

## Sarita Yardi Schoenebeck

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\*Note: Publications through 2012 are under the name Sarita Yardi.

CONTACT School of Information, University of Michigan +1 734 764 8677  
3376 North Quad yardi@umich.edu  
105 S. State Street yardi.people.si.umich.edu  
Ann Arbor, MI 48109

**Academic Positions** **University of Michigan School of Information**  
*Associate Professor, 2018-*  
*Assistant Professor, 2012-2018*

**Education** **School of Interactive Computing, Georgia Institute of Technology**  
*Ph.D. Human-Centered Computing, Aug 2012*

**School of Information, University of California Berkeley**  
*Master of Information Management and Systems, May 2006*

**School of Engineering, Dartmouth College**  
*Bachelor of Arts in Computer Engineering, June 2002*

**Honors** CSCW Honorable Mention, 2019  
UMSI Diversity, Equity and Inclusion Award, 2017  
ICA Top Paper Award for the Communication and Technology division, 2017  
CHI Honorable Mention, 2017  
NSF CAREER Award, 2016  
CHI Honorable Mention, 2016  
CHI Best Paper Award, 2015  
CHI Honorable Mention, 2013  
Google Anita Borg Scholarship, 2008  
Georgia Tech Presidential Fellowship, 2006-2010  
UC Berkeley School of Information Graduation Class Speaker, selected by class vote, May 2006  
Inducted into Dartmouth College Wearers of the Green, 2004  
Academic All-Ivy League, awarded two times  
First Team All-Ivy League, awarded three times  
Dartmouth College Green Key Honor Society, elected 2000-2001  
Agnes B. Kurtz Award, Dartmouth College, 2002

**Peer-Reviewed Conference Papers** C.44 Carol Moser, **Sarita Y. Schoenebeck**, Paul Resnick. (2019). Impulse Buying: Design Practices and Consumer Needs. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '19)*.

C.43 Lindsay Blackwell, Tianying Chen, **Sarita Schoenebeck**, Cliff Lampe. (2018). When Online Harassment is Perceived as Justified. In *Proceedings of the AAAI International Conference on Weblogs and Social Media (ICWSM '18)*.

C.42 Joey Chiao-Yin Hsiao, Carol Moser, **Sarita Schoenebeck**, Tawanna Dillahunt. (2018). The Role of Demographics, Trust, Computer Self-Efficacy, and Ease of Use in the Sharing Economy. In *Proceedings of the ACM SIGCAS Conference on Computing and Sustainable Societies (COMPASS 2018)*.

C.41 Tawfiq Ammari, **Sarita Schoenebeck**, Daniel Romero. (2018). Pseudonymous Parents: Comparing Parenting Roles and Identities on the Mommit and Daddit Subreddits. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '18)*.

- C.40 Carol Moser, Paul Resnick, **Sarita Schoenebeck**. (2017). Community Commerce: Facilitating Trust in Mom-to-Mom Sale Groups on Facebook. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '17)*. **Best Paper Honorable Mention**.
- C.39 Kai Lukoff, Carol Moser, **Sarita Schoenebeck**. (2017). Gender Norms about Childcare in Online Father Blogs. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '17)*.
- C.38 Carol Moser, Tianying Chen, **Sarita Schoenebeck**. (2017). Parents' and Children's Preferences about Parents Sharing about Children on Social Media. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '17)*.
- C.37 Carol Moser, Chanda Phelan, Paul Resnick, **Sarita Schoenebeck**, Katharina Reinecke. (2017). No Such Thing as Too Much Chocolate: Evidence Against Choice Overload in E-Commerce. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '17)*.
- C.36 Tawfiq Ammari, **Sarita Schoenebeck**, Silvia Lindtner. (2017). The Crafting of DIY Fatherhood. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '17)*, 1109–1122.
- C.35 Wang, G., **Schoenebeck, S. Y.**, Zheng, H., Zhao, B. Y. (2016, March). "Will Check-in for Badges": Understanding Bias and Misbehavior on Location-Based Social Networks. In *Proceedings of the AAAI International Conference on Weblogs and Social Media (ICWSM '16)*.
- C.34 Svetlana Yarosh, **Sarita Schoenebeck**, Shreya Kothaneth, Elizabeth Bales. (2016). "Best of Both Worlds:" Opportunities for Technology in Cross-Cultural Parenting. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '16)*, 635-647.
- C.33 Lindsay Blackwell, Jean Hardy, Tawfiq Ammari, Tiffany Veinot, Cliff Lampe, **Sarita Schoenebeck**. (2016). LGBT Parents and Social Media: Advocacy, Privacy, and Disclosure during Shifting Social Movements. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '16)*, 610-622. **Best Paper Honorable Mention**.
- C.32 Carol Moser, **Sarita Schoenebeck**, Katharina Reinecke. (2016). Technology at the Table: Attitudes about Mobile Phone Use at Mealtimes. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '16)*, 1881-1892.
- C.31 Lindsay Blackwell, Emma Gardiner, **Sarita Schoenebeck**. (2016). Managing Expectations: Technology Tensions among Parents and Teens. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16)*, 1390-1401.
- C.30 Alexis Hiniker, **Sarita Schoenebeck**, and Julie Kientz. (2016). Not at the Dinner Table: Parents' and Children's Perspectives on Family Technology Rules. (2016). In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16)*, 1376-1389.
- C.29 **Schoenebeck, S.**, Ellison, N. B., Blackwell, L., Bayer, J., and Falk, E. (2016). Backstalking, Impression Management, and Play: How Young Adults Look Back on their Teen Facebook Use. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16)*, 1475-1487.
- C.28 Ammari, T. and **Schoenebeck, S.Y.** (2016). "Thanks for your interest in our Facebook group, but it's only for dads:" Social Roles of Stay-at-Home Dads. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16)*, 1363-1375.
- C.27 Tao Dong, Mark W. Newman, Mark S. Ackerman, and **Schoenebeck, S.Y.** (2015). Supporting Reflection Through Play: Field Testing the Home Trivia System. In *Proceedings of the ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp '15)*, 251-262.
- C.26 Ammari, T., Kumar, P., Lampe, C., and **Schoenebeck, S.Y.** (2015). Managing Children's Online Identities: How Parents Decide what to Disclose about their Children Online. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*, 1895-1904.

