

## SARITA A. YARDI

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### EDUCATION

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#### **Ph.D. Candidate, Human-Centered Computing, August 2006 – present (anticipated May 2011)**

##### **School of Interactive Computing, Georgia Institute of Technology**

*Specialization:* Social Computing

*Advisor:* Amy Bruckman

*Committee:* Beki Grinter, Mark Guzdial, Lada Adamic (University of Michigan), Cliff Lampe (Michigan State)

- 2009 Foley Scholar Finalist
- 2008 Google Anita Borg Scholar
- Georgia Institute of Technology President's Fellowship, Fall 2006 - present

#### **Master of Information Management and Systems, May 2006**

School of Information, University of California at Berkeley

*Advisor:* Peter Lyman

- *Graduation Class Speaker*, selected by class vote, May 2006
- *Graduate Representative*, Berkeley Educational Technology Committee, Sep 2004 - May 2006
- *Chair*, Academic Affairs Committee, Jan 2005 - Jan 2006
- *Executive Committee*, Information Management Student Association, Jan 2005 - May 2006

#### **Bachelor of Arts in Computer Engineering, June 2002**

Dartmouth College

Green Key Honor Society, Academic All-Ivy League, Captain Varsity Women's Tennis Team, Agnes B. Kurtz Award for "best combining proficiency in athletics with dedication to furthering women's sports", Inducted into 2004 Wearers of the Green, First Team All-Ivy League three times

### BOOK CHAPTERS

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[BC.2] Yardi, S. (2008). "Whispering, Chatting, and Learning in a Classroom Backchannel." *MacArthur Foundation Series on Digital Media and Learning - Digital Youth, Innovation, and the Unexpected* (ed. Tara McPherson). Cambridge, MA: MIT Press, pp. 143-164.

[BC.1] Yardi, S. (2008). "From Multimedia to Multiple Voices: Conflicts in Collaborative Learning Cultures." *Informal Learning and Digital Media*. Eds. Drotner, K., Jensen, H. and Schröder, K. Cambridge Scholars: UK, 2008.

### JOURNAL ARTICLES

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[J.2] [Invited article] Sarita Yardi. (forthcoming Nov, 2009). Technical Capital and Social Learning on the Web." *ACM Crossroads Special Issue on the Social Web*.

[J.1] Yardi, S., Krolikowski, P., Marshall, T., and Bruckman, A. (2008). "An HCI Approach to Computing in the Real World." *Journal of Educational Resources in Computing*. 8, 3 (Oct. 2008), 1-20.

### PEER-REVIEWED CONFERENCE PUBLICATIONS

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[C.9] Yardi, S., Poole, Erika S. (2009). "Please Help! Patterns of Personalization in an Online Tech Support Discussion Board." *Communities and Technologies 2009 (C&T 2009)*. State College, PA, Jun 25-27, 2009. (20-25% acceptance rate)

[C.8] Yardi, S., Golder, S., Brzozowski, M. (2009). "Blogging at Work: an Attention Economy on the Web." *In Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '09)*. Boston, MA, Apr 4-9, 2009. (24% acceptance rate)

[C.7] Dimond, J., Yardi, S., and Guzdial, M. (2009). "Mediating Programming through Chat for the OLPC". *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI'09)*. Boston, MA, Apr 4-9, 2009.

[C.6] Yardi, S., Feamster, N., Bruckman, A. (2008). "Photo-Based Authentication Using Social Networks." *In Proceedings of the First Workshop on online Social Networks (WOSN '08)*. Seattle, WA, Aug 18, 2008. (35% acceptance rate)

[C.5] Bruckman, A., Biggers, M., Ericson, B., McKlin, T., Dimond, J., DiSalvo, B., Hewner, M., Ni, L. and Yardi, S. (2008). "Georgia Computes: Improving the Entire Computing Education Pipeline." In *Proceedings of the 40th SIGCSE technical symposium on Computer science education*, Chattanooga, TN, 2008. (33% acceptance rate)

