

# JENNIFER THOM

Medford, MA

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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 *Ars Technica*, *Wired*, the *Atlantic* and *ABC News*, has been published in top scientific venues and presented at *SXSW* and top universities.

## EXPERIENCE

### Spotify

Senior Research Scientist, Research Lead

October 2016-present

Lead voice and HCI research agenda at Spotify. Drove qualitative user research and data collection to enable voice search feature. Part of a mixed methods team responsible for developing user satisfaction metrics for evaluation.

### Amazon.com, Amazon Echo

July 2013-Sept 2016

Research Scientist

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

Li, A., **Thom, J.**, Chandar, P., Hosey, C., St. Thomas, B., Garcia-Gathright, J. Search Mindsets: Focused and Non-Focused Information Needs in Music Search. *Proceedings of WWW2019*. (20% acceptance rate)

Hosey, C., Vujovic, L., St. Thomas, B., Garcia-Gathright, J., **Thom, J.** Just Give Me What I Want: How People Use and Evaluate Music Search. *Proceedings of CHI2019*. (23% acceptance rate)

Park, M., **Thom, J.**, Mennicken, S., Cramer, H., Macy, M. Global music streaming data reveal diurnal and seasonal patterns of affective preference. *Nature Human Behaviour*.

**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

“Spotify data shows how music preferences change with latitude,” Ars Technica  
“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, 2016, 2018, 2019), 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**