- C.25 Ammari, T. and **Schoenebeck, S.Y.** (2015). Understanding and Supporting Fathers and Fatherhood on Social Media Sites. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*, 1905-1914. **Best Paper Award.**
- C.24 Ammari, T. and **Schoenebeck, S.Y.** (2015). Networked Empowerment on Facebook Groups for Parents of Children with Special Needs. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*, 2805-2814.
- C.23 Kumar, P. and **Schoenebeck, S.Y.** (2015). The Modern Day Baby Book: Enacting Good Mothering and Stewarding Privacy on Facebook. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '15)*, 1302-1312.
- C.22 Ammari, T., Morris, M.R., **Schoenebeck, S.Y.** (2014). Accessing Social Support and Overcoming Judgment on Social Media among Parents of Children with Special Needs. In *AAAI International Conference on Weblogs and Social Media 2014 (ICWSM '14)*.
- C.21 **Schoenebeck, S.Y.** (2014). Giving up Twitter for Lent: How and Why we Take Breaks from Social Media. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '14)*, 773-782.
- C.20 **Schoenebeck, S.Y.** (2013). The Secret Life of Online Moms: Anonymity and Disinhibition on YouBeMom.com. In *AAAI International Conference on Weblogs and Social Media 2013 (ICWSM '13)*.
- C.19 Wyche, S.P., Forte, A., and **Schoenebeck, S.Y.** (2013). Hustling Online: Understanding Consolidated Facebook Use in an Informal Settlement in Nairobi. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '13)*, 2823-2832. **Best Paper Honorable Mention.**
- C.18 Hutto, C.J., Gilbert, E., and **Schoenebeck, S.Y.** (2013). A Longitudinal Study of Follow Predictors on Twitter. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '13)*, 821-830.
- C.17 Wyche, S.P., **Schoenebeck, S.Y.**, and Forte, A. (2013). "Facebook is a Luxury": An Exploratory Study of Social Media Use in Rural Kenya. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '13)*, 33-44.
- C.16 **Yardi, S.**, Bruckman, A. (2012). Income, Race, and Class: Exploring Socioeconomic Differences in Family Technology Use. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '12)*, 3041-3050.
- C.15 **Yardi, S.**, Bruckman, A. (2011) Social and Technical Challenges in Parenting Teens' Social Media Use. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '11)*, 3237-3246.
- C.14 DiSalvo, B., **Yardi, S.**, Guzdial, M., McKlin, T., Meadows, C. Perry, K., Bruckman, A. (2011) Young African American Men Constructing Computing Identity. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '11)*, 2967-2970.
- C.13 Dimond, J., Poole, E., and **Yardi, S.** (2010). The Effects of Life Disruptions on Home Technology Routines. In *Proceedings of the ACM Conference on Supporting Group Work (GROUP '10)*, 85-88.
- C.12 Golder, S. and **Yardi, S.** (2010). Structural Predictors of Tie Formation in Twitter: Transitivity and Mutuality. In *Proceedings of the IEEE Conference on Social Computing (SocialCom '10)*.
- C.11 **Yardi, S.** and boyd, d. (2010). Tweeting From the Town Square: Measuring Geographic Local Networks. In *Proceedings of the AAAI International Conference on Weblogs and Social Media 2010 (ICWSM '10)*.
- C.10 **Yardi, S.** and Poole, E. (2009). Please Help! Patterns of Personalization in an Online Tech Support Discussion Board. In *Proceedings of Communities and Technologies 2009 (C&T '09)*.

- C.9 **Yardi, S.**, Golder, S. and 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)*, 2071-2080.
- C.8 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 (SIGCSE '09)*.
- C.7 **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)*.
- C.6 **Yardi, S.** & Perkel, D. Understanding Classroom Culture through a Theory of Dialogism: What Happens When Cheating and Collaboration Collide? In *Proceedings of the 2007 Computer Supported Collaborative Learning Conference*, 798–807.
- C.5 **Yardi, S.** The Role of the Backchannel in Collaborative Learning Environments. In *Proceedings of the 7th International Conference of the Learning Sciences (ICLS '06)*, 852–858.
- C.4 **Yardi, S.** ClassChat: A Tool for Visualizing Backchannel Discussions. In *Informal Learning and Digital Media Conference..*
- C.3 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 (GROUP '05)*, 116–119.
- C.2 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 (GROUP '05)*, 113–115.
- C.1 Hill, B., **Yardi, S.** VERN. In the *2nd Conference on Online Deliberation: Design, Research, and Practice (DIAC '05)*.

