Victoria Schwanda Sosik

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[Research Interests] Social media, psychological well-being, Human-computer interaction (HCI)

[Education] **Cornell University**, Faculty of Computing and Information Science, Ithaca, NY — expected Summer 2014
PhD Candidate, Information Science
Concentration: Human-computer Interaction
Doctoral Minor: Communication
Committee: Dan Cosley (chair), Jeffrey Hancock, Lee Humphreys

Cornell University, Faculty of Computing and Information Science, Ithaca, NY — 2013
Master of Science, Information Science

University of Pennsylvania, School of Engineering and Applied Science, Philadelphia, PA — 2009
Bachelor of Applied Science, Computer and Cognitive Science
Advisor: Mitch Marcus

University of Pennsylvania, School of Arts and Sciences, Philadelphia, PA — 2009
Bachelor of Arts, Psychology
Minor: Fine Arts

[Work Experience] **Cornell University, Computing and Information Science**, Ithaca, NY — 8/09–present
Graduate Research Assistant
- Research with Dr. Dan Cosley
- Study how social media can support relationship maintenance and psychological well-being

Freelance Web Designer and Developer — 9/07–present
- Design, code and maintain dynamic, functional and aesthetically pleasing websites using HTML, CSS, Flash, Javascript and PHP/MySQL
- Clientele include established corporations, start-up companies, and individuals, and span a broad range of businesses and industries

Google, Mountain View, CA — 6/13–9/13
User Experience Research Intern, Geo Team
- Worked with Dr. David Huffaker and Dr. Gueorgi Kossinets
- Collected and analyzed data to answer key questions informing the design of Geo Consumer products
- Developed methodological framework illustrating best practices for using Google Consumer Surveys in a lightweight manner to quickly answer key questions that influence product design decisions

Palo Alto Research Center (PARC), Palo Alto, CA — 3/13–9/13
Research Intern (3/13–6/13), *Visiting Researcher* (6/13–9/13), *Computing Science Lab*
- Research with Dr. Victoria Bellotti
- Studied how mobile technology and social behavior change techniques can help support people in reducing perceived stress

Rosetta, Princeton, NJ — 5/12–8/12
User Experience Designer, Junior Associate
- Provided interactive marketing solutions to clients primarily in the healthcare field
- Created wireframes detailing information architecture and functionality for websites and mobile applications

University of Pennsylvania, Computer and Information Science Dept, Philadelphia, PA — 1/08–8/09
Research Assistant, SUBTLE Project
- Worked with Dr. Mitch Marcus
- Studied how robots and humans can communicate using natural language to complete complex search and rescue tasks

University of Pennsylvania, Psychology Dept, Philadelphia, PA   1/08–5/09
Student Researcher
- Worked with Dr. John Trueswell and Dr. Ann Bunger
- Used empirical methods to study the interaction between animacy and role cues in children's categorization of event participants

University of Pennsylvania, Legal Studies and Business Ethics Dept, Philadelphia, PA   8/07–5/09
Web Developer
- Developed dynamic and functional web applications to allow departmental processes such as funding applications to be managed online

Universal Solutions, Inc., Stanton, NJ   5/06–8/07
Information Technology Intern
- Was responsible for system administration for client Special Olympics New Jersey

[Publications] **Journal Articles**

J.3 **Sosik, V.S.**, & Cosley, D. (forthcoming). Leveraging Social Media Content to Support Engagement in Positive Interventions. *Journal of Positive Psychology*.

J.2 **Sosik, V.S.**, & Bazarova, N. N. (2014). Relational Maintenance on Social Network Sites: How Facebook Communication Predicts Relational Escalation. *Computers in Human Behavior, 35,* 124–131.

J.1 Cosley, D., **Sosik, V. S.**, Schultz, J., Peesapati, & S.T., Lee, S. (2012). Experiences with designing tools for everyday reminiscing. *Human-Computer Interaction, 27*, 1-2: 175–198.

Refereed and Archived Proceedings

P.9 Baumer, E., Khovanskaya, V., Matthews, M., Reynolds, L., **Sosik, V. S.**, Gay, G. (2014). Reviewing Reflection: On the Use of Reflection in Interactive System Design. To appear in *Proceedings of Designing Interactive Systems* (DIS '14). Vancouver, Canada. June 21–25, 2014.

P.8 Reynolds, L., **Sosik, V. S.**, & Cosley, D. (2013). When Wii Doesn't Fit: How Non-Beginners React to Wii Fit's Gamification. In *Proceedings of Gamification 2013*. Waterloo, Canada. Oct 2–4, 2013.

P.7 Baumer, E., Adams, P., Khovanskaya, V., Liao, T., Smith, M., **Sosik, V. S.**, & Williams, K. (2013). Limiting, Leaving, and (re)Lapsing: A Survey of Facebook Non-Use Practice and Experiences. In *Proceedings of the ACM Conference on Human Factors in Computer Systems* (CHI '13). Paris, France. April 27–May 2, 2013.

