

Gary Hsieh

email: garyhs@uw.edu
phone: +1 206 543 9747
<http://faculty.washington.edu/garyhs/>

University of Washington
Human Centered Design & Engineering
414 Sieg Hall, Campus Box 352315
Seattle, WA 98195

APPOINTMENTS

University of Washington

2013 – Assistant Professor of Human Centered Design & Engineering
Assistant Professor of Computer Science & Engineering (Adjunct)

Michigan State University

2010 – 2013 Assistant Professor of Communication
Assistant Professor of Telecommunication, Information Studies, & Media
Assistant Professor of Computer Science and Engineering (Adjunct)

RESEARCH INTERESTS

Human-computer interaction, social computing, computer-mediated communication, incentives and motivation, behavior change, prosocial computing

EDUCATION

Carnegie Mellon University

2010 Ph.D. in Human-Computer Interaction
Applying Market Mechanisms to Support Interpersonal Information Exchange
Committee: Scott Hudson (co-chair), Robert Kraut (co-chair), Roberto Weber & Laura Dabbish

University of California at Berkeley

2003 B.S. in Electrical Engineering and Computer Science
Minor: Business Administration

HONORS & AWARDS

2016 Best Paper Award, ACM CSCW Conference
2013 – 2018 National Science Foundation Early Career Development Award (NSF CAREER, CISE:IIS division)
2012 Best Paper Award Honorable Mention, ACM CHI Conference
2011 Best Paper Award Honorable Mention, ACM CHI Conference
2008 Microsoft Research Ph.D. Fellowship Finalist
2007 Best Paper Proceedings, Academy of Management Annual Meeting

PEER-REVIEWED PUBLICATIONS IN ARCHIVAL CONFERENCE PROCEEDINGS

1. Suh, M., Hsieh, G. (2016). Nudging Future Behavior: The Effect of Temporal Distance on Planned Behaviors. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*.
2. Colusso, L., Munson, S.A., Hsieh, G. (2016) Designing Closeness to Increase Gamers' Performance. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*.
3. Epstein, D.A., Cordeiro, F., Fogarty, J., Hsieh, G., Munson, S.A. (2016) Crumbs: Lightweight Daily Food Challenges to Promote Engagement and Mindfulness. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*.
4. Hsieh, G., Kocielnik, R. (2016). You Get Who You Pay for: The Impact of Incentives on Participation Bias. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)*. (*Best paper award: top 1% of papers)
5. Agapie, E., Colusso, L., Munson, S., Hsieh, G. (2016). PlanSourcing: Generating Behavior Change Plans with Friends and Crowds. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)*. (Acceptance rate: 25%)
6. Chen, J., Haber, E., Kang, R., Hsieh, G., Mahmud, J. (2015). Making Use of Derived Personality: The Case of Social Media Ad Targeting. In *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*. (Acceptance rate: 19%)
7. Huang, S., Suh, M., Hill, B.M., Hsieh, G. (2015). How Activists are Both Born and Made: An Analysis of Users on Change.org. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (Acceptance rate: 23%)
8. Wang, H-C., Yeo, T-H., Nobarany, S., Hsieh, G. (2015). Problem with Cross-Cultural Comparison of User-Generated Ratings on Mechanical Turk. In *Proceedings of the International Symposium of Chinese CHI (Chinese CHI)*. (Acceptance rate: 38%)
9. Hsieh, G., Chen, J., Mahmud, J., Nichols, J. (2014). You Read What You Value: Understanding Personal Values and Reading Interests. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (Acceptance rate: 23%)
10. Chen, J., Hsieh, G., Mahmud, J., Nichols, J. (2014). Understanding Individuals' Personal Values from Social Media Word Use. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)*. (Acceptance rate: 27%)
11. Lee, Y., & Hsieh, G. (2013). Does Slacktivism Hurt Activism?: The Effects of Moral Balancing and Consistency in Online Activism. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (Acceptance rate: 20%)
12. Lauckner, C., & Hsieh, G. (2013). The Presentation of Health-Related Search Results and Its Impact on Negative Emotional Outcomes. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (Acceptance rate: 20%)
13. Hsieh, G., Youyang, H., Chen, I., & Truong, K. (2013). "Welcome!": Social and Psychological Predictors of Volunteer Socializers in Online Communities. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)*.
14. Harrison, C., Horstman, J., Hsieh, G., & Hudson, S.E. (2012). Unlocking the Expressivity of Point Lights. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (*Best paper honorable mention: top 2% of papers)