## Journal Articles

- J.9 Tawfiq Ammari, **Sarita Schoenebeck**, Daniel Romero. (2019). Self-declared throwaway accounts on Reddit: How platform affordances and shared norms enable parenting disclosure and support. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '19)*.
- J.8 Nora McDonald, **Sarita Schoenebeck**, Andrea Forte. (2019). Reliability and Inter-rater Reliability in Qualitative Research: Norms and Guidelines for CSCW and HCI Practice. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '19)*. **Best Paper Honorable Mention.**
- J.7 Lindsay Blackwell, Jill Dimond, **Sarita Schoenebeck**, Cliff Lampe. (2018). Classification and its Consequences for Online Harassment: Design Insights from HeartMob. In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '18 Online First)*.
- J.6 Patton, D. U., MacBeth, J., **Schoenebeck, S.**, Shear, K., McKeown, K. (2018). Accommodating Grief on Twitter: An Analysis of Expressions of Grief Among Gang Involved Youth on Twitter Using Qualitative Analysis and Natural Language Processing. *Biomedical informatics insights*, 10, 1178222618763155.
- J.5 Trieu, P., Bayer, J.B., Ellison, N., **Schoenebeck, S.** (2017). Who Likes to Be Reachable? Availability Preferences, Weak Ties, and Bridging Social Capital. *Information, Communication & Society*, DOI: 10.1080/1369118X.2017.1405060.
- J.4 Bayer, J. B., Ellison, N., **Schoenebeck, S.**, Brady, E., Falk, E. B. (2017). Facebook in Context(s): Measuring Emotional Responses Across Time and Space. *New Media & Society*, 1461-4448.

- J.3 Bayer, J. B., Ellison, N., **Schoenebeck, S.**, & Falk, E. B. (2015). Sharing the Small Moments: Ephemeral Social Interaction on Snapchat. *Information, Communication & Society*, 19, 956-977.
- J.2 **Yardi, S.** and boyd, d. Dynamic Debates: An Analysis of Group Polarization over Time on Twitter. Special Issue on Persistence and Change in Social Media. In *Bulletin of Science, Technology and Society* 30(5), October 2010.
- J.1 **Yardi, S.**, Krolkowski, 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.

**Lightly-  
Reviewed  
Conference  
Papers and  
Journal  
Articles**

- c.9 Fischer, C., Fishman, B., **Schoenebeck, S.** (2018, April). Professional development in 140 characters? Analyzing Twitter as a professional learning platform for science teachers. Paper presented at the 2018 annual meeting of the American Educational Research Association, New York, NY.
- c.8 Trieu, P., Bayer, J., Ellison, N., **Schoenebeck, S.**, Falk, E. (2017, May). Who Likes to Be Reachable? Availability Preferences, Tie Strength, and Perceptions of Social Capital. Paper presented at the meeting of the International Communication Association. **Top Paper Award for the Communication and Technology division**
- c.7 Bayer, J., Trieu, P., Ellison, N., **Schoenebeck, S.**, Falk, E. (2017, May). Rejection Sensitivity Widens the Affect Gap between Strong and Weak Ties. Paper presented at the meeting of the International Communication Association.
- c.6 Bayer, J. B., Ellison, N., **Schoenebeck, S.**, Brady, E., Falk, E. B. (2015, May). Facebook in Context: Social Capital and Mood Across Time and Space. Paper presented at the meeting of the International Communication Association.
- c.5 Bayer, J. B., Ellison, N., **Schoenebeck, S.**, Falk, E. B. (2015, May). Sharing Moments on Snapchat for Short-Term Well-Being. Paper presented at the meeting of the International Communication Association.
- c.4 **Schoenebeck, S.Y.**, Bruckman, A. (2013). "If We Build it, Will They Come? Designing a Community-Based Online Site for Parents." In *Proceedings of the iConference* (iConference '13).
- c.3 Lampe, C., Resnick, P., Forte, A., **Yardi, S.**, Rotman, D., Marshall, T., Lutters, W. "Educational Priorities for Technology-Mediated Social Participation." *IEEE Computer*, November, 2010.
- c.2 **Yardi, S.**, Romero, D., Schoenebeck, G., and boyd, d. "Detecting Spam in a Twitter Network." *First Monday*. 15, 2 (Jan 2010).
- c.1 **Yardi, S.** "Technical Capital and Social Learning on the Web." *ACM Crossroads Special Issue on the Social Web*. 16, 2 (Nov. 2009), 9-11. (Invited article, not reviewed).

**Book  
Chapters**

- 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 Schroder, K. Cambridge Scholars: UK, 2008.

**Posters and  
Extended  
Abstracts**

- c.6 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).
- c.5 **Yardi, S.** (2008). "Modeling the Flow of Information in a Social Network." *ACM SIGCOMM 2008 Poster* (SIGCOMM '08).

