

PROMOTION RECOMMENDATION  
THE UNIVERSITY OF MICHIGAN  
SCHOOL OF INFORMATION

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

Professional Record:

2022 - 2022	Adjunct Professor, Law School, University of Michigan
2021 - 2021	Visiting Professor, Yale University, New Haven, CT
2018 - Present	Associate Professor of Information, School of Information, University of Michigan
2012 - 2018	Assistant Professor of Information, School of Information, University of Michigan

Summary of Evaluation:

Teaching: Professor Schoenebeck uses both individual and collaborative approaches to learning in her pedagogy and offers a wide repertoire of learning experiences, from hands-on explorations of prototypes to abstract applications of principles and frameworks in multiple disciplines. Professor Schoenebeck has taught a total of 10 different courses for the University of Michigan School of Information (UMSI). She has taught five courses at the undergraduate level: Introduction to Information ethics (SI302), the UX capstone (SI487), Needs Assessment and Usability Evaluation (SI422), Algorithms and Society (SI431), and Online Communities (SI429). Five of her courses were at the graduate level: Algorithms, Discrimination and Justice (SI710), Social User Experience (SI689), Evaluation of Systems and Services (SI622), Interaction Design (SI582), and Online communities (SI529). In addition, she taught one class for the University of Michigan Law School (Technology, Law, and Society) and one at Yale as a visiting professor (Computing and Society).

Professor Schoenebeck has designed four new courses at UMSI (one undergraduate, two masters, and one doctoral seminar). Throughout her course development there is consistent efficacy in the incorporation of new technologies, ranging from hardware descriptions (e.g. Interaction Design) to algorithms (e.g. Algorithms, Discrimination and Justice), and more recently artificial intelligence (AI). Similarly, there has been constant incorporation of new social justice dimensions, meeting diversity, equity, and inclusion (DEI) and academic needs in those areas.

Professor Schoenebeck has advised or co-advised 10 Ph.D. students. Two have graduated. She has also served on 11 dissertation committees across the University of Michigan including at UMSI, the College of Engineering, the College of Literature, Science, and the Arts, and the Marsal Family School of Education. She was also thesis advisor to two master's students. A hallmark of Professor Schoenebeck's research is her ability to incorporate students. She has hired over 50 undergraduate and graduate students as research assistants and often works with students to publish papers in top venues. There is also a strong diversity component to her advising. This includes active recruitment

and retention for students from diverse experiential backgrounds, and supporting students through mental health challenges, new motherhood, Visa constraints, gender transitions, and other life events.

Research: Professor Schoenebeck is in the computer science sub-discipline called Human-Computer Interaction (HCI), and more specifically in the branch of HCI that looks at social computing systems. The most significant impact of Professor Schoenebeck's work is the application of transformative and restorative justice models to the experience, governance and design of online platforms. This perspective has been increasingly adopted by researchers in the field and led to many new research directions in her academic community. Professor Schoenebeck has used a wide range of methods, including interviews, surveys, and experiments, and is rigorous in how she follows each of those methods.

Professor Schoenebeck has published frequently in the top publication outlets in HCI. Since receiving tenure in 2018, her papers have been selected for honorable mention three times at (Computer-Supported Cooperative Work and Social Computing) CSCW and once at the Conference on Human Factors in Computing Systems (CHI). She has also published more broadly in related journals and conferences. According to Google Scholar, she has been cited over 8900 times, has an h-index of 45, and has shown considerable growth in citations since achieving tenure. Professor Schoenebeck has received more than \$3.5 million in external funding as a principal investigator, with continued success in garnering externally reviewed support since achieving tenure. This includes several National Science Foundation grants, including a prestigious Faculty Early Career Development Program grant. She typically has taken the role of project lead or co-lead on small to medium size grants (\$400K - \$1.1M). She has also received smaller corporate gifts in support of her research, from Google, Instagram, Mozilla, and Facebook.

#### Recent and Significant Publications:

- Schoenebeck, S., Batool, A., Do, G., Darling, S, Grill, G., Wilkinson, D., Khan, M., Toyama, K., and Ashwell, L. (2023). "Online Harassment in Majority Contexts: Examining Harms and Remedies across Countries." *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. Association for Computing Machinery, New York, NY, USA, Article 485, 1–16.
- Goaray, C. and Schoenebeck, S. (2022). "Youths' Perceptions of Data Collection in Online Advertising and Social Media." *Proc. ACM Hum.-Comput. Interact.* 6, CSCW2, Article 475, 27 pages.
- Schoenebeck, S., Scott, C.F., Hurley, E.G., Chang, T., and Selkie, E. (2021). "Youth Trust in Social Media Companies and Expectations of Justice: Accountability and Repair After Online Harassment." *Proc. ACM Hum.-Comput. Interact.* 5, CSCW1, Article 2, 18 pages.
- McDonald, N., Schoenebeck, S., and Forte, A. (2019). "Reliability and Inter-rater Reliability in Qualitative Research: Norms and Guidelines for CSCW and HCI Practice." *Proc. ACM Hum.-Comput. Interact.* 3, CSCW, Article 72, 23 pages.
- Moser, C., Schoenebeck, S., and Resnick, P. (2019). "Impulse Buying: Design Practices and Consumer Needs." *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI '19)*. Association for Computing Machinery, New York, NY, USA, Paper 242, 1–15.

