

PROMOTION RECOMMENDATION
The University of Michigan
School of Information

Clifford A. Lampe, associate professor of information, with tenure, School of Information, is recommended for promotion to professor of information, with tenure, School of Information.

Academic Degrees:

Ph.D.	2006	University of Michigan, Ann Arbor, MI
M.S.I.	2001	University of Michigan, Ann Arbor, MI
B.A.	1996	Kalamazoo College, Kalamazoo, MI

Professional Record:

2013 – present	Associate Professor, with tenure, School of Information, University of Michigan
2011 – 2013	Assistant Professor, School of Information, University of Michigan
2005 – 2011	Assistant Professor, Department of Telecommunication, Information Studies and Media, Michigan State University

Summary of Evaluation:

Teaching: Professor Lampe's teaching statement is both thoughtful and thought provoking. It reflects his longstanding commitment to engaged learning. From the very beginning of his teaching career, he has worked to include "real world" examples and problems in his classes large and small. His Citizen Interaction Design (CID) courses and co-curricular activities, initially funded by a Teaching and Learning for the Third Century (TLTC) grant from the provost, make this commitment manifest. Offered at the bachelor's and master's levels, these courses combine traditional classroom pedagogy with problem-based internships in city governments, such as Jackson, Lansing, and Ferndale, Michigan. They offer opportunities for engaged and reflective learning as well as opportunities for students to translate information into knowledge.

Professor Lampe's teaching reflects a growing commitment to creating learning environments in which the class learning activities allow for personalization and choice among students. He creates multiple pathways to success in his courses (e.g., three paths for students in the online communities class; multiple assignment formats in his introductory undergraduate class; and gameful design elements in all his courses). He finds that when students have more control over their learning, they take more ownership, select harder intellectual challenges, and express greater satisfaction. Professor Lampe is thoughtful about the challenges and opportunities that come with creating a more inclusive classroom that embraces the diverse backgrounds, habits of thought, and identities of students. As a result, he has won teaching awards both at Michigan State University (MSU) and the University of Michigan (UM) School of Information (UMSI) Excellence in Teaching Award).

Professor Lampe is also an actively engaged mentor outside the classroom. Since his move to UM, Professor Lampe has graduated one doctoral student who is now working at a startup and he advises several others. He mentors masters and undergraduate students, some of the later through the Undergraduate Research Opportunity Program (UROP). His mentorship skills are evidenced by the frequency with which his students are his co-authors on peer reviewed publications.

Research: Professor Lampe has a long record of producing scholarship in the social computing field that is methodologically innovative, highly visible, influential, and ground-breaking. His greatest impact has been in enhancing our understanding of how social networking systems affect social capital. In fact, he began this line of research before most other researchers understood that social capital was as much an issue in the virtual as it was in the physical world. In short, he has been at the forefront of research on social networking sites and social media use for over a decade.

Professor Lampe first became known to the social computing research community through his dissertation work on Slashdot; this work is explicitly mentioned by a number of the letter writers. His subsequent work employing gratification theory to the online community Everything2 (E2) was also cited by reviewers as influential and important. Almost all of the reviewers mentioned the collection of papers that focus on how users employ the Facebook platform for social processes, such as network construction, identity, help-seeking, relationship maintenance, and social capital generation. Professor Lampe was one of the first academic researchers to focus on Facebook, using a (then) innovative method of scraping profile information and comparing profile fields to friendship patterns. Drawing from signaling theory, transaction cost theories, common ground, and social information processing theory, his research found that profile information, such as hometown or high school were the strongest predictors of number of Facebook friends. Professor Lampe and colleagues continued to explore the role of Facebook in relationship development and formation processes, and the social benefits associated with these networks, although early work used more general measures of Facebook use, as this stream of work evolved, it has focused more on the specific behaviors that Professor Lampe and his colleagues hypothesized would be directly related to social capital: help-seeking requests broadcast to a wide net of Facebook “friends.”

Although the underlying questions that animate Professor Lampe’s work have remained consistent over time, the methods, approaches, and theoretical framing of the work has evolved since the start of his career, and more so after his promotion to associate professor. One of his recent papers, conducted with his graduate student Xuan Zhao and the School of Information (UMSI) colleague Nicole Ellison (Zhao et al., 2016), illustrates this evolution. Although many of Professor Lampe’s earlier papers focus on the use of one platform (i.e., Facebook, Slashdot, E2), this work takes a “social media ecology” approach that acknowledges the suite of platforms, tools, and technologies that users in contemporary media environments construct in order to accomplish interpersonal and other goals. In this piece, Professor Lampe and his colleagues explore the decision-making process at play when users have to decide where to share certain content, in a specific platform, with particular people.

Recent and Significant Publications:

- Lampe, C., Ellison, N. and Steinfield, C. (2007). A Familiar Face(book): Profile Elements as Signals in an Online Social Network. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '07)*, ACM, New York, NY, USA, 435-444.
- Lampe, C., Wash, R., Velasquez, A., & Ozkaya, E. (2010). Motivations to Participate in Online Communities. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '10)*, ACM, New York, NY, USA, 1927-1936.
- Lampe, C., Gray, R., Fiore, A. T., & Ellison, N. (2014, February). Help is on the way: patterns of responses to resource requests on Facebook. In *Proceedings of the 17th ACM conference on Computer-Supported Cooperative Work & Social Computing*. ACM, New York, NY, USA, 3-15.