- c.4 **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*.
- c.3 **Yardi, S.** “A Classroom Tool for Visualizing Backchannel Discussions.” In *Thinking Through New Media 2006 Conference*. Duke University.
- 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*.
- c.1 Gov, S., **Yardi, S.,** Bruckman, A. “Managing Identities Across Multiple Online Communities.” *UNC Social Software Symposium..*

**Organized Workshops and Panels**

- PW.16 Stevie Chancellor, Shion Guha, Jofish Kaye, Jen King, Niloufar Salehi, **Sarita Schoenebeck,** Elizabeth Stowell. The Relationships between Data, Power, and Justice in CSCW Research. Panel at *CSCW 2019*.
- PW.15 Neha Kumar, Shion Guha, Karrie Karahalios, David A. Shamma, Helena Mentis, **Sarita Schoenebeck,** Hilda Tellioglu. CSCW Meta. Panel at *CSCW 2019*.
- PW.14 Emma Beyers-Carlson, **Sarita Schoenebeck,** Brenda Volling. Questions and Concerns on Baby-Center about the Transition to the Second Child. In Paper Symposium “Is it Easier the Second Time? Parenting across the Transition from One Child to Two” at *Society for Research in Child Development (SRCD) 2019*.
- PW.13 Jed Brubaker, Jofish Kaye, **Sarita Schoenebeck,** Janet Vertesi. Visibility in Digital Space: Controlling Personal Information Online. Panel at *CSCW 2016*.
- PW.12 Karen E. Fisher, Eliza T. Dresang, Katie Davis, Allison Druin, **Sarita Yardi.** Digital Youth Workshop: Calling all Designers, Researchers and Policy Makers. Workshop at *iConference 2013*.
- PW.11 Bernstein, M., Conover, M., Geiger, R., Hill, B., Keegan, B., Monroy-Hernández, A., Shaw, A., **Yardi, S.,** Bruckman, A. Lessons From Deviance and Failure in Social Computing. Panel at *CHI '12*.
- PW.10 Bernstein, M., Cosley, D., DiSalvo, C., Kairam, S., Karger, D., Kriplean, T., Lampe, C., Mackay, W., Terveen, L., Wobbrock, J., **Yardi, S..** Reject Me: Peer Review and SIGCHI. Special Interest Group in *CHI '12*.
- PW.9 Rotman, D., Vieweg, S., **Yardi, S.,** Chi, E., Preece, J., Shneiderman, B., Pirolli, P., Glaisyer, T. From Slacktivism to Activism: Participatory Culture in the Age of Social Media. Special Interest Group in *CHI '11*.
- PW.8 Bruckman, A., Karahalios, K., Kraut, K., Poole, E., Thomas, J., **Yardi, S.** Research Ethics in the Facebook Era Revisited. Workshop at *CSCW '10*.
- PW.7 Discussant: Bruckman, A. Panelists: Gurzick, D., Lampe, C., Stutzman, F., **Yardi, S.** “Get Off My E-Lawn: Mulching Youth and Technology.” *CSCW '10*.
- PW.6 Discussant: Stutzman, F. Panelists: Lenhart, A., Attig, H., **Yardi, S.** 2009. “Research on Late Adopters of Social Network Sites.” *Internet Research 10.0*.
- PW.5 Bos, N., Karahalios, K., Musgrove-Chàvez, M., Poole, E., Thomas, J. C., and **Yardi, S.** (2009). Research ethics in the Facebook era: privacy, anonymity and the IRB. Special Interest Group at *CHI '09*.
- PW.4 Chair: boyd, d., Panelists: Baumer, S., Horst, H., Lange, P., Sims, C., Stephenson, R., Tripp, L., **Yardi, S.** “Growing Up Connected: Ways of Knowing through Participatory Culture.” *Society for Social Studies of Science Annual Meeting (4S '07)*.

