

KATHARINA REINECKE CURRICULUM VITAE

Assistant Professor
Computer Science & Engineering
University of Washington

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EMPLOYMENT

- Assistant Professor** *August 2015 – now*
Computer Science and Engineering
University of Washington
- Adjunct Assistant Professor** *September 2016 – now*
Human-Centered Design and Engineering
University of Washington
- Assistant Professor** *Jan 2014 – July 2015*
School of Information (courtesy appointment in Computer Science)
University of Michigan

EDUCATION

- Postdoctoral Fellow** *Nov 2010 – Nov 2013*
Intelligent and Interactive Systems Group, School of Engineering and Applied Sciences
Harvard University, USA (with Prof. Krzysztof Gajos)
- Ph.D., Computer Science (*summa cum laude*)** *May 2010*
Department of Informatics, University of Zurich, Switzerland
Advisor: Prof. Abraham Bernstein
External Advisor: Anthony Jameson, PhD (German Research Center for Artificial Intelligence)
Thesis title: “Culturally Adaptive User Interfaces”
- Diploma in Computer Science (*high distinction, comparable to M.Sc.*)** *March 2006*
Computer Science Department, University of Koblenz, Germany
Advisors: Prof. Jürgen Krause, Prof. Dieter König
Thesis title: “A Learning Platform for Agricultural Advisers in Rwanda”

HONORS & AWARDS

- Madrona Prize**
Recognizing Augury as the research project with the best commercialization value within UW CSE, 2017.
- Best Paper Award**
International Conference on Human Factors in Computing Systems (CHI), recognizing [C21], 2017.
- Best Paper Award**
International Conference on Human Factors in Computing Systems (CHI), recognizing [C18], 2016.
- Best Paper Honorable Mention Award**
International Conference on Computer Supported Cooperative Work (CSCW), recognizing [C15], 2015.
- European Research Paper of the Year 2014**
Awarded by the European network of 4300 CIOs at CIO city 2014 (www.ciocity.com), recognizing [J2], 2014.
- Best Paper Honorable Mention Award**
International Conference on Human Factors in Computing Systems (CHI), recognizing [C12], 2013.

Best Paper Award

International Conference on Human Factors in Computing Systems (CHI), recognizing [C11], 2013.

Mercator Prize

First prize for research excellence awarded by the Mercator Foundation Switzerland, recognizing [T2], 2011.

Finalist for the ACM Best Dissertation Award

Joint award of the German Chapter of the ACM and the German, Swiss, and Austrian Associations for Computer Science, recognizing [T2], 2010.

Best Paper Award

International Conference on User Modeling, Adaptation, and Personalization, recognizing [C6], 2009.

Swiss Computer Science Challenge Award

First prize for the approach to “Cultural Adaptivity for User Interfaces” awarded by the Hasler Foundation and Empa/ETH Zurich, 2008.

Best Student Award

International Semantic Web Conference, Doctoral Consortium, recognizing [D1], 2007

FELLOWSHIPS & GRANTS

Microsoft Grant

Big Data in Dyslexia Assessment, Co-Pled with Jason Yeatman from the UW Speech and Hearing Sciences, \$100,000, 2018-2019

CoMotion Innovation Fund

Augury project, \$50,000, 2018-2019

Adobe Data Science Research Award

Data-Driven Prediction of Website Trustworthiness Around the World, \$49,500, 2017

NSF CAREER Award

Cyber-Human Systems, *CAREER: Data-Driven User Interface Designs for Culturally Diverse Groups*, \$556,000, 2016-2022

Edmunds Gift

Augury project, \$10,000, 2016

Microsoft Grant

Assessing Color Differentiability Through LabintheWild, \$30,000, 2015-2016

Google Faculty Research Award

Predicting Visual Appeal and User Engagement, \$81,201, 2014-2015.

Advanced Research Fellowship

Swiss National Science Foundation, \$47,000, 2013-2014.

Mind/Brain/Behavior Faculty Awards

Harvard University, research grant for the LabintheWild project co-authored with Prof. Gajos (Computer Science Department) and Prof. Nakayama (Department of Psychology), 2012-2013.