- Zhao, X., Lampe, C., & Ellison, N. B. (2016). The Social Media Ecology: User Perceptions, Strategies and Challenges. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems (CHI '16)*. ACM, New York, NY, USA, 89-100.
- Hou, Y., Lampe, C., Bulinski, M., & Prescott, J. (2017). Factors in Fairness and Emotion in Online Case Resolution Systems. In *Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems (CHI '17)*. ACM, New York, NY, USA, 2511-2522.

Service: Professor Lampe is extraordinarily active in service at the school, university, and professional levels. Since tenure, he has maintained an impressive level of service to the school and the university, while his external engagement and leadership roles have increased. Within UMSI, Professor Lampe was appointed by the provost to the Dean Search Advisory Committee (2015-2016), elected by fellow UMSI faculty to the Dean's Advisory Committee 2015-16, and served on several Promotion and Tenure subcommittees. He was a member of the Master of Science in Information (MSI) Program Committee (2013-2016) and the Master of Science in Information (MSI) Curriculum Revision Task Force, a major effort in UMSI to update and revise the curriculum in that degree. In association with that, he chaired and ran the initial offering of a new MSI orientation experience. At the university level, Professor Lampe served as a board member for the Interdisciplinary Committee on Organization Studies (2014-2017), the Museum Studies Program (2016-2017), and the University of Michigan Board of Student Publications (2014-2016).

After tenure, Professor Lampe began to play a more substantial role in his scientific community, human-computer interaction (HCI). He served as an associate editor for the *HCI Journal* (2014-2017) and *ACM Transactions on Social Computing* (2017); two of the four top journals in this area. He is the editor-in-chief for *Proceedings of the Association for Computing Machinery (ACM) on Human-Computer Interaction (PACM_HCI)*, which is the umbrella publication for HCI conference publications and a recent innovation (initiated by Professor Lampe among others) attempting to combine the journal and conference publication models. He is also on the editorial board of *Social Media and Society* (2015-2017) and a frequent panelist for the National Science Foundation. In addition, he was a member of several other program committees – Computer Supported Cooperative Work (CSCW) (2015, 2017), Computer-Human Interaction (CHI) (2015), the International Conference on Web and Social Media (ICWSM) (2014), and OpenSym (2014). In fact, he was technical program chair for CHI in 2016, and 2017 which guides the intellectual content of the program.

External Reviewers:

Reviewer A: "In summary, [Professor Lampe] is one of the very top people working in the area of social computing today. He excels along virtually any dimension used to assess faculty: he has an exceptional track record of highly important publications in highly esteemed venues, he has used his research and design skills to make a difference at the community level, he's one of the top leaders of the wider CHI and CSCW research communities, and (based on his guest lectures for me) he's a terrific teacher."

Reviewer B: "The impact of his work has been enormous and highly visible. His work ... on social capital and social network sites are some of the most highly cited papers in our field, and they fundamentally shaped the discipline. I would be surprised, and suspicious, of any course syllabus on computer-mediated communication that does not include one of these papers. Their work has certainly influenced my own thinking about the interplay between the social and the technical in social media."

Reviewer C: "Through his substantial service on program committees, journal boards, and conference/workshop committees, [Professor] Lampe has become a significant leader in the CHI, ICT, and CSCW research communities. He demonstrates the kind of leadership and service we expect from our senior professors."

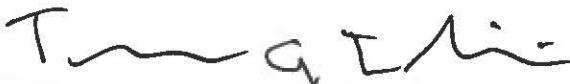
Reviewer D: "...[Professor] Lampe's contribution to the field of HCI is seminal. He has an international reputation. At my university [Professor] Lampe would certainly be promoted to Professor. Without hesitation I recommend [Professor] Lampe for promotion to Professor at SI at U Michigan. His impactful and prolific work, his leadership, his service and dedicated student mentorship, and his potential for future impact are all outstanding and he deserves the promotion. It was a pleasure to write this letter."

Reviewer E: "[Professor] Lampe has established a strong research reputation and trajectory that is internationally respected. [Professor Lampe]'s service profile is commensurate with a senior faculty who actively leads national and international efforts."

Reviewer F: "It has been my pleasure to review [Professor] Lampe's academic record and contributions to school, campus, and civic and academic communities. At my institution, he would be ready for evaluation for promotion to Full, and he would certainly earn it."

Summary of Recommendation

Professor Lampe's accomplishments in the areas of teaching, research, and service meet and exceed the promotion requirements to achieve the rank of professor. Therefore, with the overwhelming support of the promotion and tenure committee of the School of Information, I enthusiastically recommend Clifford A. Lampe for promotion to professor of information, with tenure, School of Information.



Thomas A. Finholt
Dean, School of Information

May 2018