

Julia Katherine Haines

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EDUCATION

PhD in Information and Computer Sciences, Informatics | 2015

University of California, Irvine, Donald Bren School of Information and Computer Sciences

Dissertation: "Accelerating Innovation in Global Contexts"

Committee: Judy Olson, Gary Olson, Melissa Mazmanian, Bonnie Nardi

MS in Human-Computer Interaction, with Distinction | 2010

DePaul University

MA in Social Sciences | 2006

University of Chicago

Thesis: "Implications of Digital Technology on the Fourth Estate"

Advisor: W.J.T. Mitchell

BA in Anthropology, with Honors | 2003

BA in Journalism and Mass Communication, Visual Communication Sequence (Photojournalism) | 2003

University of North Carolina at Chapel Hill

Study abroad at Murdoch University, Western Australia, 2001

Honors thesis: "Photographic Representation of Aborigines in Mainstream Australian Media"

Honors Thesis Advisors: Catherine Lutz and Pat Davison

RESEARCH INTERESTS

Responsible Innovation, Equitable Computing, Artificial Intelligence, Machine Learning, Emerging Technologies, Technology Entrepreneurship, Human-Computer Interaction, Ethnographic Methods

PROFESSIONAL EXPERIENCE

Google, San Francisco, CA | 2015 - Present

User Experience Research Lead, Fuchsia

I lead research and manage the UX research team for Google's Fuchsia operating system.

RAIL, San Francisco, CA | 2018 - Present

Co-Founder

Cofounder of RAIL: Responsible AI Licenses (licenses.ai)

Hana Lab Research Group, University of California, Irvine | 2010 - 2015

Graduate Researcher

Research Advisors: Judy Olson, Gary Olson

Project foci have included: social creativity in culturally diverse teams; transnational teams and distributed teamwork; roll-out of Google Apps on university campuses; and a web-based assessment tool to evaluate collaborative success.

Google, Mountain View, CA | Summer 2012

User Experience Research Intern

Enterprise Team, with: Joe Tullio, Aruna Balakrishnan

Conducted field research on adoption and use of social networks for collaboration in small- to medium-sized businesses.

Google, Mountain View, CA | Summer 2011

User Experience Research Intern

intergroups Team, with: Craig Silverstein, Cristina Tcheyan, David Choi

Conducted an in-depth, internal qualitative study on Google engineers in relation to organizational structures for problem solving, informal collaboration, and motivations for corporate citizenship. Research activities culminated in a user needs report and recommendations for program design as well as a Google Tech Talk.

Rhea+Kaiser, Naperville, IL | 2010 - 2011

Freelance User Experience Specialist/Information Architect

Conducted freelance work as a general UX specialist, creating strategy and design for various interactive marketing campaigns. Researched competitor sites and mobile marketing strategies and analyzed findings to develop best practices. Developed requirements and designed wireframes for both web and mobile spaces.

UserCentric, Oakbrook Terrace, IL | 2009

User Experience Consultant

Developed testing materials, moderator guides, and screeners for usability testing; moderated testing sessions; and produced data-analysis reports for a variety of educational and healthcare clients.

OpenUsability: Gallery Project, US/Germany (remote) | 2009

User Research Intern

Conducted user research activities including a large-scale user survey for Gallery, an open-source photo-management software project, one of ten international FLOSS projects chosen for OpenUsability's Season of Usability.

Smart Revenue, Chicago, IL | 2008 - 2009

Ethnographer/Consultant

Conducted qualitative/ethnographic marketing research on a contract basis, including naturalistic observation, intercepts, surveys, in-depth interviews, video, participant-observation, shadowing, shop-alongs, focus groups, and brand testing.

Maryville Academy, Des Plaines, IL | 2007 – 2008

Associate Director of Communication

Led Communication Dept. (including Branding, Publications, PR, Website, and Event Management) for a large advocacy organization that provides residential and healthcare services to families and children throughout Northern Illinois.

Insight Research, Chicago, IL | 2005 – 2006

Qualitative Research Intern

Contributed to research design for client projects in pharmaceutical and consumer-packaged goods sectors and developed marketing strategies for Insight, a psychology-based strategic marketing and communications research firm.

