My research covers areas of Social Media, Social Computing, and HCI. I use qualitative and quantitative approaches to study boundary setting in social media, or how people navigate social media use in their daily lives. I’m particularly interested in families—parents and youth—and how they use technology in home and school contexts. Drawing on a variety of methods including in-depth fieldwork, log file analysis, and real-world deployments, I’ve shown how constraints like time, attention, and attitudes impact people’s relationships with technology and each other.


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). Indiana University, IN, USA, June 27-July 1, 2006. (46% acceptance rate)


C.1 Hill, B., Yardi, S. “VERN.” In the 2nd Conference on Online Deliberation: Design, Research, and Practice (DIAC ’05), Stanford University, Palo Alto, CA. May, 2005. (unknown acceptance rate)

Journal Articles (Peer-reviewed)


Book Chapters (Peer-reviewed)


Posters and Extended Abstracts (Lightly Reviewed)


Organized Workshops and Panels (Lightly Reviewed)


Panelist


**Workshop Papers**


**Book**


**Grants and Awards**

*HCC Small: Prompting Intentional Social Media Use Among Children and Parents, 2013-2016 ($469,519)*

- National Science Foundation award #1318143
- Sarita Yardi Schoenebeck (PI).

*Adolescent social connection in online environments, 2012-2014 ($60,000)*

- University of Michigan MCubed
- Nicole Ellison (Co-PI), Emily Falk (Co-PI), Sarita Yardi (Co-PI).

*NSF Webshop on Technology Mediated Social Participation, College Park, MD, Aug 23-26, 2011 (full funding)*
NSF Culture and IT Symposium, Seattle, WA, May 6-7, 2011 (full funding)

Grace Hopper K-12 Computing Education Workshop, Atlanta, GA, Oct 2, 2010 (full conference funding)

Social Networks as an Introduction to Computer Science, NSF Workshop. Durham, NC, July 8-9, 2010 ($1,500.00)

Consortium for the Science of Socio-Technical Systems (CSST), Stevenson, WA, June 13-17, 2010 (full funding)

Technology Mediated Social Participation. NSF Workshop. Ballston, VA, Apr 22-23, 2010 ($1,000.00)

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

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


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

2008 Google Anita Borg Scholarship ($10,000)

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)


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

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

Co-Captain Varsity Women’s Tennis Team, selected by team vote, 2001-2002

Agnes B. Kurtz Award, Dartmouth College, 2002

Record for most tennis matches played in Dartmouth Women’s Tennis history (206)

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Teaching and Guest Lectures


“SI 422: Needs Assessment and Usability Evaluation.” Undergraduate class, University of Michigan, Winter 2015 (52 students).

“SI 422: Needs Assessment and Usability Evaluation.” Undergraduate class, University of Michigan, Fall 2014 (39 students).


“SI 582: Interaction Design.” Graduate class, University of Michigan, Fall 2012 (35 students).


Teaching Assistant, Online Communities, Spring 2010, Georgia Tech, Instructor: Amy Bruckman (29 students).

“Social Networks and Ego Networks.” Guest Lecture. Online Communities grad/undergrad class, Georgia Tech, Instructor: Amy Bruckman. Apr 6, 2010 (29 students).

“Science of Networks and Social Networks.” Guest Lecture. Human-Computer Interaction undergraduate class, University of Georgia, Instructor: Chris Plaue. Nov 11, 2009 (150 students).


“Do online social networks enable new forms of production.” Guest Lecture. Social Media undergraduate class, UC Berkeley, Instructor: Howard Rheingold. May 2, 2008 (35 students).

Teaching Assistant, Professional Skills, Spring 2006, UC Berkeley, Instructor: Larry Downes (32 students).

Invited Presentations and Talks


T.14 “Supporting Parents and Schools in Managing Teens’ Social Media Use.” Center for Information Technology Policy, Princeton University. Nov 10, 2011.


T.7 “Social Networks and Privacy.” The Lovett School Parent Group (50 7th grade parents), Atlanta, GA. Jan 20, 2010.


T.1 “Teen Social Media Use.” Breakthrough Atlanta Parent Orientation. (100+ middle school parents), Atlanta, GA. June, 2007.