[C.4] Yardi, S. & Perkel, D. "Understanding Classroom Culture through a Theory of Dialogism: What Happens When Cheating and Collaboration Collide?" In *Proc. of the 2007 Computer Supported Collaborative Learning Conference*. Rutgers University, Camden, NJ, USA, July 16-July 21, 2007. (30% acceptance rate)

[C.3] Yardi, S. The Role of the Backchannel in Collaborative Learning Environments. In *Proceedings of the 7th International Conference of the Learning Sciences (ICLS)*. Indiana University, IN, USA, June 27-July 1, 2006. (46% acceptance rate)

[C.2] Chan, S., Hill, B. and Yardi, S. 2005. VERN: Facilitating Democratic Group Decision Making Online. In *Proceedings of the 2005 international ACM SIGGROUP Conference on Supporting Group Work*. Sanibel Island, Florida, USA, November 6-9, 2005. GROUP '05. (27% acceptance rate)

[C.1] Chan, S., Hill, B. and Yardi, S. 2005. Instant Messaging: Accountability and Peripheral Participation In *Textual User Interfaces*. In *Proceedings of the 2005 international ACM SIGGROUP Conference on Supporting Group Work*. Sanibel Island, FL, USA, November 6-9, 2005. GROUP '05. (27% acceptance rate)

## REFEREED CONFERENCES WITHOUT PROCEEDINGS

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[c.5] Yardi, S. Remixing in the Classroom: Conflicts in Cheating and Collaboration: Applying a Theory of Dialogism to Classroom Culture. In *Media in Transitions 5 Conference*. MIT, Boston, MA, April 27-29, 2007.

[c.4] Yardi, S. ClassChat: A Tool for Visualizing Backchannel Discussions. In *Informal Learning and Digital Media: Constructions, Contexts, Consequences Conference*. Odense, Denmark, 21-23 Sep, 2006.

[c.3] Yardi, S. A Classroom Tool for Visualizing Backchannel Discussions. In *Thinking Through New Media 2006 Conference*. Duke University, Durham, NC, June 6-8, 2006.

[c.2] Yardi, S., Hill, B. and Chan, S. 2005. VERN: Facilitating Group Democratic Group Decision Making Online. In *The 2nd Intl Conference on Technology, Knowledge, and Society 2005*. Hyderabad, India, Dec. 12-15, 2005.

[c.1] Hill, B., & Yardi, S. VERN. In the *2nd Conference on Online Deliberation: Design, Research, and Practice / DIAC-2005*, Stanford University, Palo Alto, CA. May, 2005.

## ORGANIZED WORKSHOPS AND PANELS

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[W.3] Amy Bruckman, Karrie Karahalios, Bob Kraut, Erika Shehan Poole, John Thomas, Sarita Yardi. "Research Ethics in the Facebook Era Revisited." *CSCW 2010 workshop*. Feb 6-10, 2010, Savannah, GA.

[W.2] Bos, N., Karahalios, K., Musgrove-Chávez, M., Poole, E. S., Thomas, J. C., and Yardi, S. (2009). "Research ethics in the Facebook era: privacy, anonymity and the IRB." In *Proceedings of the 27th international Conference Extended Abstracts on Human Factors in Computing Systems (CHI'09)*. Boston, MA, Apr 4-9, 2009.

[W.1] Moderators: Sarita Yardi, Amy Bruckman. Panelists: Allison Druin, Robin Jeffries, Yasmin Kafai. 2007. Broadening the Field of Computing Through a Design-Based HCI Curriculum. In *Proceedings of the 2007 Grace Hopper Celebration of Women in Computing*. Orlando, FL. Oct. 17-20, 2007.

## PANELS AND SYMPOSIA

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[P.6] Discussant: Amy Bruckman, Panelists: David Gurzick, Cliff Lampe, Fred Stutzman, Sarita Yardi. CSCW Panel: Research Ethics in the Facebook Era Revisited. *CSCW 2010 panel*. Feb 6-10, 2010, Savannah, GA.

[P.5] Fred Stutzman, Amanda Lenhart, Heather Attig, Sarita Yardi. 2009. Research on Late Adopters of Social Network Sites. *Internet Research 10.0*. Milwaukee, WI, October 7-10, 2009.

