

PROMOTION RECOMMENDATION
The University of Michigan
School of Information

Sarita Yardi Schoenebeck, 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.	2012	Georgia Institute of Technology, Atlanta, GA
M.S.I.	2006	University of California Berkeley, Berkeley, CA
B.A.	2002	Dartmouth College, Hanover, NH

Professional Record:

2012 – present	Assistant Professor, without tenure, School of Information, University of Michigan
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Summary of Evaluation:

Teaching: Professor Yardi Schoenebeck's learning goals for her students are to be able to: 1) identify, synthesize, and appropriately draw from theories and methods from human-computer interaction (HCI) and related disciplines; 2) critically and carefully assess the social impacts of technologies; and 3) successfully work in both independent and collaborative environments. She has achieved these goals in both her curricular and co-curricular instructional activities.

Professor Yardi Schoenebeck has implemented this teaching philosophy in the five different courses she teaches at University of Michigan. Among these courses, she developed two – SI 582: Interaction Design (with Pedja Klasnja) and SI 689 Social User Experience (a capstone course for the School of Information (UMSI)'s master's program) and did major revisions to update a third, SI 422: Needs Assessment and Usability Evaluation. In SI 582: Interaction Design, Professor Yardi Schoenebeck explicitly designed around her teaching goals and developed a course that gave students the ability to better synthesize and draw from theory, use different HCI methods, and gain marketable skills. In SI 422: Needs Assessment and Usability Evaluation, Professor Yardi Schoenebeck redesigned the project to help students better identify socio-technical problems, assess the social implications of their designs, and design more appropriate solutions. In all of her courses, she has prioritized diversity and inclusion in course material and classroom dynamics. She was one the first UMSI professors to face a class that was primarily international students and worked hard to create an inclusive learning environment for students by leveraging student diversity and adapting and creating new examples and assignments that acknowledged and respected the students' many experiences and backgrounds. In SI 529: Online Communities, she has sensitively helped students address difficult topics, such as online harassment and LGBT identities online. As a result of these efforts, Professor Yardi Schoenebeck received the first UMSI Diversity, Equity, and Inclusion Award in 2017.

Professor Yardi Schoenebeck runs the Living Online Lab and co-organizes the Social Media Research Lab. Through these labs, she has recruited a diverse group of students and is an extraordinarily active mentor. She takes her mentorship role very seriously and works hard to provide funding and a supportive environment for the students in her labs as well as those she encounters in other contexts. She is the primary advisor for one student and a co-advisor for two others. She has also served on eight dissertation committees in such diverse areas as education, psychology, and computer science. In terms of master's students, she has mentored two master's theses and included a number of other master's students as research assistants. The strength of her mentoring and supervision is evident; both doctoral and master's students are frequent co-authors on publications in top venues.

Research: Professor Yardi Schoenebeck regularly produces work that extends our understanding of the effects of social media on individuals and society. This research is well respected in her scientific community. Professor Yardi Schoenebeck studies how families use social media and how these social computing technologies change their lives. She is particularly interested in how new technologies alter the social practices and norms around parenting and child rearing and in turn how those changes influence subsequent design of technologies. These socio-technical implications of social computing are seen in two of her representative papers. The first, "Accessing Social Support and Overcoming Judgment on Social Media among Parents of Children with Special Needs" is a study of parents with special needs children. In this paper, Professor Yardi Schoenebeck investigates how parents use social media for social support that differs from face-to-face encounters. Using social media, she found that parents felt less judged by peers – a surprising result given that previous research had found online communications to be more judgmental.

In another paper, "Understanding and Supporting Fathers and Fatherhood on Social Media Sites," Professor Yardi Schoenebeck examined support for the changing nature of fatherhood among groups on Facebook and Reddit. She found that these fathers used social media to garner social support, learn how to be an involved father, and document their activities as a father. The paper ends with design suggestions to better support fathers to be more actively engaged in childrearing. Professor Yardi Schoenebeck was one of the first to investigate how the venues for social support in parenting are changing and how social media is becoming integral in the everyday lives of parents. Furthermore, her investigations highlight the interplay between social technologies and parenting practices and the increasing influence one is having on the other. Both of these articles demonstrate thoughtful and innovative research methods and study design, and both highlight the detailed examination of evolving societal norms.

Professor Yardi Schoenebeck has positioned herself well in terms of being influential in her field. She has garnered two NSF grants, one a CAREER grant, a prestigious and highly competitive award given to promising early scholars, and the other a regular program grant. These are not only markers of the quality of her research, but they are also indicators of future expectations. Moreover, her work has been widely disseminated in the popular press. Professor Yardi Schoenebeck has four journal articles and over 40 papers in top-tier conferences, such as the Association for Computing Machinery (ACM) Conference on Human Factors in Computing Systems (CHI), the ACM Conference on Computer-Supported Cooperative Work (CSCW), and the International Conference on Web and Social Media (ICSWM). Among her conference

papers are three best paper honorable mentions and two best paper awards. She has an h-index of 26 and over 2601 citations (Google Scholar as of 1/19/2018). As such, her publication record is excellent and her impact is impressive.