Service: Within UMSI, Professor Schoenebeck has served in both formal and informal leadership roles. She chaired the President's Post-doctoral Fellowship Program faculty search in 2020-2021 and has repeatedly been elected to serve on the Dean's Advisory Committee. She has voluntarily organized a number of activities where she identified a need, including peer review sessions prior to

submission deadlines for the CHI and CSCW conferences, curating a collection of stories from faculty and students about successes and challenges, and starting a Race+Tech reading group in 2019. Professor Schoenebeck has also been a leader in scholarly communities. She took overall responsibility for the reviewing process for the 2020 CSCW conference and introduced two major innovations: multiple submission deadlines rather than just one per year, and a change from numeric ratings to categorical (e.g., minor revisions, major revisions, reject). She received the CSCW service award in 2019 and the UMSI service award in 2020.

#### External Reviewers:

Reviewer A: “In addition to the impressive output of high-quality research papers, [Professor] Schoenebeck has also made a significant public impact, as evident through extensive media coverage of her work. Her research has influenced public discourse on topics of social media governance, content moderation, transparency and accountability of algorithmic advising systems, and techno-parenting practices, among others. She has provided crucial design recommendations and has advised technology companies on these matters.”

Reviewer B: “Overall, I believe that Professor Schoenebeck is a very strong candidate for promotion to full professor, based on her contributions to the field, leadership among her peers, her productivity and what I see as clear competitiveness as a candidate for a senior faculty position at any elite institution.”

Reviewer C: “Compared to peers and international standards, there are no doubt in my mind that [Professor] Schoenebeck meet[s] the requirements for promotion to full professor with tenure. Her work meets the requirements for someone being considered for promotion as full professor at my university, even [though] processes and criteria are different in ....”

Reviewer D: “Taken together, the quantity, quality, and originality of [Professor] Schoenebeck’s research accomplishments clearly demonstrate a tremendously compelling promotion case. I am extremely confident that [Professor] Schoenebeck would be promoted to full professor with tenure at my institution.”

Reviewer E: “...among the many committee members and editors that I have worked with over these ten years, as a program chair or an editor in chief, I really consider her as one of the best; her reviews are always very thoughtful, very useful for the authors, and her participation in the discussions is very valuable.”

Reviewer F: “[Professor] Schoenebeck’s h-index of 45 is certainly commensurate with the level of Full Professor in any top-tier school, as is her citation count of over 8,500. Much of HCI research is published in conference proceedings, the best of which are highly competitive, with low acceptance rates. The top conferences in the CSCW/HCI area are [Association for Computing Machinery (ACM)] CHI and ACM CSCW. [Professor] Schoenebeck publishes regularly in the proceedings of these conferences and as a person who has been highly involved in these conferences myself in various capacities, I can vouch for the quality of the overall submission pool. Papers that might be accepted elsewhere fail to pass the rigorous review of these conferences.”

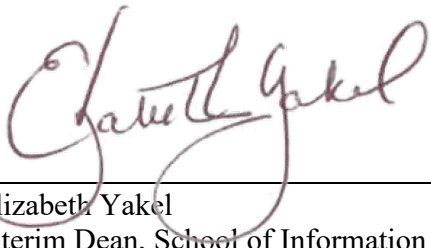
Reviewer G: “I am particularly impressed by her attention to different justice frameworks across the globe and the perspectives of harm and remediation by those outside the [United States]. Given the traditional design hegemony in the United States it is critical that scholars and designers remember

that much of the taken for granted understandings of harm and online harassment in this country do not translate to users outside our immediate context.”

Reviewer H: “There is no question that [Professor] Schoenebeck’s scientific work is of highest quality and has had significant scholarly impact. She has produced an oeuvre of publications that consistently bring new concepts and ideas to the field of HCI, confront worn theoretical assumptions, and provide clarity to methodological challenges.”

Reviewer I: “[Professor] Schoenebeck has established a global reputation for her outstanding work on human-centered approaches to tackle important social problems such as protecting teens’ online safety, combating deceptive technologies, and developing remedies associated with online harassment...Her research has been covered frequently by the news media including *The New York Times* (four times), the *Washington Post* (three times), on the front page of *NPR.org*, on the *Today* show, in a cover story for *TIME Magazine*, and elsewhere. Globally, her work has been covered in multiple venues including *The China Times*, the India-based *Economic Times*, *NDTV*, *Taiwan News*, *The Guardian*, *The Daily Mail*, *Vogue Australia*, and the *New Zealand Herald*. Any single one of these achievements would be rare for a mid-career researcher, let alone achieving all of them within 10 years of graduating from her PhD.”

Summary of Recommendation: Professor Schoenebeck’s work applying the theories of justice from fields like law and sociology to online systems advances our understanding of how moderation and other forms of social media governance work and helps us think about what new mechanisms might look like. She provides original contributions to the curricula in challenging topical areas and is engaged in leadership within the University of Michigan and in the field externally. Therefore, with the support of the Promotion and Tenure Committee of the School of Information, we enthusiastically recommend Sarita Yardi Schoenebeck for promotion to professor of information, with tenure, School of Information.



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Elizabeth Yakel  
Interim Dean, School of Information  
C. Olivia Frost Collegiate Professor of Information

May 2024