

Joan Morris DiMicco

joan.dimicco@gmail.com

617.642.7133

<http://joan.dimicco.net/>

SUMMARY

My expertise is understanding the interplay between technology and human behavior. I have a hybrid of design, engineering, and analysis skills and I lead lean innovation teams in building web and mobile applications for content distribution, data visualization, and group collaboration.

Prior to joining Forrester as the VP of Digital Customer Experience, I earned my MS and PhD at the MIT Media Lab and was a Research Scientist at IBM for 6 years, leading the Visualization and Behavior Group within the IBM Watson Research Center.

EMPLOYMENT

2013-present

Forrester Research, Vice President, Digital Customer Experience, Cambridge, MA

- Reinventing the digital experiences of Forrester's products using user-centered design methods, with a delivery-obsessed mindset.
- Directly manages the teams of Experience Design & UX, User Research & Analytics, Agile Product Owners, and Digital Content Production.
- Works with Enterprise Architecture and Product heads to establish the strategic, Agile roadmap for digital product enhancements, implemented by both in-house and external vendors.
- Responsible for the budget and the successful delivery of web and mobile capital expense projects.
- Launched and continues to run a quarterly Data Visualization Hackathon, to build design & development skills in-house and strengthen cross-department collaborations.
- Launched labs.forrester.com, as a platform for experimenting with new digital experiences and soliciting customer feedback.

2006-2013

IBM T.J. Watson Research Center, Research Scientist & Manager, Cambridge, MA

- Managed a research group building innovative data visualizations and novel user experiences for exploring data analytics. Led analysis of user behavior in terms of motivations, incentives, and cultural factors.

2005-06

Sun Microsystems Inc., Research Scientist, Burlington, MA

2005

Harvard University, Dept. of Psychology, Postdoctoral Fellow, Cambridge, MA

1999-2005

MIT Media Lab, Research Assistant, Cambridge, MA

2000

IBM Almaden Research Center, Summer Research Intern, San Jose, CA

1997-99

Open Sesame / Bowne Internet Solutions, Web Developer, Cambridge, MA

1995-97

First Virtual Holdings, Inc., Web Developer, San Diego, CA

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
- 1995 **BS, Applied Mathematics**
Brown University, Providence, RI

LEADERSHIP

- invited talks*
- SXSW Panel: Software Innovation Against the Odd*, Austin, TX, March 2015
- IBM's Technical Leadership Exchange (TLE 2012)*, Littleton, MA, October 2012
- Information On Demand Conference (IOD 2012)*, Las Vegas, October 2012
- Keynote: Joint Conf. on Digital Libraries (JCDL 2011)*, Ottawa, Canada, June 2011
- One Laptop Per Child*, Cambridge, MA, April 2011
- Carnegie Mellon University, HCI Institute*, Pittsburgh, PA, April 2011
- The Ellis School (my high school), Cum Laude Ceremony*, Pittsburgh, PA, March 2011
- BostonCHI*, Cambridge, MA, September 2010
- Northeastern University, College of Computer & Information Science*,
Boston, MA, Aug 2010.
- MIT Lincoln Laboratory*, Lexington, MA, July 2010.
- Brown University, Brown Degree Days*, Providence, RI, April 2010.
- 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*, Dept. 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.

press New York Times (12/19/10): *Computers Help Social Animals to See Beyond Their Tribes*
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*

workshop leadership “*Data Narratives: Telling Stories with Data. II*” Organized with A Perer, N Diakopoulos, J Hullman, and K Karahalios. Held during VisWeek 2011, as an IEEE Information Visualization Conference 2011 (InfoVis) workshop, Providence, RI, October 2011.
“*Data Narratives: Telling Stories with Data.*” Organized with M McKeon and K Karahalios. Held during VisWeek 2010, as an IEEE Information Visualization Conference 2010 (InfoVis) workshop, Salt Lake City, UT, October 2010.
“*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.

**guest
lectures**

Babson College: Business Intelligence, Analytics and Visualization, Fall 2012.
Lecture Topic: *Visualization Tools to make Analytics Consumable*

University of Maryland: Information Environments, Fall 2012.
Lecture Topic: *Social Networking at Work*

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

reviewer

National Science Foundation Panelist, 2008, 2009.
Grace Hopper Conference, PhD forum review committee, 2011
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.

committees

AAAI Int’l Conference on Weblogs & Social Media, Program Committee, 2009, 2010, 2011.
C&T (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.

patents

4 patents filed with USPTO

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* **JM DiMicco**, N Mann. (2016) “User Research to Inform Product Design: Turning Failure into Small Successes.” *Case Study, Proceedings of CHI 2016*, May 2016. (**Best Case Study, Winner**)
- KR Varshney, J Rasmussen, A Mojsilovic, M Singh, **JM DiMicco**. (2012) “Interactive Visual Salesforce Analytics.” *Paper, Proceedings of the International Conference on Information Systems (ICIS 2012)*, Orlando, FL, December 2012.
- J Thom, DR Millen, **JM DiMicco**. (2012) “Removing Gamification from an Enterprise SNS.” *Note, Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW 2008)*, Seattle, WA, February 2012.
- Y Assogba, I Ros, **JM DiMicco**, M McKeon. (2011) “Many Bills: Engaging Citizens through Visualizations of Congressional Legislation.” *Full Paper, Proceedings of CHI 2011*, May 2011. (**Best Paper, Honorable Mention**)
- R Farzan, **JM DiMicco**, B Brownholtz. (2010) “Mobilizing Lurkers with a Targeted Task.” *Short Paper, 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.” *Full Paper, 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.

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, DR 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.

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**

E Aktolga, I Ros, Y Assogba, **JM DiMicco.** (2011) “Many Bills: Visualizing the Anatomy of Congressional Legislation.” *AAAI-11 Workshop on Scalable Integration of Analytics and Visualization*, August 2011.

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.