Research Fellowship

Swiss National Science Foundation, ~\$90,000, 2011-2013.

Research Fellowship

Hasler Foundation, co-authored with Prof. Bernstein, ~\$60,000, 2010-2011.

Research Fellowship

Hasler Foundation, co-authored with Prof. Bernstein, ~\$111,000, 2008-2010.

Research Fellowship

University of Zurich, ~\$59'000, 2008-2009.

Research Scholarship

Granted for six months research in Butare/Kigali, Rwanda by the German Academic Exchange Service, 2005.

PUBLICATIONS¹

Refereed Journal Articles

[J3] A. Jameson, B. Berendt, S. Gabrielli, C. Gena, F. Cena, F. Venero, & **K. Reinecke**, Choice architecture for human-computer interaction. Foundations and Trends in Human-Computer Interaction, 7(1-2), pages 1-235, 2014. Citation Count: 22

[J2] **K. Reinecke**, A. Bernstein, "Knowing What a User Likes – a Design Science Approach to Interfaces that Automatically Adapt to Culture", MIS Quarterly, 2013. Citation Count: 115 **EUROPEAN RESEARCH PAPER OF THE YEAR AWARD**

[J1] **K. Reinecke**, A. Bernstein, "Improving Performance, Perceived Usability, and Aesthetics with Culturally Adaptive User Interfaces", ACM Transactions on Computer-Human Interaction (ToCHI), 18(2), 2011. Citation Count: 159

Refereed Conference Papers

[C31] Q. Li*, K. Gajos, and **K. Reinecke**, "Disability Studies With Online Volunteers", ACM SIGACCESS Conference on Computers and Accessibility, ASSETS, 2018. (to appear)

[C30] E. Jun*, M. Arian*, and **K. Reinecke**, "The Potential for Scientific Outreach and Learning in Mechanical Turk Experiments", Learning at Scale, 2018. (to appear)

[C29] M. Nordhoff, T. August*, N. Oliveira, and **K. Reinecke**, "A Case for Design Localization: Diversity of Website Aesthetics in 44 Countries", Human Factors in Computing Systems (CHI), 2018.

[C28] D. Bragg*, C. Bennett*, **K. Reinecke**, and R. Ladner, "A Large Inclusive Study of Human Listening Rates", Human Factors in Computing Systems (CHI), 2018.

[C27] J. Yaaqoubi* and **K. Reinecke**, "The Use and Usefulness of Cultural Dimensions in Product Development", Case Study, Human Factors in Computing Systems (CHI), 2018.

[C26] E. Jun*, G. Hsieh, and **K. Reinecke**, "Motivation Affects Levels of Attention, Dropouts, and Study Performance on Volunteer-based Online Experiments," Proc. of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW), 2017.

[C25] Y. Kim*, **K. Reinecke**, and J. Hullman, "Data Through Others' Eyes: The Impact of Visualizing Others' Expectations on Visualization Interpretation", IEEE InfoVis, 2017

[C24] N. Oliveira, E. Jun*, and **K. Reinecke**, "Citizen Science Opportunities in Volunteer-Based Online Experiments", Human Factors in Computing Systems (CHI), 2017. Acceptance: 25%. Citation count: 6

[C23] C. Moser*, C. Phelan*, P. Resnick, S. Schoenebeck, and **K. Reinecke**, "No Such Thing as Too Much Chocolate: Evidence Against Choice Overload in E-Commerce", Human Factors in Computing Systems (CHI), 2017. Acceptance: 25%. Citation count: 1

[C22] B. Huber*, **K. Reinecke**, and K.Z. Gajos, "The Effect of Performance Feedback on Social Media Sharing at Volunteer-Based Online Experiment Platforms", Human Factors in Computing Systems (CHI), 2017. Note (4 pages). Acceptance: 25%. Citation count: 1

[C21] Y. Kim*, **K. Reinecke**, and J. Hullman, "Explaining the Gap: Visualizing One's Predictions Improves Recall and Comprehension of Data", Human Factors in Computing Systems (CHI), 2017. Acceptance: 25%. Citation count: 6. **BEST PAPER AWARD**

¹ All citation counts are from Google Scholar as of June 4, 2018.