P.6 Zhao, X., **Sosik, V. S.**, & Cosley, D. (2012). It's Complicated: How Romantic Partners Use Facebook. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '12). Austin, TX. May 5–10, 2012.

P.5 **Sosik, V. S.**, Zhao, X., & Cosley, D. (2012). See Friendship, sort of: How conversation and digital traces might support reflection on friendships. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work* (CSCW '12). Seattle, WA. February 11–15, 2012.

P.4 **Schwanda, V.**, Ibara, S., Reynolds, L., & Cosley, D. (2011). Side effects and 'gateway' tools: advocating a broader look at evaluating persuasive systems. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '11). Vancouver, Canada. May 7–12, 2011.

P.3 Purpura, S., **Schwanda, V.**, Williams, K., Stubler, W., & Sengers, P. (2011). Fit4Life: The Design of a Persuasive Technology Promoting Healthy Behavior and Ideal Weight. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '11). Vancouver, Canada. May 7–12, 2011. ***Best Paper Award Nomination***

P.2 Peesapati, S. T., **Schwanda, V.**, Schultz, J., & Cosley. D. (2010). Triggering memories with online maps. In *Proceedings of the American Society for Information Science and Technology Annual Meeting* (ASIS&T '10). Pittsburgh, PA. October 22–27, 2010.

P.1 Peesapati, S.T., **Schwanda, V.**, Schultz, J., Lepage, M., Jeong, S., & Cosley, D. (2010). Pensieve: Supporting Everyday Reminiscence. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '10). Atlanta, GA. April 10–15, 2010.

Conference Posters and Presentations (Juried)

C.4 **Sosik, V.S.**, Bursztein, E., Consolvo, S., Huffaker, D., Kossinets, G., Liao, K., McDonald, P., & Sedley, A. (2014). Online Microsurveys for User Experience Research. To appear in *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems* (CHI '14). Toronto, Canada. April 26–May 1, 2014.

C.3 Reynolds, L. & **Sosik, V.S.** (2012). Starting States Matter: Experiences with a Persuasive Health System. Presented at *Infosocial: A Media, Technology & Society Conference*, Evanston, Illinois. October 12–13, 2012.

C.2 Reynolds, L., Ibara, S., **Schwanda, V.**, & Cosley, D. (2011). "Does It Know I'm Not Maintaining Good Posture?": An In-Home Play Study of Wii Fit. *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems* (CHI '11). Vancouver, Canada. May 7–12, 2011.

C.1 **Schwanda, V.**, Barron, K., Lien, J., Schroeder, G., Vernon, A., & Hancock, J. (2011). Temporal Patterns of Cohesiveness in Virtual Groups. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work* (CSCW '11). Hangzhou, China. March 19–23, 2011.

Workshop Papers and Doctoral Colloquia (Juried)

w.3 **Sosik, V.S.** (2013). Leveraging Social Media to Design for Psychological Well-being. *7th International Conference on Pervasive Computing Technologies for Healthcare*, Venice, Italy. May 7, 2013.

w.2 **Sosik, V.S.** & Cosley, D. (2012). Thinking about Side Effects of Personal Informatics Systems. *Personal Informatics in Practice: Improving Quality of Life Through Data*, Austin, Texas. May 6, 2012.

w.1 Cosley, D., **Schwanda, V.**, Peesapati, S. T., Schultz, J., & Baxter, J. (2009). Experiences with a publicly deployed tool for reminiscing. *Reminiscence Systems Workshop 2009*, Cambridge, UK.

Workshops and Panels Organized (Juried)

W.2 Cosley, D., Mulvenna, M., **Schwanda, V.**, Peesapati, S.T., & Wright, T. (May 2011). Bridging Practices, Theories, and Technologies to Support Reminiscence. *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems* (CHI '11). Vancouver, Canada. May 7–12, 2011.

W.1 Rosenzweig, A., **Schwanda, V.**, & Rosenzweig, J. (September 2010). Barbie Has a Pink Laptop: Redefining How the World Views a Computer Scientist. *Grace Hopper Celebration of Women in Computing*. Atlanta, GA. September 28–October 2, 2010.