University of New South Wales, Sydney, Australia | 2005

Research Practicum in Media Studies

HONORS/AWARDS

Professional

ACM Future of Computing Academy | 2017 - Present

Academic

Intel Science & Technology Center for Social Computing Graduate Research Fellowship | 2013 - 2014, 2014 - 2015

Joseph and Dorothy Fischer Endowed Memorial Fellowship Award | 2014

Google Graduate Student Fellowship in ICS | 2013 - 2014

Roberta Ellen Lamb Memorial Dissertation Fellowship | 2013 - 2014

UC Irvine Department of Informatics Fellowship and Interdisciplinary Engagement Incentive Award | 2010

Upsilon Pi Epsilon Honor Society | 2010

Undergraduate: Department of Athletics Commendation for Academic Achievement; Atlantic Coast Conference Honor Roll; Order of the Bell Tower; Beatrice Cobb Journalism Scholarship; Quincy Mills Sharpe Journalism Scholarship

PUBLICATIONS

Conference Publications

Li, T., Haines, J.K., Flores Ruiz de Eguino, M., Hong, J.I., Nichols, J. (In review). Alert Now or Never: Understanding and Predicting Notification Preferences of Smartphone Users. *ACM Transactions on Computer-Human Interaction (TOCHI)*.

Cicek, M., Dave, A., Feng, W., Huang, M.X., **Haines, J.K.**, Nichols, J. (2020). Designing and Evaluating Head-based Pointing on Smartphones for People with Motor Impairments. *Proceedings of the ACM Conference on Computers and Accessibility (SIGACCESS 2020)*.

D'Arcey, J.T., **Haines, J.K.**, Churchill, E. (2019). Understanding Embodied State Using Speculative Artifacts. *Proceedings of the AMC International Conference on Designing Interactive Systems (DIS 2019)*.

Haines, J.K. (2017). Towards a Multi-Dimensional Ethnography. *Ethnographic Praxis in Industry Conference Proceedings (EPIC 2017)*.

O'Leary, K., Dong, T., **Haines, J.K.**, Gilbert, M., Churchill, E., Nichols, J. (2017). The Making of a Design Kit for Envisioning Ecologically Valid Multi-Device Experiences. *Proceedings of the AMC International Conference on Designing Interactive Systems (DIS 2017)*.

Haines, J.K. (2016) Meaningful Innovation: Ethnographic Potential in the Startup and Venture Capital Spheres. *Ethnographic Praxis in Industry Conference Proceedings (EPIC 2016)*, 175-200.

Haines, J.K. (2015). Collective Innovation: The Role of the Pitch in Startup Ecosystems. *Collective Intelligence 2015*.

Haines, J. K. (2014). Iterating an Innovation Model: Challenges and Opportunities in Adapting Accelerator Practices in Evolving Ecosystems. *Ethnographic Praxis in Industry Conference Proceedings (EPIC 2014)*, 276-288.

Haines, J. K. (2014). Accelerating Cultural Capital: Reproducing Silicon Valley Culture in Global Ecosystems. *Proceedings of the ACM International Conference on Collaboration Across Boundaries (CABS 2014)*.

Haines, J. K. (2014). Leveraging Diversity in Intercultural Creative Teams. *Collective Intelligence 2014*, MIT. **(16% acceptance rate for presentation)**

Haines, J. K., Olson, J. S., and Olson, G.M. (2013). Here or There?: How Configuration of Transnational Teams Impacts Social Capital. *Human-Computer Interaction - INTERACT 2013*, Part II. LNCS, vol. 8118, Springer, 479-496. **(31% acceptance rate)**

Haines, J. K. (2013). Cultivating Creativity in Diverse Teams. *Proceedings of the ACM Conference on Creativity & Cognition (C&C 2013)*, 32-41. **(32% acceptance rate)**

Short Papers, Posters, and Demonstrations

Behrooz, M., **Haines, J.K.**, Zamarato, M., Pritchard, P., Smart, A. (2020). What Do Users Want in an Explanation?: User Preferences for AI Explainability in Context-Aware Systems. Fair & Responsible AI Workshop, *CHI 2020*, virtual.

