

Joan Morris DiMicco

SUMMARY

My expertise is in understanding the impact of technology on human behavior. I have a hybrid of design, engineering, and analysis skills and I am interested in opportunities working in the areas of team collaboration and technology innovation.

EDUCATION

- 2005 **PhD, MIT Media Laboratory**
Massachusetts Institute of Technology, Cambridge, MA
Thesis: "Changing Small Group Interaction through Visual Reflections of Social Behavior"
- 2001 **MS, MIT Media Laboratory**
Massachusetts Institute of Technology, Cambridge, MA
Thesis: "A Simulation-based Approach to Dynamic Pricing"
- 1995 **BS, Applied Mathematics**
Brown University, Providence, RI

EMPLOYMENT

- 2006-present **IBM T.J. Watson Research Center**, Research Scientist, Cambridge, MA
- 2005-6 **Sun Microsystems Inc.**, Research Scientist, Burlington, MA
- 2005 **Harvard University, Dept. of Psychology**, Postdoctoral Fellow, Cambridge, MA
- 2005 **MIT Media Lab**, Postdoctoral Associate, Cambridge, MA
- 1999-2005 **MIT Media Lab**, Research Assistant, Cambridge, MA
Telecom Italia Fellow, 1999-2000.
- 2000 **IBM Almaden Research Center**, Summer Research Intern, San Jose, CA
- 1998-1999 **Bowne Internet Solutions (formerly Open Sesame)**,
Technical Lead on Consulting Team, Cambridge, MA
- 1997-1998 **Open Sesame**, Web Developer, Cambridge, MA
Led the technical implementation of the company's entertainment website, showcasing the possibilities of agent-driven recommendations on an ecommerce website.
- 1995-1997 **First Virtual Holdings, Inc.**, Webmaster, San Diego, CA
Designed and implemented the initial release of the company's intranet in 1996, including workflow applications and content management systems.

PUBLICATIONS

*journal
papers*

JM DiMicco, KJ Hollenbach, A Pandolfo, W Bender. (2007) "The Impact of Increased Awareness while Face-to-Face." Special Issue on Awareness Systems Design, *Human-Computer Interaction*. Volume 22 (2007), Number 1.

MI Norton, **JM DiMicco**, R Caneel, D Ariely. (2004) "AntiGroupWare and Second Messenger – Simple Systems for Improving (And Avoiding) Meetings." *BT Technology Journal*. Vol. 22, No 4, October, 2004.

JM DiMicco, P Maes, Amy Greenwald. (2003) "Learning Curve: A Simulation-Based Approach to Dynamic Pricing." Special Issue on Aspects of Internet Agent-based E-Business Systems, *Journal of Electronic Commerce Research*. Vol. 3, Issues 3-4, pp. 245-276.

*conference
proceedings*

R Farzan, **JM DiMicco**, B Brownholtz. (2010) "Mobilizing Lurkers with a Targeted Task." *Proceedings of the 4th Int'l AAAI Conference on Weblogs and Social Media (ICWSM '10)*, May 2010.

A Wu, **JM DiMicco**, DR Millen. (2010) "Detecting Professional versus Personal Closeness Using an Enterprise Social Network Site." *Proceedings of CHI 2010*, April 2010.

F van Ham, H Schulz, **JM DiMicco**. (2009) "Honeycomb: Visual Analysis of Large Scale Social Networks." *Full Paper, Proceedings of INTERACT 2009*, Uppsala, Sweden, August 2009.

C Steinfeld, **JM DiMicco**, N Ellison, C Lampe. (2009) "Bowling Online: Social Networking and Social Capital within the Organization." *Full Paper, Proceedings of the Fourth International Conference on Communities and Technologies (C&T 2009)*, State College, PA, June 2009.

R Farzan, **JM DiMicco**, B Brownholtz. (2009) "Spreading the Honey: A System for Maintaining an Online Community." *Full Paper, Proceedings of the ACM GROUP Conference*, Sanibel Island, FL, May 2009.

JM DiMicco, W Geyer, C Dugan, B Brownholtz, DR Millen. (2009) "People Sensemaking and Relationship Building on an Enterprise Social Networking Site." *Full Paper, Proceedings of the 42nd Hawaii International Conference on System Sciences (HICSS '09)*, January 2009.

JM DiMicco, DR Millen, W Geyer, C Dugan, B Brownholtz, M Muller. (2008) "Motivations for Social Networking at Work." *Full Paper, Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW 2008)*, San Diego, CA, November 2008.