[Teaching Experience]	**Figure Skating Professional**, United States Figure Skating *Group and Individual Lessons*	1/05–present
	Human-Computer Interaction Design, Cornell University *Teaching Assistant with Dr. Dan Cosley*	Fall 2012
	CURIE Academy for High School Girls, Cornell University *Teaching Assistant with Dr. Hadas Kress-Gazit*	Summer 2010
	Advanced Human-Computer Interaction Design, Cornell University *Teaching Assistant with Dr. Dan Cosley*	Spring 2010
	Programming Languages and Techniques I, University of Pennsylvania *Teaching Assistant with Dr. Mitch Marcus*	Spring 2009
	Introduction to Computer Science, University of Pennsylvania *Mentor with Jean Griffin*	Fall 2008
[Honors and Awards]	• CSCW 2014 Program Committee Meeting Mentoring Program, *Philadelphia, PA*	8/19–8/20/13
	• United States Figure Skating Academic Scholarship Program	2012
	• Google Anita Borg Scholar	2012

- NSF Summer Social Webshop on Technology-Mediated Social Participation, *U of Maryland*   8/23–8/26/11
- Summer School in Making Sense of Social Media, *Swabian Alb, Germany*   8/1–8/4/11
- ACM CHI Best Paper Award Nomination   2011
- Grace Hopper Celebration of Women in Computing Scholarship, *Atlanta, GA*   9/28–10/2/10
- National Science Foundation Graduate Research Fellowship   2010
- CRA-W Grad Cohort Workshop Participant, *Bellevue, WA*   4/23–4/24/10
- Cornell University Graduate School Fellowship   2009
- University of Pennsylvania Moore School Council Cwikla Award   2009
- Girl Scouts of America Gold Award   2005
- United States Figure Skating Scholastic Honors Team   2005
- New Jersey Council of Figure Skating Clubs Academic Honors Team   2003, 2004

[Skills]   **Languages**
HTML, CSS, PHP, MySQL, Javascript

Applications
SPSS, TAMSAnalyzer, Adobe CS5 (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Premiere Pro, Soundbooth), iMovie, Audacity, OmniGraffle, Axure

Other
Qualitative Methods (Surveying, Interviewing, Observation), Affinity Diagramming, Open Coding, Statistical Analysis, Mixed Methods Research Design, Usability, Heuristic Evaluations, Prototyping, User Interface Design, Information Visualization

[Professional Service]   **Conference Organizing Committees**
- CSCW 2014 Student Volunteer Chair
- CSCW 2013 Webmaster and Graphic Design Chair
- CSCW 2012 Webmaster and Graphic Design Chair

Academic Service
- *Interviewer,* University of Pennsylvania Secondary School Committee   9/10–present
- *Ithaca Area Chair,* University of Pennsylvania Secondary School Committee   1/11–8/13
- *President,* Cornell Information Science PhD Student Organization   10/10–12/12
- *Coordinator,* Cornell Information Science Breakfast Series   9/10–5/12
- *Student Representative,* Cornell Information Science PhD Admissions Committee   12/10–3/11
- *Orientation Peer Advisor,* University of Pennsylavnia   8/08–5/09
- *Senior Advisor,* University of Pennsylvania Women in Computer Science   1/09–5/09
- *Treasurer,* University of Pennsylvania Women in Computer Science   1/08-12/08
- *Advisory Board Member,* University of Pennsylvania Advancing Women in Engineering   11/07-5/09
- *Educational Outreach Committee,* University of Penn Society of Women Engineers   9/07–5/07
- *Member,* University of Pennsylvania Society of Women Engineers   9/06–5/09

Conference Reviewing
- CSCW 2014
- CHI 2011, 2012, 2013, 2014
- ICA 2013
- DIS 2012, 2014
- NordiCHI 2010

Conference Student Volunteering
- CSCW 2011, 2013, 2014

- CHI 2010, 2013, 2014
- GROUP 2010

[Selected Coverage]   M.2 Devin Coldewey. *Many really do quit Facebook - and never return*. Today. May 1, 2013. http://www.today.com/tech/many-really-do-quit-facebook-never-return-6C9722693

M.1 Marlene Cimons. *Tools for Memory Retention*. U. S. News. June 18, 2012. http://www.usnews.com/science/articles/2012/06/18/tools-for-memory-retention

[Extracurricular Acivities]

New Jersey Figure Skating Foundation   1/13–present
Board Member, Web and Social Media Chair
- Promote the advancement of figure skating in the state of New Jersey and assist local athletes through scholarships, programs, and educational opportunities

Cornell University Synchronized Skating Team, Cornell University   9/09–5/13
Captain (5/10–5/11, 5/12–5/13), *Team Member*
- Choreograph a program and coach team members in preparation for competition
- Manage team and its relationship with United States Figure Skating and Cornell University
- Competed 10 times in the Sectional Sychronized Skating Championships and 5 times in the National Synchronized Skating Championships

Penn Figure Skating, University of Pennsylvania   9/05–5/09
President (9/07–5/09), *Board Member* (9/06–5/09), *Team Member*
- Coordinated community service and university-wide events, competition arrangements and social events for students interested in the sport of figure skating
- Acted as Competition Chair for the 2009 Penn Quaker Classic, a qualifying intercollegiate competition where Penn hosted over one hundred skaters from across the east coast