[P.4] Chair: danah boyd, Panelists: Lisa Tripp, Rebecca Stephenson, Sarita Yardi, Patricia Lange, Sonja Baumer, Christo Sims, Heather Horst. "Growing Up Connected: Ways of Knowing through Participatory Culture." *Society for Social Studies of Science Annual Meeting*, Montreal, Canada, Oct. 11-13, 2007.

[P.3] Sarita Yardi, Dan Perkel. Digital Kids Describe Digital Lives. Chairs: Cynthia Carter Ching, Yasmin Kafai. Discussant: Marina Bers. "Technobiographies: Researching Life Stories with Technology." *Interactive Symposium, 2007 American Educational Research Association (AERA)*. Chicago, IL, April 9-13, 2007.

[P.2] Sarita Yardi. "The Evolution of the Turtle: Designing Social Networks for New Learning Communities." *Panelists: Judd Antin, Heather Horst, Christo Sims, Patricia Lange*. "Dude, that's MySpace: Digital Media in Kids' Everyday Lives." *67th Society for Applied Anthropology*. Tampa, FL. March 27-31, 2007.

[P.1] Susan Gov, Sarita Yardi, Amy Bruckman. "Managing Identities Across Multiple Online Communities." *UNC Social Software Symposium*. Chapel Hill, NC. December 8-9, 2006.

## DOCTORAL CONSORTIA

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[D.2] Yardi, S. "Teens as Designers of Social Networks." *Communities and Technologies 2009 (C&T 2009)*. State College, PA, Jun 25-27, 2009.

[D.1] Yardi, S. 2007. "From Functional to Fun: End User Development for Teenagers." In *Proceedings of the IEEE Symposium on Visual Languages and Human-Centric Computing (VL/HCC 2007)*. Sep 23 - 27, 2007. IEEE Computer Society, Washington, DC, 272-274. (30% acceptance rate)

## WORKSHOP PAPERS

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[w.6] Scott A. Golder, Sarita Yardi, Alice Marwick and danah boyd. (2009). "A Structural Approach to Contact Recommendations in Online Social Networks". *Workshop on Search in Social Media at ACM SIGIR Conference on Information Retrieval*. July 23, 2009, Boston, MA.

[w.5] Yardi, S., and Bruckman, A. (2009). "Teens as Designers of Social Networks." In *Extended Abstracts of ACM Conference on Human Factors in Computing Systems ACM SIGCHI workshop: Socially Mediating Technologies*. Boston, MA, Apr, 2009.

[w.4] Yardi, S., Luther, K., Diakopoulos, N., and Bruckman, A. (2008). "Opening the Black Box: Four Views of Transparency in Remix Culture." *CSCW workshop: Tinkering, Tailoring, & Mashing: The Social and Collaborative Practices of the Read-Write Web*. San Diego, CA, Nov 9, 2008.

[w.3] Yardi, S., Brzozowski, M. (2008). "Revealing the Long Tail in Office Conversations." *CSCW workshop: What to expect from Enterprise 3.0: Adapting Web 2.0 to Corporate Reality*. San Diego, CA, Nov 8, 2008.

[w.2] Yardi, S. (2008). "Modeling the Flow of Information in a Social Network". *ACM SIGCOMM 2008 Poster*. Seattle, WA. Aug 17-22, 2008.

[w.1] Yardi, S. & Bruckman, A. (2007). "What Is Computing? Bridging the Gap Between Teenagers' Perceptions and Graduate Students' Experiences." In *ICER'07: Proceedings of the 3rd International Workshop on Computing Education Research*. Atlanta, GA. Sep 13-15, 2007.

## BOOK

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[B.1] Ito, M., S. Baumer, M. Bittanti, d. boyd, R. Cody, B. Herr, H. Horst, P. Lange, D. Mahendran, K. Martinez, C.J. Pascoe, D. Perkel, L. Robinson, C. Sims, and L. Tripp. (with J. Antin, M. Finn, A. Law, A. Manion, S. Mitnick, D. Schlossberg and S. Yardi) *Hanging Out, Messing Around, Geeking Out: Living and Learning with New Media*. Cambridge: MIT Press.