C Dugan, W Geyer, M Muller, **JM DiMicco**, B Brownholtz, DR Millen. "It's All 'About You' - Diversity in Online Profiles." *Note, Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW 2008)*, San Diego, CA, November 2008.

R Farzan, **JM DiMicco**, DR Millen, B Brownholtz, W Geyer, C Dugan. (2008) "When the experiment is over: Deploying an incentive system to all the users." *Symposium on Persuasive Technology, In conjunction with the AISB 2008 Convention*, Aberdeen, Scotland, April 2008.

R Farzan, **JM DiMicco**, DR Millen, B Brownholtz, W Geyer, C Dugan. (2008) "Results from Deploying a Participation Incentive Mechanism within the Enterprise." *Conference on Human Factors in Computing Systems (CHI 2008)*, Florence, Italy, April 2008.

PUBLICATIONS, CON'T

conference
proceedings
(con't)

W Geyer, C Dugan, **JM DiMicco**, DR Millen, B Brownholtz, M Muller. (2008) "Use and Reuse of Shared Lists as a Social Content Type." *Conference on Human Factors in Computing Systems (CHI 2008)*, Florence, Italy, April 2008.

JM DiMicco, David R Millen. (2007) "Identity management: Multiple presentations of Self in Facebook." *Note, Proceedings of the ACM GROUP Conference*, Sanibel Island, FL, Nov 2007. **JM DiMicco**, W Bender. (2007) "Group Reactions to Visual Feedback Tools." *Full Paper, Proceedings of the Second International Conference on Persuasive Technology*, Stanford, CA, April 2007.

N Yankelovich, J Kaplan, J Provino, M Wessler, **JM DiMicco**. (2006) "Improving Audio Conferencing: Why two ears are better than one." *Full Paper, Proceedings of ACM Conference on Computer Supported Cooperative Work (CSCW 2006)*, Nov 2006.

JM DiMicco, KJ Hollenbach, W Bender. (2006) "Using Visualizations to Review a Group's Interaction Dynamics." *Extended Abstract, Conference on Human Factors in Computing Systems (CHI 2006)*, Montreal, Quebec, Canada, April 2006.

JM DiMicco, A Pandolfo, W Bender. (2004) "Influencing Group Participation with a Shared Display." *Full Paper, Proceedings of ACM Conference on Computer Supported Cooperative Work (CSCW 2004)*, Chicago, IL, November 2004.

JM DiMicco. (2004) "Designing Interfaces that Influence Group Processes." *Doctoral Consortium, Proceedings of the ACM Conference on Human Factors in Computer Systems (CHI 2004)*, Vienna, Austria, April 2004.

JM DiMicco, A Greenwald, P Maes. (2001) "Dynamic Pricing Strategies under a Finite Time Horizon." *Full Paper, Proceedings of the ACM Conference on Electronic Commerce (EC'01)*, Tampa, FL, October 2001.

J Morris, P Maes, A Greenwald. (2001) "Learning Curve: Analysis of an Agent Pricing Strategy Under Varying Conditions." *Full Paper, Proceedings of the 2001 International Conference on Artificial Intelligence (IC-AI'2001)*, Las Vegas, NV, June 2001.

J Morris, P Maglio. (2001) "When Buying On-line, Does Price Really Matter?" *Extended Abstract, Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2001)*, Seattle, WA, April 2001.

J Morris, P Ree, P Maes. (2000) "Sardine: Dynamic Seller Strategies in an Auction Marketplace." *Full Paper, Proceedings of the ACM Conference on Electronic Commerce (EC '00)*, Minneapolis, MN, October 2000.

conference
posters &
demos

JM DiMicco, N Yankelovich. (2007) "Constellation: Using Visualization to Find the Path to Experts." *Poster, Proceedings of the ACM GROUP Conference (GROUP 2007)*, Nov 2007.

JM DiMicco, W Bender. (2004) "Second Messenger: Increasing the Visibility of Minority Viewpoints with a Face-to-face Collaboration Tool." *Poster, Proceedings of the ACM Conference on Intelligent User Interfaces (IUI04)*, Madeira, Portugal, January 2004.

JM DiMicco, V Lakshmipathy, AT Fiore. (2002) "Conductive Chat: Instant Messaging With a Skin Conductivity Channel." *Poster, Proceedings of ACM Conference on Computer Supported Cooperative Work (CSCW 2002)*, New Orleans, LA, November 2002.