15. Hsieh, G., Kraut, R.E., & Hudson, S.E. (2011). Donate for Credibility: How Contribution Incentives Can Improve Credibility. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (Acceptance rate: 26%)
16. Harrison, C., Hsieh, G., Willis, K., Forlizzi, J., & Hudson, S.E. (2011). Kineticons: Using Iconographic Motion in Graphical User Interface Design. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*. (*Best paper honorable mention: top 2% of papers)
17. Hsieh, G., Kraut, R.E., & Hudson, S.E. (2010). Why Pay: Exploring How Financial Incentives are Used for Question & Answer. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp. 305-314. (Acceptance rate: 22%)
18. Hsieh, G., & Counts, S. (2009). mimir: A Market-Based Real-Time Question and Answer Service. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp.769-778. (Acceptance rate: 24%)
19. Hsieh, G., Kraut, R., Hudson, S.E., & Weber, R. (2008). Can Markets Help?: Applying Market Mechanisms to Improve Synchronous Communication. In *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)*, pp. 535-544. (Acceptance rate: 23%)
20. Hsieh, G., Li, I., Dey, A., Forlizzi, J., & Hudson, S.E. (2008). Using Visualization to Increase Compliance in Experience Sampling. In *Proceedings of the ACM International Conference on Ubiquitous Computing (UBICOMP)*, pp. 164-167. (Acceptance rate: 19%)
21. Hsieh, G., Hudson, S.E., Kraut, R., & Lai, J. (2008). Using Tags to Assist Near-Synchronous Communication. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp. 223-226. (Acceptance rate: 18%)
22. Hsieh, G., Tang, K.P., Low, W.Y., & Hong, J.I. (2007). Field Deployment of IMBuddy: A Study of Privacy Control and Feedback Mechanism for Contextual IM. In *Proceedings of the ACM International Conference on Ubiquitous Computing (UBICOMP)*, pp. 91-108. (Acceptance rate: 14%)
23. Dabbish, L., Hsieh, G., Kraut, R., & Hudson, S.E. (2007). Prioritization in Computer-Mediated Communication: Influences of Urgency, Notification, and Identity. In *Academy of Management Best Paper Proceedings (AOM)*. (*Top 10% of accepted papers)
24. Cornwell J., Fette I., Hsieh G., Prabaker M., Rao J., Tang K., Vaniea K., Bauer L., Cranor L., Hong J., McLaren B., Reiter M., & Sadeh N. (2007). User-Controllable Security and Privacy For Pervasive Computing. In *Proceedings of the IEEE Workshop on Mobile Computing Systems and Applications (HotMobile)*, pp. 14-19.
25. Hsieh, G., Wood, K., & Sellen, A. (2006). Peripheral Display of Digital Handwritten Notes. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp. 285-288. (Acceptance rate: 23%)
26. Churchill, E., Nelson, L., & Hsieh, G. (2005). Café Life in the Digital Age: Augmenting Information Flow in a café-work-entertainment Space. In *Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp.123-128.
27. Keyani, P., Hsieh, G., Mutlu, B., Easterday, M., & Forlizzi, J. (2005). DanceAlong: Supporting Positive Social Exchange and Exercise for the Elderly Through Dance. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp. 1541-1544. (Acceptance rate: 25%)
28. Mankoff, J., Dey, A.K., Hsieh, G., Kientz, J., Ames, M., & Lederer, S. (2003). Heuristic Evaluation of Ambient Displays. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, pp.169-176. (Acceptance rate: 16%)

29. Mankoff, J., Hsieh, G., Hung, H.C., Lee S., & Nitao, E. (2002). Using Low-Cost Sensing to Support Nutritional Awareness. In *Proceedings of the ACM International Conference on Ubiquitous Computing (UBICOMP)*, pp. 371-378.

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Smith, S. W., Hitt, R., Park, H. S., Walther, J., Liang, Y., & Hsieh, G. (2016). An Effort to Increase Organ Donor Registration Through Intergroup Competition and Electronic Word of Mouth. *Journal of health communication*, 1-11.
2. Horodynski1, M.A., Silk, K., Hsieh, G., Hoffman, A., & Robson, M. (2015). Tools for Teen Moms to Reduce Infant Obesity: A Randomized Clinical Trial. *BMC Public Health*.
3. Syavash, N., Booth, K.S., & Hsieh, G. (2015). What Motivates People to Review Articles? The Case for the Human-Computer Interaction Community. *Journal of the Association for Information Science and Technology*.
4. Peng, W., & Hsieh, G. (2012). The Influence of Competition, Cooperation, and Player Relationship on Performance, Motivation, and Goal Commitment in Game Play. *Computers in Human Behavior*, 28(6), 2100-2106.