## HONORS AND AWARDS

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### **Social Networks in Education Workshop. Durham, NC, July 20-21, 2009 (\$1,500.00)**

- NSF workshop bringing together educators to establish alternative introductions to computing centered around the science of networks.

### **Communities and Technologies 2009 Doctoral Consortium, Jun 24, 2009 (full funding)**

### **Invited Student, Human-Computer Interaction Consortium, Fraser, CO, Feb 4-7, 2009 (full funding)**

- Small workshop for senior researchers and graduate students in HCI

**2008 Grace Hopper Conference. Keystone, CO. Oct 1-4, 2008 (full funding)**

**SIGCOMM 2008 Student Travel Grant. Seattle, WA. Aug 17-22, 2008 (\$1,250.00)**

- One of 15 graduate students to receive a student grant

**2008 Google Anita Borg Scholarship (\$10,000)**

- Award women in computing fields to become leaders and role models

**Google Scholars Retreat. Mountain View, CA. April, 2008 (full funding)**

**Google Engineers' Workshop. Mountain View, CA. Feb 21-23, 2008 (full funding, did not attend)**

**IEEE VL/HCC Doctoral Consortium, Coeur d'Alene, Idaho, Sep 23 - 27, 2007 (\$1,500.00)**

**CMU Design Research Summer School. Pittsburgh, PA. May 29-Jun 2, 2007 (full funding)**

- NSF-funded Science of Design workshop focused on the nature of design research, evaluation, and open questions

**CRA-W Grad Cohort Workshop. San Francisco, CA. Mar 2-3, 2007 (full funding)**

- Workshop to increase the ranks of senior women in computing through support of women graduate students

**Georgia Tech Presidential Fellowship, 2006-present (\$5,500/year)**

- Competitive Georgia Tech doctoral student fellowship based on scholarship and innovation

## **INVITED PRESENTATIONS AND GUEST LECTURES**

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"Science of Networks and Social Networks". Invited Guest Lecture. Human-Computer Interaction undergraduate class, University of Georgia, Instructor: Chris Plaue. Nov 11, 2009.

"Science of Networks and Social Networks". Invited Guest Lecture. Introduction to Personal Computing undergraduate class, University of Georgia, Instructor: Chris Plaue. Nov 11, 2009.

"Network Science and Social Networks". Invited Talk. *Social Networks as an Introduction to Computer Science*. Social Networks in Education Workshop, Duke University, Durham, NC. July 20-21, 2009.

"Computing with a Purpose". Poster. Computing at the Margins Symposium, Atlanta, GA, May 6-7, 2009.

"Science of Networks". Invited Guest Lecture. Human-Computer Interaction undergraduate class, Georgia Tech, Instructor: James Clawson. Apr 22, 2009.

"Social Networks, the Internet, and Computing". Invited Talk. Atlanta Girls School. Mar 25, 2009.

"Measurement and Analysis of Social Networks". Invited Guest Lecture. Human-Computer Interaction undergraduate class, Georgia Tech, Instructor: Chris Plaue. Feb 11, 2009.

"Do online social networks enable new forms of production". Invited Guest Lecture. Virtual Communities/Social Media undergraduate class, UC Berkeley, Instructor: Howard Rheingold. May 2, 2008.

"New Dimensions of Well-Being: Connecting Older Adolescents to their Communities". Invited Panelist. 100 Voices: A Policy Institute. Carter Center, Atlanta, GA. Sep 26, 2007.

"Students, Learning, and New Media in the Classroom" Invited Workshop Speaker, WebChallenge 2007 "Entertaining the Web." Klaus Advanced Computing Building, Georgia Tech, Atlanta, GA. Feb 8, 2007.

"Channeling the Backchannel: Guidelines for Teaching and Learning Using Chatrooms in the Classroom." 2007 EDUCAUSE Learning Initiative Annual Meeting. Omni Hotel-CNN Center, Atlanta, GA. Jan 22-24, 2007.

"Designing Social Networks for Learning Communities." CHI Atlanta Student Contest Finalist. Nov 9, 2006.

