

PROMOTION RECOMMENDATION
THE UNIVERSITY OF MICHIGAN
SCHOOL OF INFORMATION

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

2011 – present	Assistant Professor of Information, School of Information, University of Michigan
2005 – 2011	Assistant Professor, without tenure, Department of Telecommunication, Information Studies and Media, Michigan State University

Summary of Evaluation:

Teaching: Professor Lampe is a passionate instructor who helps students engage in critical thinking regarding technology and strives to innovate around technologies that support new pedagogical practices. In 2010, while at Michigan State, Professor Lampe won the “Teacher-Scholar Award” which recognizes junior faculty who show excellence in both teaching and research. Across more than a dozen large undergraduate courses at Michigan and Michigan State, Professor Lampe has received outstanding ratings. He employs innovative instructional techniques, including using social media to teach about social media. Professor Lampe is also well-known for integrating his research into the classroom experience. Professor Lampe has been the primary advisor for seven doctoral students and he has served on sixteen doctoral committees (including four students at other institutions).

Research: Professor Lampe is a successful and highly visible researcher who examines how information and communication technologies can be used to support and extend the ability of people to engage in pro-social collective efforts. His specific areas of work involve participation in online communities, the social impact of social network sites (e.g., Facebook), and the use of social media in the public sector. Professor Lampe has published 26 journal articles or peer-reviewed conference papers. According to Google Scholar, his publications have been cited over 4,800 times and he has seven papers with more than 100 citations, with one paper cited over 2,000 times. In terms of research support, Professor Lampe has had success in obtaining grants for a total of more than \$16 million from the National Science Foundation, the W.K. Kellogg Foundation, the U.S. Department of Agriculture, and the U.S. Department of Commerce.

Professor Lampe’s research on large-scale online communities produced one of the first in-depth analyses of distributed moderation, or the selection and promotion of content by readers rather than by a team of editors. Results from these studies foreshadowed the emergence of approaches that are now ubiquitous for managing and organizing large volumes of user-contributed content, such as point systems to lend more influence to highly-rated moderators.

Professor Lampe's research on social network sites, such as Facebook, has been path-breaking. His 2006 paper (with Nicole Ellison and Chip Steinfeld) showed that the identifiability of Facebook participants led to dramatically different patterns of behavior than had been observed in previous online settings where anonymity was the norm. Professor Lampe's 2007 paper (already cited 2,245 times according to Google Scholar) showed a strong relationship between Facebook use and levels of social capital. This was the first study to demonstrate positive consequences of Facebook use and played a key role in the emergence of social network sites as a focus of scholarly attention.

Professor Lampe's newest research has focused on what he describes as "socio-technical systems" in the public sector. Some of this work has concentrated on rural communities in Michigan and the potential benefits of social media for slowing the flight of talented youth out of these communities. Other projects have looked at social media as a platform to engage constituents in policy discussions. What distinguishes Professor Lampe's efforts across these projects is his willingness to both build infrastructure (e.g., he has partnered with firms to implement and deploy technology) and study this infrastructure in use.

Recent and Significant Publications:

- Ellison, N.B., Steinfeld, C., and Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of social network sites. *Journal of Computer-Mediated Communication*, 12, 1143-1168.
- Ellison, N.B., Steinfeld, C., and Lampe, C. (2011). Connection Strategies: Social capital implications of Facebook-enabled communication practices. *New Media & Society*, 13, 873-892.
- Lampe, C., Ellison, N.B., and Steinfeld, C. (2006). A Face(book) in the crowd: Social searching vs. social browsing. In *Proceedings of the 2006 ACM Conference on Computer-Supported Cooperative Work* (pp. 167-170). New York: ACM Press.
- Lampe, C., Ellison, N.B., and Steinfeld, C. (2007). A familiar Face(book): Profile elements as signals in an online social network. In *Proceedings of the 2007 ACM Conference on Computer-Human Interaction* (pp. 435-444). New York: ACM Press.
- Lampe, C., and Resnick, P. (2004). Slash(dot) and burn: Distributed moderation in a large online conversation space. In *Proceedings of the 2004 ACM Conference on Computer-Human Interaction* (pp. 543-550). New York: ACM Press.
- Lampe, C., Wash, R., Velasquez, A., and Oakaya, E. (2010). Motivations to participate in online communities. In *Proceedings of the 2010 ACM Conference on Computer-Human Interaction* (pp. 1927-1936). New York: ACM Press.