- PW.3 Chairs: Ching, C., Kafai, Y. Panelists: **Yardi, S.**, Perkel, D. Digital Kids Describe Digital Lives. “Technobiographies: Researching Life Stories with Technology.” Interactive Symposium, 2007 American Educational Research Association (AERA ‘07).
- PW.2 Moderators: **Yardi, S.**, Bruckman, A., Panelists: Druin, A., Jeffries, R., Kafai, Y. 2007. Broadening the Field of Computing Through a Design-Based HCI Curriculum. In *Proceedings of the 2007 Grace Hopper Celebration of Women in Computing* (GHC ‘07).
- PW.1 “Designing Social Networks for New Learning Communities.” Panelists: Antin, J., Horst, J., Sims, C., Lange, P., **Yardi, S.** “Dude, that’s MySpace: Digital Media in Kids’ Everyday Lives.” *Society for Applied Anthropology* (SfAA ‘07).
- Doctoral Consortia**
- D.2 **Yardi, S.** “Teens as Designers of Social Networks.” *Communities and Technologies 2009* (CT ‘09).
- 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 ‘07)*. Sep 23 - 27, 2007. IEEE Computer Society, 272-274.
- Workshop Papers**
- w.8 Kumar, P. and **Schoenebeck, S.** (2015). “Helping Parents Manage Their Children’s Digital Footprints.” In CHI 2015 workshop: The Future of Networked Privacy: Challenges and Opportunities.
- w.7 **Schoenebeck, S.** (2014). “Developing Healthy Habits with Social Media: Theorizing the Cycle of Overuse and Taking Breaks.” In CHI 2014 workshop: Refusing, Limiting, Departing: Why We Should Study Technology Non-use.
- w.6 Liu, Z., **Yardi, S.**, and Stasko, J. (2010). “Do you know what you did last summer? Visualizing personal behavior in Google services.” In CHI 2010 workshop: Know Thyself: Monitoring and Reflecting on Facets of One’s Life.
- w.5 Golder, S., **Yardi, S.**, Marwick, M. and boyd, d. (2009). “A Structural Approach to Contact Recommendations in Online Social Networks.” In ACM SIGIR Conference on Information Retrieval (SIGIR) 2009 workshop: Search in Social Media.
- w.4 **Yardi, S.**, and Bruckman, A. (2009). “Teens as Designers of Social Networks.” In CHI 2009 workshop: Socially Mediating Technologies.
- w.3 **Yardi, S.**, Luther, K., Diakopoulos, N., and Bruckman, A. (2008). “Opening the Black Box: Four Views of Transparency in Remix Culture.” In CSCW 2008 workshop: Tinkering, Tailoring, and Mashing: The Social and Collaborative Practices of the Read-Write Web.
- w.2 **Yardi, S.**, Brzozowski, M. (2008). “Revealing the Long Tail in Office Conversations.” In CSCW 2008 workshop: What to expect from Enterprise 3.0: Adapting Web 2.0 to Corporate Reality.
- 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* (ICER ‘07).
- Book**
- 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 **Yardi, S.**) *Hanging Out, Messing Around, Geeking Out: Living and Learning with New Media*. Cambridge: MIT Press, 2009.
- Funding**
- G.6 **CHS Medium: Drawing from Theories of Justice to Respond to Online Harassment** National Science Foundation #1763297, 2018-2022 (\$909,213) (PI, Co-PIs: Cliff Lampe, JJ Prescott)



- G.5 **Mozilla**  
*Mozilla Foundation*, 2017-2018, (\$37,000) (PI)
- G.4 **CAREER: Protecting the Future of Children's Online Identities**  
*National Science Foundation #1552503*, 2016-2021 (\$549,820) (PI)
- G.3 **HCC Small: Prompting Intentional Social Media Use Among Children and Parents**  
*National Science Foundation #1318143*, 2013-2016 (\$469,519) (PI)
- G.2 **Facebook Unrestricted Gift**, 2013 (\$25,000) (PI).
- G.1 **Adolescent social connection in online environments** *University of Michigan MCubed* (\$60,000) (Co-PI)

## Teaching

### **SI 429: Online Communities**

University of Michigan, Undergraduate Class, Fall 2019: 33 students

### **SI 689: Social User Experience**

University of Michigan, Graduate Class, Winter 2017: 9 students

### **SI 529: Online Communities**

University of Michigan, Graduate Class, Winter 2018: 14 students; Winter 2017: 21 students

### **SI 422: Needs Assessment and Usability Evaluation**

University of Michigan, Undergraduate Class, Fall 2016: 49 students; Winter 2015: 52 students; Fall 2014: 39 students

### **SI 622: Evaluation of Systems and Services**

University of Michigan, Graduate Class, Winter 2015: 51 students; Winter 2014: 58 students

### **SI 582: Interaction Design**

University of Michigan, Graduate Class, Winter 2013: 35 students; Fall 2012: 34 students

### *Teaching Assistant*

**Online Communities**, Georgia Tech, Instructor: Amy Bruckman, Spring 2010

**Professional Skills**, UC Berkeley, Instructor: Larry Downes, Spring 2006

### *Guest Lectures*

**Research Methods**, UM, Instructor: Yan Chen, Spring 2016

**ICOS Big Data Summer Camp**, UM, Spring 2013, Spring 2014

**Ethics and Information Technology**, UM, Instructor: Paul Conway, Fall 2012

**Online Communities**, Georgia Tech, Instructor: Eric Gilbert, Spring 2011

**Social Aspects of Information Systems**, Drexel University, Instructor: Andrea Forte, Fall 2010

**Online Communities**, Georgia Tech, Instructor: Amy Bruckman, Spring, 2010

**Human-Computer Interaction**, University of Georgia, Instructor: Chris Plau, Fall 2009

**Human-Computer Interaction**, Georgia Tech, Instructor: James Clawson, Spring 2009

**Human-Computer Interaction**, Georgia Tech, Instructor: Chris Plau, Spring 2009

**Social Media**, UC Berkeley, Instructor: Howard Rheingold, Spring 2008

## Invited Talks

- T.21 *What's Missing When We Rely on Social Media Log Data*. Keynote Speaker. **ICWSM 2018**. Stanford, CA. June, 2018.
- T.20 *Responding to Harassing Behaviors on Social Media Sites*. **Northwestern TSB Colloquia**. Jan, 2018.
- T.19 *Protecting the Future of Childrens Identities Online*. **Iowa Informatics Initiative Symposium**. Iowa City, IA. April, 2016.