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## ACADEMIC PROJECTS

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### **Teens as Designers of Social Networks, Fall 2008 - present**

- Design-based activities teaching teens to design, customize, and analyze their own social networks
- Building an online social network for parents of 6<sup>th</sup> grade teens to understand teen use of technology

### **HCI for Teens Curriculum, Summer 2007**

- Taught 6-week design-based HCI (Human-Computer Interaction) class to teenagers
- Developed and implemented curriculum to design and build touch-screen digital desktops

### **Computing Perceptions and the Web, Fall 2006-Spring 2007**

- Interviewed 13 teens, observed 40+ teens, and interviewed 22 graduate students
- Understand the gap between perceptions of computing and social nature of the web

### **ClassChat, Spring 2006**

- Designed and built web-based AJAX chat client and visualization tool to enable professors and teachers to view trends and student participation in online classroom backchannel discussions

### **MacArthur Foundation Digital Youth Research, Spring 2005 - Summer 2006**

- Ethnographic field studies exploring how youth use digital media in their everyday lives

### **Media Literacy Education, Fall 2005 - Spring 2006**

- Design based study with middle-school youth, investigation into motivating factors to foster critical thinking, programming skills, creativity, collaboration, and empowerment using programmable media

### **Noise or Knowledge? The Role of the Backchannel in an Academic Community, Fall 2005**

- Study of year-long backchannel with over 166,000 user entries
- Visual analyses of chat usage, trends over time, user behavior, and social network dynamics

### **Photo Elicitation, Summer 2005**

- Middle school children used digital cameras to document everyday uses of technology
- Conducted home interviews to understand patterns and behaviors with digital media use

### **Backyard Transformations, Spring 2005**

- Multimedia storytelling digital video production, two-month biweekly program with local 5<sup>th</sup> grade students

### **Vern, Spring 2005**

- Designed and built online democratic scheduling system to automate the meeting scheduling process
- Employed user-interface design process including usability, heuristic evaluation, and prototype testing

### **Pillbox, Fall 2004**

- Designed medication application to sends pill reminder images to a Nokia 7610 camera phones

## PROFESSIONAL SERVICE

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*Social Media Chair*, CHI 2010 Program Committee

*Student Representative*, Georgia Tech Faculty Hiring Committee, 2009-2010

*Co-Coordinator*, Human-Centered Computing Seminar, Spring 2009

*Symposium Judge*, Georgia Tech Undergraduate Research Opportunities (UROP), 2008, 2009

*Interviewer*, Dartmouth College Alumni Undergraduate Admissions, 2005-present

*Member*, CoC Graduate Student Council, Fall 2006 – present

*Member*, Graduate Women@CC, Fall 2006 – present

*Reviewer*, ACM SIGCHI Conference on Human Factors in Computing Systems ('07, '08, '09, '10)

*Reviewer*, HICSS ('10)

*Reviewer*, CSCW ('10)

*Reviewer*, IEEE Conference on Social Computing ('09)

*Reviewer*, ACM GROUP ('09)

*Reviewer*, Association of Internet Researchers ('08, '09)

*Reviewer*, iSchools iConference ('07, '08, '09)

*Reviewer*, ACM ITiCSE Conference on Innovation and Technology in Computer Science Education ('08, '09)

*Reviewer*, Convergence: The International Journal of Research into New Media Technologies ('08)

Reviewer, WEBIST International Conference on Web Information Systems and Technology ('08)  
Reviewer, Games and Culture: A Journal of Interactive Media ('08)  
Reviewer, ACM SIGCSE Conference on Computer Science Education ('07, '08, '09)  
Reviewer, Convergence: The International Journal of Research into New Media ('07)  
Reviewer, International Conference for the Learning Sciences ('06)  
Reviewer, Computer Supported Collaborative Learning Conference ('05, '07)

