2017  
CSCW Program Committee Member (2011, 2013, 2014, 2015), Workshops Chair 2015

**EDUCATION**

**Ph.D., Communication and Information Science**, Cornell University  
**M.S., Human Factors and Ergonomics**, Cornell University  
**B.S., Human Service Studies**, Cornell University

**Full publication list and references available upon request**