Professional Service

Student Advising

University of Michigan
- Advisor, Tawfiq Ammari, PhD (work resulted in C.23, C.25-27, C.29)
- Co-Advisor with Cliff Lampe, Lindsay Blackwell, PhD (work resulted in C.30, C.32)
- Co-Advisor with Katharina Reinecke, Carol Moser, PhD
- Advisor, Guanyi Fu, MS HCI
- Advisor, Priya Kumar, MS Tailored (work resulted in C.24, C.27)
- Advisor, Emma Gardiner, UG Informatics (work resulted in C.32)
- Advisor, Sharon Faktor, UG Psychology

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

Program Committees
• CHI 2016 Program Committee, Associate Chair
• WWW 2015 Program Committee
• ICWSM 2015 Program Committee, Social Media Chair
• iConference 2015 Program Committee, Social Media Director
• ICWSM 2014 Program Committee, Senior Program Committee and Social Media Chair
• CHI 2014 Program Committee, Associate Chair
• CSCW 2014 Program Committee, Social Media Chair
• ICWSM 2013 Program Committee, Social/Publicity Chair
• CHI 2013 Program Committee, Associate Chair
• WWW 2013 Program Committee
• CSCW 2013 Program Committee, Fitness Chair
• WWW 2012 Program Committee
• CHI 2012 Program Committee, Works-In-Progress Associate Chair
• ICWSM 2011 Program Committee
• CHI 2011 Program Committee, Works-In-Progress Associate Chair
• CHI 2010 Program Committee, Social Media Chair

Academic Service
University of Michigan
• Dean’s Advisory Committee (2014-2015)
• Communication & Technology Faculty Search Committee (2014-2015)
• Doctoral Student Committee (2013-2015)
• HCI Faculty Search Committee (2012-2013)
• Undergraduate Committee (2012-2013)

Georgia Tech
• Student Representative, Georgia Tech Faculty Hiring Committee, ‘09-‘10
• Co-Coordinator, Human-Centered Computing Seminar, Spring 2009
• Judge, Georgia Tech Undergraduate Research Spring Symposium (UROP), (‘08, ‘09, ‘10)
• Interviewer, Dartmouth College Alumni Undergraduate Admissions, (‘05, ‘06, ‘07, ‘08, ‘09, ‘10)
• Member, CoC Graduate Student Council, Fall ‘06 - present
• Member, Graduate Women@CC, Fall ‘06 - present
• Graduate Representative, Berkeley Educational Technology Committee, Sep ‘04 - May ‘06
• Chair, Academic Affairs Committee, UC Berkeley iSchool, Jan ‘05 - Jan ‘06
• Executive Committee, Student Association, UC Berkeley iSchool, Jan ‘05 - May ‘06

Conference Reviewing
• CSCW (‘10,’11, ‘12, ‘13, ‘15, ‘16)
• HICSS (‘10,’11)
• iConference (‘07, ‘08, ‘09, ‘10)
• IEEE Conference on Social Computing (‘09)
• GROUP (‘09)
• Association of Internet Researchers (‘08, ‘09)
• ACM Conference on Innovation and Technology in Computer Science Education (‘08, ‘09)
• WEBIST International Conference on Web Information Systems and Technology (‘08)
• ACM SIGCSE Conference on Computer Science Education (‘07, ‘08, ‘09)
• Computer Supported Collaborative Learning Conference (‘05, ‘07)
• International Conference for the Learning Sciences (‘06)
Journal Article Reviewing
- Journal of Social Media & Society
- 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
- Research with Dr. Amy Bruckman
- Studied and deployment ParentNet to understand how parents manage youth social media use

Social Media Group, Microsoft Research New England
Research Intern, Summer 2009
- Worked with Dr. danah boyd
- Examined group corroboration and spread of information on Twitter

Social Computing Group, HP Labs Palo Alto
Research Associate, Summer 2008
- Worked with Dr. Bernardo Huberman and Scott Golder
- Studied attention economy in corporate blogosphere using log file analysis and interviews

Digital Youth Group, MacArthur Foundation
Graduate Student Researcher, Spring 2005 - Summer 2006
- Ethnographic field studies exploring how youth use digital media in their everyday lives

School of Information, UC Berkeley
Graduate Student Researcher, 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

Medical Informatics Group, UCSF Positive Health Program
User Interface Designer, Jun 2005 - Aug 2005
- Developed system-wide upgrade to ASP.NET on HIV/AIDS Electronic Medical Record system
- Conducted comparative analysis of EMR systems, provided technical recommendations

Yardi Systems, Inc., Boston, MA
Programmer, 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

Cooperative Research Centre for Sensor Signal and Information Processing, U. of Queensland
Research Intern, Fall 2000
- 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

**Expertelligence, Inc., Santa Barbara, CA**

*Internet Researcher, Jun 1999 - Aug 1999*

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

**Membership**

- ACM Computer Human Interaction (SIGCHI)
- IEEE Computer Society
- IEEE Society on Social Implications of Technology
- ACM Computer Science Teachers Association (CSTA)

**Other Service**

*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
• Completed 35 hours of domestic violence training

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

• Taught tennis and life skills to inner city youth in summer program

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

• Bi-weekly tutor and tennis instructor

**Selected Coverage**


M.19 Linda Geddes. *Does sharing photos of your children on Facebook put them at risk?*. the guardian. 20 September, 2014.


M.11 Alyson Shontell. 14 Proven Ways To Get Tons Of Followers On Twitter. SF Gate. February 27, 2013.