* Indicates co-authors who were students at the time of publication.

- [C20] D. Romero, **K. Reinecke**, and L. Robert, "The Influence of Early Respondents: Information Cascade Effects in Online Event Scheduling", ACM International Conference on Web Search and Data Mining (WSDM), 2017. Citation count: 1
- [C19] N. Abilio*, Andrade, N. and **K. Reinecke**, "Participation Differences in Q&A Sites Across Countries: Opportunities for Cultural Adaptation", Nordic Conference on Human-Computer Interaction (NordiCHI), 2016. Acceptance: 25%. Citation count: 2
- [C18] **K. Reinecke**, D. Flatla, and C. Brooks, "Enabling Designers to Foresee Which Colors Users Cannot See", Human Factors in Computing Systems (CHI), 2016. Acceptance: 23.4%. Citation count: 8 **BEST PAPER AWARD**
- [C17] C. Moser*, S. Yardi Schoenebeck, and **K. Reinecke**, "Technology at the Table: Attitudes about Mobile Phone Use at Mealtimes", Human Factors in Computing Systems (CHI), 2016. Acceptance: 23.4%. Citation count: 17
- [C16] L. Harrison*, R. Chang, **K. Reinecke**, "Infographic Aesthetics: The First Impression Counts", Human Factors in Computing Systems (CHI), 2015. Acceptance: 18%. Citation count: 41
- [C15] **K. Reinecke**, K. Z. Gajos "LabintheWild: Conducting Large-Scale Online Experiments With Uncompensated Samples", Computer Supported Cooperative Work (CSCW), 2015, 15 pages. Acceptance: 28.3%. Citation count: 33, **HONORABLE MENTION AWARD**
- [C14] **K. Reinecke**, K. Z. Gajos "Quantifying Visual Preferences Around the World", Human Factors in Computing Systems (CHI), 2014. Acceptance: 22.8%. Citation count: 64
- [C13] P. Guo, **K. Reinecke**, "Demographic Differences in How Students Navigate Through MOOCs", ACM Conference on Learning at Scale, 2014. Acceptance: 35%. Citation count: 147
- [C12] **K. Reinecke**, T. Yeh, L. Miratrix, Y. Zhao*, M. Rahmatri*, J. Liu*, K. Z. Gajos, "Predicting Users' First Impressions of Website Aesthetics With a Quantification of Perceived Visual Complexity and Colorfulness", Human Factors in Computing Systems (CHI), 2013. Acceptance: 20%. Citation count: 142, **HONORABLE MENTION AWARD**
- [C11] D. Flatla*, **K. Reinecke**, C. Gutwin, K. Z. Gajos, "Preserving Subjective Responses to Website Color Schemes Through Automatic Recoloring", Human Factors in Computing Systems (CHI), 2013. Acceptance: 20%. Citation count: 22, **BEST PAPER AWARD**
- [C10] S. Komarov*, **K. Reinecke**, K. Z. Gajos, "Crowdsourcing Performance Evaluations", Human Factors in Computing Systems (CHI), 2013. Acceptance: 20%. Citation count: 88
- [C9] **K. Reinecke**, M. K. Nguyen*, A. Bernstein, M. Naef, K. Z. Gajos, "Doodle Around the World: Online Scheduling Behavior Reflects Cultural Differences in Time Perception and Group Decision-Making", Computer Supported Cooperative Work (CSCW), 2013. Citation count: 59
- [C8] K. Z. Gajos, **K. Reinecke**, C. Herrmann "Accurate Measurements of Pointing Performance from In Situ Observations", Human Factors in Computing Systems (CHI), 2012. Acceptance: 23%. Citation count: 15
- [C7] A. Jameson, S. Gabrielli, P. O. Kristensson, **K. Reinecke**, F. Cena, C. Gena, and F. Vernero, "How Can We Support Users' Preferential Choice?", Human Factors in Computing Systems (CHI), alt.chi, 2011. Citation count: 11
- [C6] **K. Reinecke**, A. Bernstein, "Tell me Where You've Lived and I'll Tell You What You Like: Adapting Interfaces to Cultural Preferences", User Modeling, Adaptation, and Personalization (UMAP), 2009. Acceptance: 26.1%. Citation count: 27, **BEST PAPER AWARD**
- [C5] **K. Reinecke**, A. Bernstein, S. Hauske, "To Make or to Buy? Sourcing Decisions at Zurich Cantonal Bank", International Conference on Information Systems (ICIS), 2008. Acceptance: 20%
- [C4] **K. Reinecke**, A. Bernstein, "Predicting User Interface Preferences of Culturally Ambiguous Users", Human Factors in Computing Systems (CHI), Extended Abstracts, 2008. Citation count: 24
- [C3] **K. Reinecke**, A. Bernstein, "Culturally Adaptive Software: Moving Beyond Internationalization", HCI International 2007, Springer. Citation count: 43