BOOK CHAPTERS & INVITED PUBLICATIONS

1. Hsieh, G., & Friederici, N. (2012). Online Information: Access, Search, and Exchange. *The Sage Handbook of Digital Technology Research*. Price, Sara; Jewitt, Carey; Brown, Barry (Eds.).
2. Matthews, T., Hsieh, G., & Mankoff, J. (2009). Evaluating Peripheral Displays. *Awareness Systems: Advances in Theory, Methodology and Design*. Markopoulos, Panos; De Ruyter, Boris; Mackay, Wendy (Eds.), pp. 447-472.
3. Hsieh, G. (2009). Don't Ask Me: Designing Social Q&A Services. *Crossroads* 16(2).

REFERRED WORKSHOPS ORGANIZED

1. Daly, E., Erete, S., Farzan, R., Hsieh, G., Lampe, C., Lopez, C., Monroy-Hernandez, A., Quercia, D., Schwartz, R., Volda A. (2015). Supporting Cities, Neighborhoods, and Local Communities with Information and Communication Technologies. In *CSCW'15 Proceedings of the 18th ACM Conference Companion on Computer Supported Cooperative Work & Social Computing* (pp. 277-281). ACM.
2. Hsieh, G., Munson, S. A., Kaptein, M. C., Oinas-Kukkonen, H., & Nov, O. (2014). Personalizing behavior change technologies. In *CHI'14 Extended Abstracts on Human Factors in Computing Systems* (pp. 107-110). ACM.

CONFERENCE, WORKSHOP & POSTER

1. Kocielnik, R., Hsieh, G. (2016) Utilizing Cognitive Space and Crowds to Create Diverse and Engaging Behaviour Change Triggers. *ISRII 8th Scientific Meeting*.
2. Lauckner, C., & Hsieh, G. (2012). The Presentation of Health-Related Search Results and its Impact on Negative Psychological Outcomes. *Poster presented at the National Communication Association Conference*.
3. Hsieh, G., Prahbu, S., & Guzik, K. (2012). Pay or Donate: The Influence of Incentive Information on Credibility and Persuasion. *Paper presented at the International Communication Association Conference*.

4. Friederici, N., & Hsieh, G. (2012). Fear, Anxiety, and Shame as Predictors of Health Information Seeking and Emotional Support. *Paper presented at the International Communication Association Conference.*
5. Peng, W., & Hsieh, G. (2012). The Influence of Competition, Cooperation, and Player Relationship on Performance, Motivation, and Goal Commitment in Game Play. *Paper presented at the International Communication Association Conference.*
6. Clark-Hitt, R., Gidley, R., Smith, S. W., Park, H. S., Walther, J. B., Hsieh, G., Liang, J., Novales, W., Tislerics, J., & Haverwahl, T., (2012). Traditional vs. social networking routes for organ donation registrations in two competition-based campaigns. *Poster presented at the Kentucky Conference on Health Communication.*
7. Park, H.S., Walther, J., Smith, S.W., Liang, Y., Clark-Hitt, R., & Hsieh, G. (2011). An Effort to Increase Support for Organ Donor Registration Through Social Identification and Intergroup Competition. *Paper presented at the Conference of the National Communication Association.*
8. Hsieh, G. (2011). Understanding and Designing for Cultural Differences on Crowdsourcing Marketplaces. *Workshop paper presented at the ACM conference on Human Factors in Computing Systems (CHI).*
9. Hsieh, G. (2008). Using Market Mechanisms to Improve Real-Time Information Exchange. Doctoral Consortium presentation at the *ACM conference on Computer Supported Cooperative Work (CSCW).*

 PATENT

2009 Hsieh, G., Meyers, B., & Wood, K. Selection and Display of User-Created Documents. US20090013250

 SELECTED PRESS COVERAGE

2014 Lee, J. What's the real impact of viral Ice Bucket Challenge? *USA Today Network.*
 2013 Guzman, Monica. You're not a slacktivist, are you? GiveBig and a new social media debate. *Seattle Times.*
 2013 Reardon, Sara. Does Online 'Slacktivism' Reduce Charitable Giving? *New Scientist.*
 2009 Hemp, Paul. Death by Information Overload. *Harvard Business Review.*
 2008 Jackson, Maggie. May We Have Your Attention Please? *Business Week.*