- T.18 *Should you post photos of your kids on the Internet? Anonymity and Privacy in Family Life Online.* **University of California at Santa Barbara, Computer Science Department.** Santa Barbara, CA. February, 2016.
- T.17 *Public Parenting: Judgment, Identity, and Shifting Social Movements in Online Spaces.* **University of California at Irvine, Department of Informatics.** Irvine, CA. February, 2016.
- T.16 *Supporting Parents Online.* **University of Washington, design use build (dub).** Seattle, WA. October, 2014.
- T.15 *Supporting Parents Online.* **Carnegie Mellon University, Human-Computer Interaction Institute.** Pittsburgh, PA. August, 2014.
- T.14 *“Boundary Setting in Social Media: How Parents Manage Youths Technology Use.”* School of Information and Library Science, **University of North Carolina at Chapel Hill.** Apr 30, 2012.
- T.13 *“Boundary Setting in Social Media: How Parents Manage Youth’s Technology Use.”* School of Information, **University of Michigan.** Apr 24, 2012.
- T.12 *“Social Media at the Boundaries.”* School of Informatics, **Indiana University Indianapolis.** Mar 2, 2012.
- T.11 *“Social Media at the Boundaries.”* School of Informatics and Computing, **Indiana University Bloomington.** Feb 28, 2012.
- T.10 *“Boundary Setting in Social Media: How Parents Manage Youths Technology Use.”* Social Media Collective, **Microsoft Research New England.** Feb 24, 2012.
- T.9 *“Social Media at the Boundaries.”* College of Information Sciences and Technology, **Pennsylvania State University.** Feb 7, 2012.
- T.8 *“Social Media at the Boundaries.”* The School of Information Studies, **Syracuse University.** Jan 25, 2012.
- T.7 *“Supporting Parents and Schools in Managing Teens’ Social Media Use.”* Center for Information Technology Policy, **Princeton University.** Nov 10, 2011.
- T.6 *“Parents and Social Media.”* **Summer Social Webshop.** University of Maryland, College Park. Aug 23-26, 2011.
- T.5 *“Social Networking in the Classroom: Writing Twitter Apps and other ways of Engaging Students in CS.”* **Grace Hopper Computing Teachers Workshop** (100 K12 Computer Science teachers). Atlanta, GA, Oct 2, 2010.
- T.4 *“Network Module Example: Twitter Spam Detection.”* Invited Presentation. Social Networks as an Introduction to Computer Science Workshop. **Duke University,** Durham, NC, July 8-9, 2010.
- T.3 *“Detecting Spam in a Twitter Network.”* Invited Presentation. **Twitter Engineering Team.** San Francisco, CA. Mar 23, 2010.
- T.2 *“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.
- T.1 *“Computing with a Purpose.”* Poster. **Computing at the Margins Symposium,** Atlanta, GA, May 6-7, 2009.

**Professional  
Service**

**PhD Adviser**

- Tawfiq Ammari, *Advisor*, 2014-2020 (expected)
- Lindsay Blackwell, *Co-Advisor with Cliff Lampe*, 2014-2020 (expected)
- Carol Moser, *Co-Advisor with Paul Resnick*, 2014-2020 (expected)

**PhD Committees**

- Priya Kumar, University of Maryland School of Information, Chair: Jessica Vitak, 2021
- Penny Trieu, UM Information, Chair; Nicole Ellison, 2020
- Emma Byers-Carlson, UM Psychology, Chair: Brenda Volling, 2018
- Arup Ghosh, University of Florida Computer Science, Chair: Pamela Wisniewski, 2018
- Nazanin Andalibi, Drexel College of Computing and Informatics, Chair: Andrea Forte, 2018
- Christian Fischer, UM Education, Chair: Barry Fishman, 2017
- Youyang Hou, UM Information, Chair: Cliff Lampe, 2017
- David Merritt, UM Computer Science, Chair: Mark Ackerman, 2015
- Claire Lo, UM Education, Chair: Chris Quintana, 2014
- Tao Dong, UM Information, Chairs: Mark Ackerman and Mark Newman, 2014

**Masters Thesis Adviser**

- Ashley Walker, *Advisor*, MS Tailored, 2015
- Priya Kumar, *Advisor*, MS Tailored, 2014

**Research Assistants**

- Emma Hurley, 2023, UROP
- Mckenna Forster, 2023, UROP
- Wendi Tang, 2020, BS
- Jill Davidson, 2018, Psychology
- Yu-Yin Shen, 2018, MSI
- Isabel Gao, 2017, MSI
- Colin Chèn, 2016-2018, MSI
- Kai Lukoff, REU
- Daniel Laikko, REU
- Zoè Wilkinson Saldaña, 2016, MSI
- Lauren Guldán, 2016, BSI
- Ishita Prasad, 2016, MSI
- Jingye Liu, 2016, MSI
- Prakruthi Shetty, 2016, MSI
- Kruthni Sabnis Krishna, 2016, MSI
- Fan-Ning Tei, 2015, MSI
- Alicia Napoleon, 2015, MSI
- Emma Gardiner, 2015-2016, BSI
- Vispan Boochoa, 2015, MSI
- Guanyi Fu, 2014, MSI
- Himalatha Cherukuru, 2010, MS CS
- Ravishankar Arivazhagan, 2010, MS CS
- Chandan Dasgupta, 2008, MS CS
- Susan Gov, 2007, MS CS
- Taneshia Marshall, 2007, BS CS
- Pamela Krolikowski, 2007, CRA-W DMP