[C2] H. Topcuoglu, **K. Reinecke**, S. Hauske, A. Bernstein, "CaseML - Enabling Multifaceted Learning Scenarios with a Flexible Markup Language for Business Case Studies", EdMedia, 2007.

[C1] **K. Reinecke**, H. Topcuoglu, S. Hauske, A. Bernstein, "Flexibilisierung der Lehr- und Lernszenarien von Business-Fallstudien durch CaseML", DeLFI 2007, Lecture Notes in Informatics.

Other Refereed Publications, Posters, Demos, and Workshops

[P2] K.Z. Gajos, **K. Reinecke**, M. Donovan, J. Schmahmann, and A.S. Gupta, "Machine Prediction of Ataxia Severity and Class from a Simple Mouse-based Computer Task", Annual Ataxia conference, 2018.

[W3] J. Hartshorne, J. R. De Leeuw, L. Germine, **K. Reinecke**, and M. Jennings, "Massive Online Experiments in Cognitive Science", Workshop at the Annual Meeting of the Cognitive Science Society (CogSci), 2018 (to appear).

[D2] N. Oliveira, E. Jun*, T. Croxson, K. Z. Gajos, and **K. Reinecke**, "LabintheWild: How do Design Uncompensated, Feedback-driven Online Experiments", Computer Supported Cooperative Work and Social Computing (CSCW) Companion, 2017. Demo.

[P1] T. Ye*, **K. Reinecke**, and L. Robert, "Personalized Feedback Versus Money: The Effect on Reliability of Subjective Data in Online Experimental Platforms", Computer Supported Cooperative Work and Social Computing (CSCW) Companion, 2017. Poster.

[W3] C. Sturm, A. Oh, S. Linxen*, J. Abdelnour-Nocera, S. Dray, **K. Reinecke**, "How WEIRD is HCI? Extending HCI Principles to other Countries and Cultures", Workshop to be organized for Human Factors in Computing Systems (CHI), 2015.

[W2] P. Hinds, **K. Reinecke**, "Advancing Methodologies for Cross-Cultural Studies of Collaborative Systems", Workshop organized for Computer Supported Cooperative Work and Social Computing (CSCW), 2014.

[W1] **K. Reinecke**, D. Flatla, E. T. Solovey, C. Gutwin, K. Z. Gajos, J. Heer, "Many People, Many Eyes: Aggregating Influences of Visual Perception on User Interface Design", Workshop organized for Human Factors in Computing Systems (CHI), 2013.

WP2] **K. Reinecke**, K. Z. Gajos, "One size fits many Westerners: How Cultural Abilities Challenge UI Design", Workshop on Dynamic Accessibility: Accommodating Differences in Ability and Situation, CHI, 2011.

[D1] **K. Reinecke**, A. Bernstein, P. Minder, "MOCCA - A System That Learns and Recommends Visual Preferences Based on Cultural Similarity", International Conference on Intelligent User Interfaces (IUI), Demo, 2011.

[B1] **K. Reinecke**, S. Schenkel, A. Bernstein, "Modelling a User's Culture", In: The Handbook of Research in Culturally-Aware Information Technology: Perspectives and Models ", IGI Global, 2010. Citation Count: 39

[DC2] **K. Reinecke**, "Culturally Adaptive User Interfaces", Doctoral Consortium of the International Conference of Information Systems (ICIS). Phoenix, USA, 2009.