 GRANTS & GIFTS

2015 Study of Verbalucci, Intel. \$10,000, Role: Co-PI (with Sean Munson).
 2014 – 2016 NIH R21: Tools for Teen Moms: Reducing Infant Obesity Risk. \$50,000, Role: Co-I.
 2013 – 2018 CAREER: Advancing Social Computing with Tailored Motivators. \$499,892, Role: PI.
 2011 Cultural Differences on Crowdsourcing Services, CrowdFlower gift. \$1,000, Role: PI.
 2007 Mediation of Communication to Increase Efficiency, Yahoo! Research Key Technical Challenges Grant. \$5,000, Role: PI.

Travel Grants for Research Presentations

2009 Research Institute for the Science of Socio-Technical Systems

2008 IBM Research HCI Symposium
 2008 CSCW Doctoral Consortium
 2007 Yahoo! Research Key Technical Challenges Conference

PROFESSIONAL EXPERIENCES

2004 – 2010 Graduate Student Researcher, Carnegie Mellon University (Advisors: Scott Hudson & Robert Kraut),
 2008 Research Intern, Microsoft Research (Manager: Scott Counts)
 2007 Research Intern, IBM TJ Watson Research Center (Manager: Jennifer Lai)
 2005 Research Intern, Microsoft Research Cambridge (Manager: Ken Wood)
 2003 – 2004 Consultant, Fuji Xerox Palo Alto Research Center (Manager: Elizabeth Churchill)
 2002 – 2003 Research Assistant, UC Berkeley & Intel Labs Berkeley (Advisors: Jennifer Mankoff & Anind Dey)
 2002 – 2003 Web Development Intern, Embark (The Princeton Review)
 1998 – 1999 Research Intern, The Clorox Co.

TEACHING EXPERIENCES

2016, Winter Research Methods I (Quantitative), University of Washington
 2015, Spring Interaction Design and Prototyping, University of Washington
 2015, Winter Research Methods I (Quantitative), University of Washington
 2014, Spring Interaction Design, University of Washington
 2014, Winter Research Methods I (Quantitative), University of Washington
 2013, Spring Interaction Design, Michigan State University
 2012, Fall Theory & Technology for Behavior Change, Michigan State University
 2012, Spring Design for Behavior Change, Michigan State University
 2011, Fall User Experience Design, Michigan State University
 2011, Spring Health 2.0, Michigan State University
 2010, Fall Communication Theory and Process (Guest Lecturer for Kami Silk), Michigan State University
 2008, Fall HCI Methods (Teaching Assistant for Bonnie John & John Zimmerman), Carnegie Mellon University
 2007, Spring Programming Usable Interfaces (Teaching Assistant for Anind Dey), Carnegie Mellon University
 2002, Fall User Interface Design, Prototyping and Evaluation (Teaching Assistant for Jennifer Mankoff), UC Berkeley

INVITED PRESENTATIONS

2014 Social/Personality Seminar, University of Washington, "Designing for the Why."
 2014 Informatics Seminar, University of Irvine, "Designing Tailored Motivators."
 2014 HCI Seminar, University of Illinois at Urbana Champaign, "Designing for the Why: Studying and Predicting Motivation."
 2013 Human Centered Design & Engineering, University of Washington, "Studying & Designing Motivators for Prosocial Computing"
 2013 School of Information, University of Texas at Austin, "Studying & Designing Motivators for Prosocial Computing"

- 2012 School of Communication, Northwestern University, "Motivations and Motivators in Social Computing"
- 2011 Computer Science & Engineering Colloquium, Michigan State University, "Motivations and Motivators in Social Computing"
- 2010 College of Communication Arts and Sciences Brown Bag, Michigan State University, "Incentives, Credibility and Cross Cultural Differences"
- 2010 IBM Research, Cambridge & Watson Labs, "Markets for Information Exchange"
- 2010 Disney Research, "Markets for Information Exchange"
- 2010 Microsoft Research, "Leveraging Market Mechanisms for Information Exchange"
- 2010 College of Communication Arts and Sciences, Michigan State University, "Markets for Information Exchange: Implications for Health"
- 2010 Nokia Research, "Markets for Information Exchange"
- 2008 IBM Research HCI Symposium, "Using Market Mechanisms to Improve Real-Time Information Exchange"
- 2008 DUB Meeting, University of Washington, "Applying Market Mechanisms to Improve Communication Efficiency"