PUBLICATIONS, CON'T

J Morris, P Maes. (2001) "Understanding Dynamic Pricing Agents." *Software Demo, Proceedings of the Fifth International Conference on Autonomous Agents (Agents 2001)*, Montreal, Canada, May 2001.

J Morris, P Maes. (2000) "Sardine: An Agent-facilitated Airline Ticket Bidding System." *Software Demo, Proceedings of the Fourth International Conference on Autonomous Agents (Agents 2000)*, Barcelona, Spain, June 2000.

J Youll, **J Morris**, R Krikorian, P Maes. (2000) "Impulse: Location-based Agent Assistance." *Software Demo, Proceedings of the Fourth International Conference on Autonomous Agents (Agents 2000)*, Barcelona, Spain, June 2000.

workshop
papers

JM DiMicco, DR Millen, W Geyer, C Dugan. "Research on the Use of Social Software in the Workplace." *Workshop on Social Networking in Organizations, Conference on Computer Supported Cooperative Work (CSCW 2008)*, November 2008.

JM DiMicco, DR Millen. (2008) "People Sensemaking with Social Networking Sites." *Sensemaking Workshop, Conference on Human Factors in Computing Systems (CHI 2008)*, Florence, Italy, April 2008.

JM DiMicco. (2007) "Enriching Encounters with Social Networks." *Shared Encounters Workshop, Conference on Human Factors in Computing Systems (CHI 2007)*, San Jose, CA , April 2007.

JM DiMicco, KJ Hollenbach. (2006) "Visualization of Audio: A social tool for face-to-face groups." *Social Visualization Workshop, Conference on Human Factors in Computing Systems (CHI 2006)*, Montreal, Quebec, Canada, April 2006.

JM DiMicco. (2005) "Evaluating Collaboration Technology Using User-Centered Design and Input-Process-Output Methodologies." *Workshop on User-Centered Design and Evaluation of Services for Human-Human Communication and Collaboration, International Conference on Multimodal Interfaces (ICMI 2005)*, Trento, Italy, October 2005.

JM DiMicco. (2004) "Methodologies for Evaluating Co-Located Collaboration." *Workshop on Methodologies for Evaluating Collaboration in Co-Located Environments, ACM Conference on Computer Supported Cooperative Work (CSCW 2004)*, Chicago, IL, November 2004.

JM DiMicco. (2002) "Mobile Ad-hoc Voting." *Workshop on Mobile Ad-hoc Collaboration, ACM Conference on Human Factors in Computing Systems (CHI 2002)*, Minneapolis, MN, April 2002.

J Morris, P Maes. (2000) "Negotiating Beyond the Bid Price." *Workshop on Designing Interactive Systems for 1-to-1 E-commerce, ACM Conference on Human Factors in Computing Systems (CHI 2000)*, The Hague, The Netherlands, April 2000.

LEADERSHIP

invited talks

- Enterprise 2.0 Conference*, Invited Panel, Boston, MA, June 2009.
- O'Reilly Ignite*, Boston, MA, Feb 2009.
- Mass Technology Leadership Council*, Watertown, MA, Oct 2008.
- Microsoft Research Social Software Symposium*, Redmond, WA, Oct 2008.
- Enterprise 2.0 Conference*, Boston, MA, June 2008.
- UCSB Social Computing Workshop*, Santa Barbara, CA, May 2008
- Harvard University*, Psychology Department, Cambridge, MA, February 2008.
- Temple University, Fox School of Business*, Invited panel, Philadelphia, PA, Jan 2008.
- Lotusphere Conference*, with Irene Grief, Orlando, FL, January 2008.
- Sun Labs*, Research Open House, Menlo Park, CA, June 2006.
- MIT*, Symposium on Humans and Technology, Department of Aeronautics and Astronautics, Cambridge, MA, January 2006.
- Sun Labs*, User Experience Talks, Burlington, MA, December 2005.
- Draper Laboratory*, Cambridge, MA, August 2005.
- Sun Labs*, Burlington, MA, May 2005.
- MIT*, Digital Life Research Consortium, Media Lab, Cambridge, MA, May 2005.
- MIT*, Symposium on Industrial Design Intelligence: Valuation through Inspiration and Evaluation, Media Lab, Cambridge, MA, May 2005.
- Harvard University*, Psychology Department, Cambridge, MA, April 2005.
- Ricoh Innovations, Inc*, Menlo Park, CA, March 2005.
- Microsoft Research*, Redmond, WA, March 2005.
- Michigan State University*, Department of Telecommunications, Information Studies and Media, East Lansing, MI, February 2005.
- Harvard University*, Psychology Department, Cambridge, MA, June 2004.
- MIT*, information:organized Research Consortium, Media Lab, Cambridge, MA, March 2004.
- Media Lab Europe*, Dublin, Ireland, January 2004.
- France Telecom R&D*, Cambridge, MA, June 2003.
- MasterCard International*, eMarkets Consortium, Purchase, NY, December 2001.
- Media Lab Europe*, Dublin, Ireland, January 2001.
- MIT*, Digital Life Research Consortium, Media Lab, Cambridge, MA, October 1999.