[DC1] **K. Reinecke**, "Cultural Adaptivity for the Semantic Web", Doctoral Consortium at the 6th International Semantic Web Conference, 2007; Lecture Notes in Computer Science, Springer. **BEST STUDENT AWARD**

[WP1] **K. Reinecke**, G. Reif, A. Bernstein, "Cultural User Modeling With CUMO: An Approach to Overcome the Personalization Bootstrapping Problem", Workshop on Cultural Heritage Systems in the Semantic Web, 2007; Lecture Notes in Computer Science. Citation Count: 23

Other Articles

[J2] **K. Reinecke**, "Automatic Adaptation of User Interfaces to Cultural Preferences", it - Information Technology, 54(2), 2012.

[B2] **K. Reinecke**, "Kulturell-Adaptive Benutzeroberflaechen", Chapter in Distinguished Dissertations in Computer Science 2010 ("Ausgezeichnete Informatikdissertationen"), GI and the German Chapter of the ACM, 2011.

Theses

[T2] **K. Reinecke**, "Culturally Adaptive User Interfaces", PhD thesis, University of Zurich, 2010.

[T1] **K. Reinecke**, "A Learning Platform for the Education of Agricultural Advisors in Rwanda", Diploma Thesis, Computer Science Department, University of Koblenz, 2005.

TEACHING EXPERIENCE

Instructor

CSE 441: Human-Computer Interaction Capstone (co-taught with Audrey Desjardin and DES372) Spring 2018

CSE 440: Introduction to HCI, University of Washington, Winter 2018

CSE 440: Introduction to HCI, University of Washington, Spring 2017

CSE 590: Privacy and Security Around the World (co-taught with Tadayoshi Kohno and Franziska Roesner), University of Washington, Winter 2017

CSE 599H: Crowdsourcing and HCI Research at Scale, University of Washington, Winter 2017

CSE 440: Introduction to HCI, University of Washington, Spring 2016

SI 710: HCI Research at Scale, University of Michigan, Winter 2015

SI 543: Programming I: Java for Android, University of Michigan, Fall 2014

SI 582: Interaction Design, University of Michigan, Winter 2014

Citizen School Teacher

Dever-McCormack Middle School, Dorchester, MA, USA

Curriculum development and teaching of a class on website development as part of CodeEd (codeed.org)

January - May 2012

Guest Lecturer

ENGR 598: Preparing for Academic Careers in Engineering, University of Washington, 2017

CSE 190, Direct Admission Seminar, University of Washington, "LabintheWild", November 2016

CSE 510, Advanced Topics in HCI, "Extending HCI Principles to Other Cultures and Countries", February 2016

CS 179: Design of Usable Interactive Systems, Harvard School of Engineering and Applied Sciences, "Designing Across Cultures", April 2012

CS 179: Design of Usable Interactive Systems, Harvard School of Engineering and Applied Sciences, "Designing Across Cultures", April 2011

Visiting Lecturer

Computer Science Department, National University of Rwanda, Butare, Rwanda

Taught a course on the integration of Human-Computer Interaction into the Software Engineering Lifecycle, attended by 57 master's students.

May - June 2009

Teaching Assistant

ETH Zurich and University of Zurich, Switzerland

Executive MBA

Included the preparation of teaching material and organization of courses.

Winter term 08/09

Teaching Assistant

Business Administration and Economics Faculty, University of Zurich, Switzerland

Course "Computer Science for Business Administration and Economics Students" (~800 students).

Included organisation and supervision of 12 tutors and 14 teaching assistants.

Winter term 07/08 and 08/09

Teaching Assistant

Business Administration and Economics Faculty, University of Zurich, Switzerland
Course “Computer Science for Business Administration and Economics Students” (~600 students).
Organisation and supervision of 9 tutors and teaching assistants.

Winter term 06/07

Visiting Lecturer

Computer Science Department, National University of Rwanda, Butare, Rwanda
Taught “Introduction to programming in Java”, 18 2nd-year students.