Recent and Significant Publications:

- Ammari, T., Morris, M.R., Schoenebeck, S.Y. (2014). Accessing Social Support and Overcoming Judgment on Social Media among Parents of Children with Special Needs. *Proceedings of the AAAI International Conference on Weblogs and Social Media 2014* (ICWSM '14).
- Ammari, T. and Schoenebeck, S.Y. (2015). Understanding and Supporting Fathers and Fatherhood on Social Media Sites. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '15), 1905-1914. Best Paper Award.
- Hiniker, A., Schoenebeck, S., and Kientz, J. (2016). Not at the Dinner Table: Parents' and Childrens Perspectives on Family Technology Rules. (2016). In *Proceedings of ACM Conference on Computer Supported Cooperative Work and Social Computing* (CSCW '16), 1376-1389.
- Moser, C., Schoenebeck, S. and Reinecke, K. (2016). Technology at the Table: Attitudes about Mobile Phone Use at Mealtimes. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '16), 1881-1892.
- Blackwell, L., Hardy, J., Ammari, T., Veinot, T., Lampe, C., Schoenebeck, S. (2016). LGBT Parents and Social Media: Advocacy, Privacy, and Disclosure during Shifting Social Movements. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '16), 610-622. Best Paper Honorable Mention.

Service: Professor Yardi Schoenebeck's record of service is strong in the UMSI context, in the broader academic HCI research community, as well as in outreach to the broader public. At UMSI, she has initiated activities that address gaps in the intellectual climate and mentoring capabilities. For instance, she organized a series of paper review sessions before the annual Conference on Human Factors in Computing Systems (CHI) and Conference on Computer-Supported Cooperative Work and Social Computing (CSCW) conferences, in which faculty and students come together a few days before the deadline to read one another's work and provide feedback and commentary. These sessions are helpful for individual researchers, especially graduate students, but they have also provided a valuable opportunity for all UMSI faculty through cross-project intellectual engagement and debate. She has been elected to the Dean's Advisory Committee twice and has participated in other service activities, such as search committees in 2012 and 2014.

Professor Yardi Schoenebeck considers CHI and CSCW to be her home intellectual communities and she has been an active participant on program committees and in other capacities, such as social media chair. She has served as an associate chair for CHI three times (2013, 2014, 2016), the World Wide Web Conference twice (2013, 2015), and has been engaged in the International Conference on Web and Social Media (ICWSM). She has also been asked to sit on NSF review panels.

External Reviewers:

Reviewer A: “She has repeatedly served on the program and organizing committees for conferences like CHI, CSCW and ICWSM. It bears mentioning here that program committee members at these conferences essentially play a role equivalent to associate editors at top journals, that is both very important to the community and a nontrivial commitment of effort that often involves traveling to a multi-day committee meeting.”

Reviewer B: “[Professor] Yardi Schoenbeck’s publications, impact, and research agenda are on par or above par with researchers in the HCI community. (I am specifically comparing with faculty at a roughly similar point in their career at the University of Washington, the University of Illinois, Cornell, Berkeley, and Georgia Tech in related research areas).”

Reviewer C: “... [Professor Yardi Schoenbeck’s] work is all that we might hope for in a tenure case. She is at the forefront of her field, doing work of rigor, significance, and influence. She maintains a strong record of publication in significant venues, much of her work receiving awards and accolades.”

Reviewer D: “It is important to recognize that, in comparison to other long research trajectories in the HCI and CSCW communities, just the formation and operationalization of the questions posed by [Professor] Yardi Schoenebeck is a contribution in itself. She has been working in uncharted territory and has done a tremendous job in asserting key questions, followed by methodological quality and finesse, to create solid contributions.”

Reviewer E: “[Professor Yardi Schoenebeck] is a creative, interesting and productive researcher. She had made significant contributions to her discipline, and I have no doubt that she will become a major force in her discipline and her academic communities.”

Reviewer F: “Beyond her indirect contribution through the mentoring and teaching of students, [Professor Yardi Schoenebeck] has contributed more directly to her profession by participating in conference organizing activities. Some of this has been what I would consider to be ‘true service,’ for example serving as social media or fitness chair for CSCW.”

Summary of Recommendation

Professor Yardi Schoenebeck’s accomplishments in the areas of teaching, research, and service meet and exceed the promotion requirements to achieve the rank of associate professor, with tenure. Therefore, with the overwhelming support of the promotion and tenure committee of the School of Information, I enthusiastically recommend Sarita Yardi Schoenebeck for promotion to associate professor of information, with tenure, School of Information.



Thomas A. Finholt
Dean, School of Information

May 2018