Co-Advisor, Himalatha Cherukuru, MS CS  
Co-Advisor, Ravishankar Arivazhagan, MS CS  
Co-Advisor, Chandan Dasgupta, MS CS  
Co-Advisor, Susan Gov, MS CS (work resulted in P.1)  
Co-Advisor, Taneshia Marshall, BS CS (work resulted in J.2)  
Co-Advisor, Pamela Krolkowski, CRA-W DMP (work resulted in J.2)

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## EXPERIENCE

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### Research Intern

*Social Media Group, Microsoft Research New England, Summer 2009*

- Worked with danah boyd
- Examined group corroboration and spread of information on Twitter

### Research Associate

*Social Computing Group, HP Labs, Summer 2008*

- Worked with Dr. Bernardo Huberman and Scott Golder
- Studied attention economy in corporate blogosphere using log file analysis and interviews

### Graduate Student Researcher

*School of Information, UC Berkeley, May 2006 – July 2006*

- Aggregated faculty and student publications, integrated into Drupal content management system
- Designed back-end infrastructure and front-end presentation and layout

### User Interface Designer

*Medical Informatics Group, UCSF Positive Health Program, San Francisco, CA, Jun 2005 - Aug 2005*

- Developed system-wide upgrade to ASP.NET on HIV/AIDS Electronic Medical Record system
- Conducted comparative analysis with alternative EMR systems, provided structural high-level and technical formal recommendations for future development of medical forms

### Programmer

*Yardi Systems, Inc., Boston, MA, Sep 2002 - May 2004*

- Designed housing application and integrated with Harvard Real Estate Services existing system
- Built back-end database, user interface, and scripted property management accounting reports
- Conducted usability testing and singularly administered over 20 demonstrations to 15+ clients

### Research Intern

*Cooperative Research Centre for Sensor Signal and Info. Processing, Fall 2000, Univ. of Queensland, Brisbane, AU*

- Analyzed cancerous cell image frequencies in Java Swing and created interface to display results
- Used image analysis techniques to detect cancerous cells based on visual outliers and anomalies

### Internet Researcher

*Expertelligence, Inc., Santa Barbara, CA, Jun 1999 – Aug 1999*

- Researched and crafted written descriptions of over 80 websites for search engine

## MEMBERSHIPS

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- ACM Computer Human Interaction (SIGCHI)
- ACM Knowledge Discovering and Data Mining (SIGKDD)
- ACM Data Communications (SIGCOMM)
- ACM Computer Science Teachers Association (CSTA)
- ACM Computer Science Education (SIGCSE)
- San Francisco Bay Area Chapter of ACM SIGCHI (BAYCHI)
- Atlanta Metro Area Chapter of ACM SIGCHI (CHI \*A)
- IEEE Computer Society
- IEEE Society on Social Implications of Technology

## SKILLS

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### Languages

Perl, PHP, Python, Jython, JavaScript, ASP, VBScript, SQL, C++, C, Visual Basic, XML, Java

### Applications

SQL Server, Movie Maker 2.1, SPSS, Oracle 8i/9i, TOAD, Spotfire DecisionSite, Tableau, API Development, CVS, Prefuse, Photoshop, Seagate Crystal Reports, Citrix ICA, iMovie, Eclipse, Visio, Project, SourceSafe

### Other

Ethnographic Methods (Surveying, Interviewing, Participatory Observation), Data Mining, Statistical Analysis, Needs and Usability Assessment, Heuristic Evaluations, Prototyping, User Interface Design, InfoViz

## OTHER SERVICE

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### Girl Scout Workshop, Camp Misty Mountain, Georgia, Sep 2006

- Taught robotics using Lego Mindstorms

### Respond, Inc., Boston, MA, Sep 2002 - Jun 2004

- Weekly direct service childcare at women's domestic violence shelter ([www.respondinc.org](http://www.respondinc.org))
- Completed 35 hours of domestic violence training ([www.horizonsforhomelesschildren.org](http://www.horizonsforhomelesschildren.org))

### Tenacity, Inc., Boston, MA, Jun 2002 - Aug 2002

- Taught tennis and life skills to inner city youth in summer program ([www.tenacity.org](http://www.tenacity.org))

### Match Point, Inc., Santa Barbara, CA, 1996 - 1998

- Bi-weekly tutor and tennis instructor