March – May 2005

MENTORING EXPERIENCE

Individual People Management/Supervision

University of Washington, Department of Computer Science & Engineering, Seattle, WA, USA

- Tal August, 1st-year PhD student, August 2017-today
- Qisheng Li, 1st-year PhD student, September 2017-today
- Ridley Jones, co-advised with Gary Hsieh, September 2017-today
- Eunice Jun, 2nd-year PhD student, August 2016-today
- Kyle Thayer, 4th year PhD student, September 2015-today (co-advised with Andy Ko)
- Manuel Nordhoff, visiting research scientist, January 2017-today
- Blue Joe, undergraduate, December 2016-today
- Dean Barlan, undergraduate, August 2016-today
- Laura Vonessen, 2nd-year PhD student, August 2016-May 2018 (co-advised with Andy Ko)
- Nigini Abilio, Postdoc, May 2017-today
- Nigini Abilio, 5th year visiting PhD student from Brazil, August 2015-March 2017
- Humad Shah, undergraduate research assistant, October 2015-June 2016
- Lia Bozarth, visiting researcher from Google, now PhD student at the University of Michigan, September 2015-January 2016
- Trevor Croxson, part-time research assistant, August 2015-March 2017

University of Michigan, School of Information, Ann Arbor, MI, USA

- Carol Moser, 1st year PhD student co-advised with Sarita Yardi Schoenebeck, September 2014-September 2015
- Yan Chen, 1st year PhD student, September 2014-June 2015 (now Walter Lasecki’s student)
- Ryan Burton, 1st year PhD student co-advised with Eytan Adar, September 2014-June 2015
- Trevor Croxson, full-time research assistant, March 2014-August 2015
- Tiffany Liu, undergraduate research assistant, May 2014-December 2014

Harvard School of Engineering and Applied Sciences, Cambridge, MA, USA

- Jenny Liu, undergraduate research assistant, June 2012 – February 2013
- Yuechen Zhao, undergraduate research assistant, June 2012 – January 2013 (now at Google)
- Nancy Chen, undergraduate research assistant, September 2011 – May 2012 (now at Google)

University of Zurich, Computer Science Department, Switzerland

- Patrick Minder, research assistant, July 2009 – May 2010
- Andreas Bossard, research assistant, June – December 2008

Additional Doctoral Student Committees

Danielle Bragg, Computer Science & Engineering, *Ph.D. Committee 2018*

Camille Cobb, Computer Science & Engineering, *General exam committee, 2018*

Lucas Franco Colusso, Human-Centered Design and Engineering, *General exam committee, 2017*

Danielle Bragg, Computer Science & Engineering, *General exam committee, 2017*

Trevor Perrier, Computer Science & Engineering, *General exam committee, 2017*
Judith Yaaquobi, Human-Centered Design and Engineering, *General exam committee, since 2017*
Nigini Abilio Oliveira, Universidade Federal de Campina Grande in Brazil, *General exam committee, 2017*
Zuoming Shi, Computer Science & Engineering, *Qualification exam committee, 2017*
Conrad Nied, Computer Science & Engineering, *Qualification exam committee, 2017*
Catherine Baker, Computer Science & Engineering, *General exam committee, 2016*
Aditya Vashistha, Computer Science & Engineering, *General exam committee, 2016*
Catherine Baker, Computer Science & Engineering, *Qualification exam committee, 2015*
Nan Li, EPFL Switzerland, *Ph.D. Committee, 2015*

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Mentor for joint Computer Science/Psychology Research Summer Program

Computer Science Department and Department of Psychology, Harvard University
Supervision of eight undergraduate students as part of a joint project between both departments.

June - August 2012 and June - August 2013

Mentor for the Research Science Institute

Massachusetts Institute of Technology, Summer program of the Center for Excellence in Education, supervised an Iranian high school student, who is now an undergraduate student at UW CSE.

June - July 2011

Master Project Supervisor

Computer Science Department, University of Zurich, Switzerland
Project “Recommending Preferences Based on Cultural Similarity”, supervised four graduate students.