workshop leadership

- “Collective Intelligence In Organizations: Toward a Research Agenda.”* Organized with G Convertino, A Grasso, G De Michelis, and EH Chi. Held during the ACM Conference on Computer-Supported Cooperative Work (CSCW 2010), Savannah, GA, February 2010.
- “Social Networking in Organizations.”* Organized with W Geyer, DR Millen and J Grudin. Held during the ACM Conference on Computer-Supported Cooperative Work (CSCW 2008), San Diego, CA, November 2008.
- “Methodologies for Evaluating Collaboration in Co-Located Environments.”* Organized with K Inkpen, R Mandryk, and SD Scott. Held during the ACM Conference on Computer-Supported Cooperative Work (CSCW 2004), Chicago, IL, November 2004.
- “Dynamic Pricing Workshop.”* Held during the eMarkets Sponsor Meeting. MIT Media Lab, Cambridge, MA, May 2001.
- “Software Agents: An MIT Perspective.”* Assisted P Maes in organization. Held at Media Lab Europe, Dublin, Ireland, January 2001.

LEADERSHIP, CON'T

guest lectures

Michigan State University: Department of Telecommunications, Information Studies and Media, Spring 2008, Spring 2009, Spring 2010.

Lecture Topic: *Social Networking at Work*

Boston University: Internet Technologies and Web Programming, Fall 2006.

Lecture Topic: *Social Networking at Companies*

MIT: Designing Persuasive Environments and Technologies, Fall 2004.

Lecture Topic: *Persuading Groups*

MIT: Digital Anthropology, Spring 2004.

Lecture Topic: *Influencing Group Behavior*

Brown University: Internet Agent Economics, Fall 2001.

Lecture Topic: *Dynamic Pricing in Finite Markets*

patents

4 patents filed with USPTO

reviewer

National Science Foundation Panelist, 2008, 2009.

Conferences: CHI, IUI, CSCW, UbiComp, HICSS, Communities & Technologies, Tabletop, CSCL, Group, ICWSM.

Journals: Human-Computer Interaction, IEEE Computer Graphics & Applications, Electronic Commerce Research, Personal & Ubiquitous Computing, International Journal of Human-Computer Studies.

service

Int'l AAAI Conference on Weblogs and Social Media, Program Committee, 2009, 2010.

Int'l Conference on Communities & Technologies, Program Committee, 2007.

Sun Labs, Organizing committee for First Fridays Talk Series. 2006.

MIT, Member, Media Lab Student Committee, 2001-04. President, 2004.

MIT, Member, Mediawomen, a mentoring group at the Media Lab, 2003-05.

MIT, Student Representative, MIT's Biennial Visiting Committee, 2002, 2004.

press

Reuters (2/22/10): *Modern Etiquette: How To Decline Facebook Friends Without Offence*

Ragan.com (2/4/09): *How IBM took a page from Facebook*

Social Computing Magazine (2/2/09): *Do You Value Your Social Capital?*

AP News (5/11/08): *Next generation of business software could get more fun*

USA Today (5/11/08): *Virtual apps try to build camaraderie, productivity*

CNN (5/12/08): *'Virtual watercooler' makes workplace more fun*

Washington Post (5/12/08): *Next generation of business software could get more fun*

BusinessWeek's Blogspotting (5/6/08): *IBM's del.icio.us: A big hit*

eWeek (1/21/08): *IBM's Social Beehive and Discovery Search*

BusinessWeek (1/17/08): *Managing the Global Workforce*

CIO (1/22/08): *IBM Shows Off Social Software for Business*

CNET News.com (6/2/2006): *Sun Labs pushes forward*

Discover Magazine (Vol. 26, No. 03, 3/2005): *Let HAL Moderate Your Next Meeting*

PC World (5/11/2004): *What's Next for Consumer Gadgets?*

Media Lab Frames (9/04): *Second Messenger: New Technology Improves Group Dynamics*