**Organizing Committees**

- CSCW 2020 Papers Co-Chair
- CHI 2017 Panels Co-Chair
- CSCW 2017 Publicity Co-Chair
- ICWSM 2017 Tutorials Co-Chair
- iConference 2015 Social Media Chair

- CSCW 2014 Social Media Chair
- CSCW 2013 Fitness Co-Chair
- ICWSM 2013 Social/Publicity Chair
- CHI 2010 Social Media Chair

#### **Program Committees**

- CSCW Associate Committee, 2019
- ICWSM Senior Program Committee 2019, 2018, 2016, 2014
- WebSci Posters Committee, 2019
- CHI Workshop Committee, 2018
- CHI Associate Chair, 2015, 2014, 2013
- ICWSM Program Committee, 2015, 2011
- WWW Program Committee, 2015, 2013, 2012

#### **Associate Editor/Editorial Board**

- ACM Transactions on Social Computing
- Social Media & Society
- International Conference on Weblogs and Social Media 2019

#### **Grant Proposal Reviewing**

- National Science Foundation, 2018, 2017 (twice), 2016, 2014

#### **Academic Service**

- Dean's Advisory Committee, 2019-2020, 2016-2017, 2014-2015
- UMSI Building Committee, 2019
- Communication & Technology Faculty Search Committee, 2014-2015
- Doctoral Student Committee, 2013-2015
- HCI Faculty Search Committee, 2012-2013
- Undergraduate Committee, 2012-2013
- Student Representative, Georgia Tech Faculty Hiring Committee, 2009-2010
- Co-Coordinator, Human-Centered Computing Seminar, Spring 2009
- Judge, Georgia Tech Undergraduate Research Spring Symposium (UROP), 2008-2010
- Interviewer, Dartmouth College Alumni Undergraduate Admissions, 2005-2010
- Member, CoC Graduate Student Council, 2006-2012
- Member, Graduate Women@CC, 2006-2012
- Graduate Representative, Berkeley Educational Technology Committee, 2004-2006
- Chair, Academic Affairs Committee, UC Berkeley iSchool, 2005-200
- Executive Committee, Student Association, UC Berkeley iSchool, 2005-2006

#### **Conference Reviewing**

- CHI, 2007-20012, 2016-2018
- CSCW, 2010-2012, 2014-2017
- Hawaii International Conference on System Sciences (HICSS), 2010, 2011
- iConference, 2007-2010
- IEEE Conference on Social Computing, 2009
- ACM International Conference on Supporting Group Work (GROUP), 2009
- Association of Internet Researchers, 2008, 2009
- ACM Conference on Innovation and Technology in Computer Science Education, 2008, 2009
- WEBIST International Conference on Web Information Systems and Technology, 2008
- ACM SIGCSE Conference on Computer Science Education, 2007-2009
- Computer Supported Collaborative Learning Conference, 2005, 2007
- International Conference for the Learning Sciences, 2006

#### **Journal Reviewing**

- Journal of the Association for Information Science and Technology

- Journal of Information
- Journal of Media Psychology
- International Journal of Communication
- Interacting with Computers
- Maternal and Child Health Journal
- Journal of Adolescence
- Journal of Broadcasting Electronic Media
- Journal of Computer Mediated Communication
- Journal of Family Studies
- IEEE Security & Privacy
- ACM ToCHI
- New Media & Society
- First Monday
- Games and Culture: A Journal of Interactive Media
- Convergence: The International Journal of Research into New Media

**Professional Experience**     **School of Interactive Computing, Georgia Institute of Technology**  
*Graduate Research Assistant, Fall 2006-Summer 2012*

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

**Social Computing Group, HP Labs Palo Alto**  
*Research Associate, Summer 2008*

**Digital Youth Group, MacArthur Foundation**  
*Graduate Student Researcher, Spring 2005 - Summer 2006*

**School of Information, UC Berkeley**  
*Graduate Student Researcher, May 2006 - July 2006*

**Medical Informatics Group, UCSF Positive Health Program**  
*User Interface Designer, Jun 2005 - Aug 2005*

**Other Service**     *Respond, Inc., Boston, MA, Sep 2002 - Jun 2004*

- Weekly volunteer at women's domestic violence shelter
- Completed 35 hours of domestic violence training

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

- Taught tennis and life skills to urban youth

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

- Bi-weekly tutor and tennis instructor

**Public Outreach**

**Invited Talks**

- O.12 *Social media use and families.* Emerson School. Ann Arbor, MI. Feb 9, 2017.
- O.11 *Social media use and families.* Eberwhite School. Ann Arbor, MI. Jan 18, 2017.
- O.10 *Family centered approaches to managing technology and social media.* Parent Education Series. Chelsea, MI. Nov 20, 2016.