June - October 2010

PROFESSIONAL ACTIVITIES

Invited Talks

- Annual Convention of the American Psychological Association, “Conducting Large-Scale Experiments on LabintheWild”, San Francisco, CA, August 2018 (scheduled).
- Carnegie Mellon University, School of Computer Science, “Online Experiments With Volunteers: Lessons Learned from Six Years of LabintheWild”, Crowdsourcing Lunch Seminar Series, Pittsburgh, PA, May 2018.
- Google San Francisco, “Designing Less WEIRD User Interfaces”, Hosts: Elizabeth Churchill and Tao Dong, San Francisco, CA, June 2017
- University of California Los Angeles, School of Management, “Visual Preferences Around the World”, Los Angeles, CA, September 2016
- University of Washington, dub seminar, “Using Large-Scale Online Experiments to Design less WEIRD User Interfaces”, Seattle, WA, November 2015
- University of Washington, e-Science Institute, “LabintheWild: Conducting Uncompensated Online Experiments at Large-Scale”, Seattle, WA, November 2015
- University of Washington, Computer Science Department, “Using Large-Scale Online Experiments to Design User Interfaces for People Around the World”, Seattle, WA, April 2015
- Boston University, Computer Science Department, “Using Large-Scale Online Experiments to Design User Interfaces for People Around the World”, Boston, MA, April 2015
- University of California San Diego, Cognitive Science Department, “Using Large-Scale Online Experiments to Design User Interfaces for People Around the World”, San Diego, CA, March 2015
- University of Colorado Boulder, Computer Science Department, “Using Large-Scale Online Experiments to Design User Interfaces for People Around the World”, Boulder, CO, February 2015
- New York University, Stern School of Business, “Using Large-Scale Online Experiments to Design User Interfaces for People Around the World”, New York, NY, February 2015
- Carnegie Mellon University, School of Computer Science, “LabintheWild: Large-Scale, Uncompensated Online Experiments”, Crowdsourcing Lunch Seminar Series, Pittsburgh, PA, October 2014

- University of Toronto, Knowledge Media Design Institute (KMDI), “LabintheWild: Conducting Large-Scale, Uncompensated Online Experiments Around the World”, Host: Mark Chignell, Toronto, ON, Canada, October 2014
- German Institute of Artificial Intelligence (DFKI), “LabintheWild: Conducting Large-Scale, Uncompensated Online Experiments Around the World”, Host: Antonio Krüger, Saarbrücken, Germany, September 2014
- Stanford University, Management Science and Engineering, “Making Science Less Weird”, Host: Pamela Hinds, Palo Alto, CA, USA, May 2014
- SXSWedu’14, “Making Science Less Weird”, Austin, TX, USA, March 2014
- University of Toronto, School of Information, “A Design Science Approach to Interfaces that Automatically Adapt to Culture”, Host: Christopher Becker, Toronto, ON, Canada, December 2013
- University of Michigan, School of Information, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Hosts: Mark Newman and Stephanie Teasley, Ann Arbor, MI, USA, March 2013
- University of Rochester, Department of Computer Science, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Host: Jeffrey Bigham, Rochester, NY, USA, February 2013
- University of Maryland Baltimore County, Department of Information Systems, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Host: Aryya Gangopadhyay, Baltimore, MD, USA, February 2013
- HEC Paris, School of Management, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Host: Shirish Srivastava, Jouy-en-Josas, France, February 2013
- Aarhus University, School Business and Social Sciences, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Host: Andrea Carugati, Aarhus, Denmark, February 2013
- University of Edinburgh, School of Informatics, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Edinburgh, Scotland, UK, January 2013
- University of Kent, School of Engineering and Digital Arts, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Canterbury, UK, January 2013
- University of Bern, Institute of Information Systems, “Adapting User Interfaces to Cultural Differences in Perception and Preferences”, Bern, Switzerland, January 2013
- University of Saskatchewan, Interaction Lab, “Does One Size Fit All? How Cultural Background Influences How We Perceive and Interact With User Interfaces”, Host: Carl Gutwin, Saskatoon, Canada, Nov. 2012
- Adobe Research, “Does One Size Fit All? Adapting User Interfaces to Cultural Abilities”, Host: Joel Brandt, San Francisco, CA, USA, August 2011
- IBM Watson Research Center, “Tell me where you’ve lived, and I’ll tell you what you like.” Host: Lawrence Bergman, Hawthorne, NY, USA, August 2010
- IBM Watson Research Center, “Culturally Adaptive User Interfaces.” Host: David Millen, Cambridge, MA, USA, August 2010
- General Motors Research, “Incorporating Cultural Adaptivity into Navigation Systems”, Host: Omer Tsimhoni and Ute Winter, Israel, July 2010
- Credit Suisse Bank, Information Technology Department, “Culturally Adaptive User Interfaces”, Host: Robert Robinson, Zurich, Switzerland, August 2009
- Informatica ’08, “Culture and IT”, Basel, Switzerland, 2008