PROFESSIONAL MEMBERSHIP & SERVICES

Advisory Board

- 2014 – Human Computation

Organizing Committee Member

- 2016 ACM CSCW, Publications co-Chair
- 2015 HCI Consortium, Program co-Chair
- 2015 Chinese CHI, Program co-Chair
- 2013 ACM CSCW. Posters co-Chair
- 2010 ACM CSCW, Student Volunteers co-Chair

Program Committee Member

- 2016 ACM CHI, Associate Chair
- 2014 Chinese CHI, Associate Chair
- 2011 – 2014 ACM CHI, Associate Chair
- 2013 ACM CSCW, Associate Chair
- 2011 ICWSM, Associate Chair
- 2010 ACM CHI, Work In Progress Associate Chair
- 2007 ISR GSRS, Associate Chair

Reviewer

Organization Behavior and Human Decision Processes; Human-Computer Interaction; Health Communication; Journal of Computer-Mediated Communication; New Media and Society; International Communication Association Conference; International Conference on Information Systems; Transactions on Information Systems; International Conference on Ubiquitous Computing; International Conference on Pervasive Computing; ACM CSCW Conference; ACM CHI Conference; ACM ToCHI; ACM UIST Conference

Invited Panelist (Grant Proposals)

2012, 2014 National Science Foundation

Volunteer

2006 – 2010 FIRST LEGO Robotics Tournament (Research Judge, grades 6-8)
 2003 ACM UBICOMP
 2003 ACM CHI

Member

Association for Computing Machinery (ACM) and ACM SIGCHI
 International Communication Association (ICA)

UNIVERSITY SERVICES

University of Washington

2014 – Chair’s Executive Committee
 2014 – Student Travel Review Committee
 2013 – Ph.D. Committee
 2013 – M.A. Committee
 2013 – Technology Committee

Michigan State University

2012 Faculty Search Committee (Socio-Technical Systems), Department of Telecommunication, Information Studies, & Media
 2011 Faculty Search Committee (Social Media/Social Computing), Department of Telecommunication, Information Studies, & Media
 2011 – 2013 Graduate Affairs Committee, Department of Telecommunication, Information Studies, & Media
 2010 – 2013 Equipment Committee, Department of Communication
 2010 – 2011 Advisory Committee, Department of Communication

STUDENT ADVISING

Chair, Ph.D. Thesis Committee

2015 – Kerem Özcan, Human-Centered Design & Engineering
 2014 – Elena Agapie, Human-Centered Design & Engineering (co-advisor with Sean Munson)
 2014 – Lucas Colusso, Human-Centered Design & Engineering (co-advisor with Sean Munson)
 2014 – Rafal Kocielnik, Human-Centered Design & Engineering
 2013 – Minhyang Suh, Human-Centered Design & Engineering

Chair, Master Thesis Committee

2011 Nicolas Friederici, Department of Telecommunication, Information Studies, & Media, now Ph.D. student at University of Oxford

Committee Member, Doctoral Thesis Committee

- 2015 Daniel Perelman, Computer Science & Engineering, Member and Graduate School Representative, now Research Software Engineer at Microsoft
- 2015 Albert Park, Biomedical and Health Informatics, Member and Graduate School Representative, now Postdoctoral Researcher at University of Utah
- 2012 Andrew Smock, Department of Telecommunication, Information Studies, & Media, now Assistant Professor at the University of Wisconsin – Oshkosh

Committee Member, Master Thesis Committee

- 2014 Xiaowen Xu, Department of Communication, now Ph.D. student at University of Connecticut

Committee Member, Doctoral Prelim Committee

- 2013 Carolyn Lauckner, Department of Telecommunication, Information Studies, & Media, now Assistant Professor at University of Georgia
- 2013 Jacob Soloman, Department of Telecommunication, Information Studies, & Media
- 2012 Guanxiong Huang, Advertising, Public Relations, and Retailing
- 2012 Kanni Huang, Advertising, Public Relations, and Retailing

Former Advisees and Research Assistants

- 2013 Yu-Hao Lee, Department of Telecommunication, Information Studies, & Media, now Assistant Professor at University of Florida
- 2012 Youyang Hou, Department of Psychology, now Ph.D. student at University of Michigan
- 2006 – 2007 Wai Yong Low, Department of Electrical & Computer Engineering, now at MallTip

PERSONAL

Citizen of United States of America