- O.9 *Families and Technology*. Temple Beth Emeth Parent Education Workshop. Ann Arbor, MI. Oct 22, 2016.
- O.8 *Social Media and Adolescents*. Ann Arbor Public School District Counseling Parent Presentation. Ann Arbor, MI. Sep 15, 2016.
- O.7 *Social Media and your Child*. Ann Arbor First Congregational Church. Ann Arbor, MI. Feb 7, 2016.
- O.6 *Adults, Technology, and Social Media*. Partners Against Domestic Violence Summit. Atlanta, GA. Feb 19, 2011.  
*Privacy and Identity Online*. Lovett Upper School Panel. Oct 7, 2010.
- O.4 *Social Networks and Privacy*. The Lovett School Parent Group. Atlanta, GA. Jan 20, 2010.
- O.3 *Social Networks, the Internet, and Computing*. Atlanta Girls School. Atlanta, GA. Mar 25, 2009.
- O.2 *New Dimensions of Well-Being: Connecting Older Adolescents to their Communities*. 100 Voices: A Policy Institute. Carter Center. Atlanta, GA. Sep 26, 2007.
- O.1 *Teen Social Media Use*. Breakthrough Atlanta Parent Orientation. Atlanta, GA. June, 2007.

### Media Coverage

- M.8 Stateside Staff. Facebook friends with your child? Tread carefully. Michigan Radio. Feb 8, 2017.
- M.7 Selected media coverage of [C.30]:
  - KJ Dell’Antonia. Don’t Post About Me on Social Media, Children Say. *The New York Times*. Mar 8, 2016.
  - Children want parents to put their phones down at mealtimes and stop posting photos online. *The Telegraph*. Mar 11, 2016.
  - Kids to Parents: Stop Sharing Pictures of Us on Social Media. *TIME Magazine*. Mar 10, 2016.
  - A. Pawlowski. Kids worry about parents oversharing on social media, study finds. NBC TODAY Show. Mar 17, 2016.
  - Tia Ghose. OMG, Mom! Tech rules kids wish parents would follow. CBS News. Mar 14, 2016.
  - Kids to Parents: Don’t Post About Me on Social Media. ABC News. Mar 11, 2016.
- M.6 Selected coverage of [J.3]:
  - Rachel Simmons. Why Your Kids Love Snapchat, and Why You Should Let Them. *The New York Times*. Nov 5, 2015.
  - Drew Harwell. Snapchat wants to turn your life into a commercial. *The Washington Post*.
  - Damon Beres. Science Says Snapchat Makes You Happy. *The Huffington Post*. Oct 30, 2015.
  - Richard Gray. Does Snapchat make you happier than Facebook? Photo-sharing app is the most rewarding social network, study claims. *Daily Mail*. Oct 26, 2015.
  - Julia Frank. This study says Snapchat makes you happy. *Vogue Australia*. Nov 3, 2015.
  - Megan Friedman. Snapchat Makes People Happier Than Any Other Social Network. *Seventeen Magazine*. Oct 27, 2015.
  - Kylie Gilbert. The Best Social Media App for Your Happiness. *Shape Magazine*. Oct 28, 2015.
- M.6 Krissah Thompson. Michelle Obama danced with a turnip and knows how to tbt. Can her savvy help her kids use social media?. *The Washington Post*. January 14, 2015.
- M.5 Selected coverage of [C.23].
  - Lisa Pollack. Motherhood, pre-midlife crises and social messaging. *Financial Times*. January 6, 2015.
  - Linda Geddes. Why posting pictures of your kids on facebook could come back to haunt you. *The Daily Telegraph Australia*. Nov 1, 2014.
  - Linda Geddes. Does sharing photos of your children on Facebook put them at risk? *the guardian*. 20 September, 2014.

- Elise Hu. What Those Baby Photos On Social Media Can Teach Us About Moms. NPR. May 23, 2014.
- M.4 Alexis C. Madrigal. AMA: How a Weird Internet Thing Became a Mainstream Delight. *The Atlantic*. January 7, 2014.
- M.3 Stateside Staff. It's time to unplug during the holidays. Michigan Radio. December, 18, 2013.
- M.2 Selected coverage of [C.18]:
- Caitlin Dewey. How Twitter makes the political echo chamber worse. *The Washington Post*. September 3, 2013.
- Steve Cooper. Grow Your Twitter Followers By Being Nice And Informative. *Forbes*. February 27, 2013.
- Alyson Shontell. 14 Proven Ways To Get Tons Of Followers On Twitter. *SF Gate*. February 27, 2013.
- Richard Holt. Twitter: how to get more followers. *Telegraph*. February 27, 2013.
- Craig Kanally. Study on How to Get More Twitter Followers: Be Positive, Informative. *Huffington Post*. February 26, 2013.
- Jeff Sonderman. Science reveals what really increases Twitter followers. *Poynter*. February 26, 2013.
- M.1 Daniel Terdiman. Creativity Explodes on Chatroulette. CNET news. March 26, 2010.
- Matthew Ingram. Hate Chatroulette? Then You Hate the Internet. Salon.com. February 22, 2010.
- Olivia Lichtenstein. Chatroulette: Is new teenage website the most disturbing internet craze yet? *Daily Mail*. April 26, 2010.
- Nick Bilton. The Surreal World of Chat Roulette. *The New York Times*. February 21, 2010.