Program Committee and Chairing Activities

- User Interface Software and Technology (UIST) Program Co-Chair with Michael Bernstein, 2019
- Learning at Scale Program Committee, 2018
- Human Factors in Computing Systems (CHI), 2013, 2014, 2015, 2017, 2018
- Computer-Supported Cooperative Work (CSCW) Program Committee, 2017
- AAAI Conference on Human Computation and Crowdsourcing (HCOMP) Works-in-Progress & Demonstration Co-Chair, 2017
- AAAI Conference on Human Computation and Crowdsourcing (HCOMP) Program Committee, 2016
- International Workshop on Diversity-Aware Artificial Intelligence @ ECAI Program Committee, 2016
- Human Factors in Computing Systems (CHI) Workshops Program Committee, 2015
- User Modeling, Adaptation, and Personalization (UMAP) Program Committee, 2010, 2014, 2015
- User Modeling, Adaptation, and Personalization (UMAP) late-breaking results program committee, 2015

- User Modeling, Adaptation, and Personalization (UMAP) posters and demos program committee, 2015
- Workshop on Personalised Multilingual Web Access at World Wide Web (WWW) Program Committee, 2014, 2015
- Designing Interactive Systems (DIS) Program Committee, 2014
- ACM Symposium On Applied Computing (SAC) Program Committee, 2014
- Workshop on Culturally-Aware Tutoring Systems at Artificial Intelligence in Education (AIED) Program Committee, 2013
- Intelligent User Interfaces (IUI) Program Committee, 2011
- Doctoral Consortium at User Modeling, Adaptation, and Personalization (UMAP) Program Committee, 2010
- Workshop on Culturally-Aware Tutoring Systems at Intelligent Tutoring Systems (ITS) Program Committee, 2010
- Workshop on Culturally-Aware Tutoring Systems at Artificial Intelligence in Education (AIED) Program Committee, 2009

Conference Reviewing

- Computer-Supported Collaborative Work (CSCW), 2011, 2012, 2013, 2014, 2015, 2016
- Human Factors in Computing Systems (CHI), 2011, 2012, 2016
- User Interface Software and Technology (UIST), 2011, 2013, 2016, 2017, 2018
- Infovis, 2018
- UbiComp, 2016
- Creativity and Cognition, 2015
- Intelligent User Interfaces (IUI), 2011, 2012, 2013
- Engineering Interactive Computing Systems (EICS), 2013
- Human-Computer Interaction with Mobile Devices and Services (Mobile HCI), 2011
- User Modeling, Adaptation, and Personalization (UMAP), 2010
- World Wide Web Conference (WWW), 2009
- International Semantic Web Conference (ISWC), 2008, 2009
- European Semantic Web Conference (ESWC), 2007, 2008, 2009

Journal Reviewing

- Associate Editor for the International Journal of Human-Computer Studies (IJHCS), 2015 – 2017
- Transactions in Human-Computer Interaction (ToCHI), 2014, 2015
- International Journal of Human-Computer Studies (IJHCS), 2007, 2011, 2012, 2013, 2014, 2015
- Interacting with Computers, 2014, 2015
- Information Visualization, 2013
- MIS Quarterly, 2011
- International Journal of Social Robotics, 2010
- User Modeling and User-Adapted Interaction (UMUAI), 2009

Departmental Service

University of Washington

- BS/MS Committee (2018-2019)
- CSE Graduate Admissions Committee (2017-2018)
- MHCI+D Executive Committee (2016-2018)
- CSE Diversity Committee (January 2017-now)

University of Michigan

- Doctoral Committee (2014-2015)
- Faculty Search Committee (2014-2015)
- Master's Program Committee (2013-2014)
- Faculty Search Committee (2013-2014)