Service: At Michigan State, Professor Lampe provided a high level of service to his department, college, and the university. He has continued to provide a high level of service to UMSI and to the University of Michigan. Finally, across his career, Professor Lampe has been very engaged within his professional community. Professor Lampe's principal service role at Michigan State was as the director of graduate studies for the Department of Telecommunication, Information Studies, and Media (2007-11). In addition, Professor Lampe chaired four faculty search committees, was the social media research director for the College of Communication Arts and Sciences, and was a member of a university-level committee that prepared a report on faculty use

of social media and collaboration tools. At UMSI Professor Lampe was a member of the task force that designed the new Bachelor of Science Information degree and he currently serves on the MS Information Committee. In terms of professional service, Professor Lampe has served in various capacities on many conference organizing committees culminating in such activities as program co-chair for CSCW (Computer-Supported Cooperative Work) 2013 and general chair for the WikiSym 2012 conference. True to his research agenda, Professor Lampe originated the role of social media chair for the ACM Conference on Computer-Human Interaction (CHI) in 2011 and continued in this role in 2012. He has also been an active reviewer for top journals in his field and an NSF panelist.

External Reviewers:

Reviewer A: “[Professor Lampe] has a surprisingly strong reputation in the field for someone who is still junior faculty, and that reputation reflects well on the University of Michigan. I enthusiastically recommend you promote him to Associate Professor with tenure.”

Reviewer B: “...[Professor Lampe] is one of the very top people working in the area of social computing today, with an exceptional track record of highly important publications. He’s also a prominent participant in the wider research community, and (based on his several guest lectures for me) a terrific teacher. I’m quite confident he would be granted tenure in our department and I highly recommend he be tenured in the School of Information.”

Reviewer C: “It is evident from [Professor Lampe’s] record that he has amassed the typical indicators of scholarly success: numerous publications in top-tier journals and conferences, a significant record of funding from government agencies and foundations, leadership positions in our most prestigious professional associations, and a consistent and continued record of scholarship.”

Reviewer D: “...[Professor Lampe] would deserve and receive a promotion to associate with tenure [my institution]. Cliff has been productive, but more important, he has taken risks in the new area of social computing and has done difficult but high quality research that has been published in the best venues of human-computer interaction and social computing.”

Reviewer E: “Looking forward, I see ... Dr. Lampe as not only a leader today, but someone who has the potential to be a leader in the field for a long time. For all these reasons, I feel that Cliff Lampe is a very strong candidate. I strongly support his promotion and tenure.”

Reviewer F: “...[Professor] Lampe has made important contributions to research and scholarship in CMC that warrant promotion and tenure. He is a leader in the socio-technical research communities devoted to social media design and evaluation. If he were up for promotion at [my institution], I fully expect that he would be promoted to associate professor with tenure. I would certainly be among his strongest advocates.”

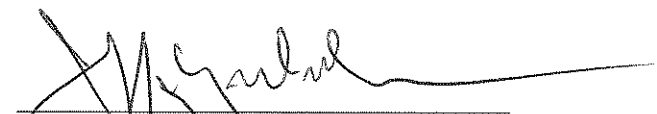
Reviewer G: “Overall, [Professor] Lampe has made significant intellectual contributions and is well positioned to sustain an exemplary research profile. His publications communicate important research results across disciplinary boundaries. Cliff’s research contributions reflect

the depth and significance that are commensurate with a [junior] faculty member who should be awarded tenure.”

Reviewer H: “...what I find most impressive is Professor Lampe’s consistently high performance across research, service, and teaching. He has published well and acquired substantial external funding, while at the same time making substantial contributions to service and teaching, including teaching large classes and being Graduate Program Director while at MSU.”

Reviewer I: “...I would very strongly recommend Cliff for tenure. I believe that his past record and research program supports this, and I expect him to continue to be successful in carrying out further important research in this area. I am sure he will be a major asset to the department and the field.”

Summary of Recommendation: Professor Lampe has been a strong classroom teacher and an important educational innovator. His research record is impressive, as attested by his publications in the Communication Studies, Social Computing and Human-Computer Interaction areas, and the assessment of nine external evaluators asked to comment on his research. His service has been above the level expected of junior faculty members. With the overwhelming support of the promotion and tenure committee of the School of Information, I enthusiastically recommend Clifford A.C. Lampe for promotion to associate professor of information, with tenure, School of Information.



Jeffrey K. MacKie-Mason
Arthur W. Burks Collegiate Professor
of Information and Computer Science,
and Dean, School of Information

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