Gilbert, M., **Haines, J.K.**, Churchill, E.F., Caraway, M., Graham, K., Valero, G.M., Olarnyk, A., Ramaswamy, S., Ravikumar, P, Suh, J., Zetino, M., Zachry, M. (2017) "Context" From the Human Perspective: Dispositions and Practice. *Ubicomp 2017*. (Poster)

Haines, J.K., Churchill, E.F., Gilbert, M., Ambard, Z. (2016). Redefining Research Methods for a Connected World. *HCIC 2016*, Pajaro Dunes, CA.

Haines, J.K. (2016). Innovation Across Borders: Supporting Startups Globally. HCI Across Borders Development Consortium, *CHI 2016*, San Jose, CA.

Haines, J.K. (2015). CSCW Principles for Citizen Science. *Collaborative Innovation Networks (COINs 2015)*, Tokyo.

Haines, J.K. (2014). Accelerating Innovation: A Global Model in Local Contexts. *Ethnographic Praxis in Industry Conference (EPIC 2014)*, New York City.

Haines, J.K. (2014). Cultures of Innovation: The Accelerator Model in Local Contexts. *The ACM International Conference on Collaboration Across Boundaries (CABS 2014)*, Kyoto, Japan.

Haines, J. K. (2014). Emerging Innovation: The Global Expansion of Seed Accelerators. *The ACM Conference on Computer Supported Collaborative Work (CSCW 2014 Extended Abstracts)*, Baltimore, MD.

Haines, J.K. (2013). Cultivating Creativity in Diverse Teams. *HCIC 2013 Boaster*, Asilomar, CA.

Haines, J.K. (2013). Innovation Flows in the Pacific Rim. *2013 Workshop on Uniting the Californias*. Irvine, CA.

Olson, J.S., Olson, G.M., Abrams, S., Bietz, M., and **Haines, J.K.** (2011) Collaboration Success Wizard: An Online Assessment Tool for Distributed Work. *International Science of Team Science Conference (SciTS 2011)*, Chicago, IL.

Haines, J.K. (2011). Creativity and Culture: A Proposed Study of Innovation in Intercultural Collaboration. *Center for Research on IT & Organizations (CRITO) IS/Informatics Workshop*, University of California, Irvine, CA.

Theses

Haines, J.K. (2015). Accelerating Innovation in Global Contexts. Dissertation, Donald Bren School of Information and Computer Sciences, University of California, Irvine.

Haines, J.K. (2006). The Implications of Digital Technology on the Fourth Estate: The Power of Non-Journalistic Media in the Iraq War. Master's Thesis, Social Sciences Division, University of Chicago.

Haines, J.K. (2003). Photographic Representations of Aborigines in Mainstream Australian Media. Honors Thesis, Dept. of Anthropology, University of North Carolina at Chapel Hill. (OCLC 54396994)

INVITED TALKS AND PRESENTATIONS

Multi-Dimensional Ethnography in UX Research. *Indiana University Bloomington MS HCI Program*. Virtual (2021, April)

Using a Mobile Research Platform for Multi-Dimensional Ethnography. (with Bob Evans). *EPIC 2020*. Virtual (2020, October)

Remote Research and the Challenge of 'Being There'. *Panel for EPIC*. Virtual (2020, May)

Adapting Research Methods for AI. *Google UX University*. Sunnyvale, CA (2019, November)

How Can Licenses Help AI Commons. *Scaling Responsibly for the Common Good. AI For Good Global Summit*. ITU. Geneva, Switzerland (2019, May)

Anthro Matters in Tech. *Keynote for the Launch of the Clemson University Business Anthropology Program*. Clemson, SC (2019, April)

Using an Anthropological Perspective in the Tech Sector. *Department of Anthropology at SFSU*. San Francisco, CA (2019, February)

Equitable UX Research & Design. *OneSFO Inclusion & Respect Week at Google*. San Francisco, CA (2019, February)

UX at Google. *Google UX at Universities Talk at UC Irvine*. Irvine, CA (2018, December)

The Mythology of Disruption: Venture Capital's Influence on Startup Innovation. Silicon Valley Valley and Wall Street: Places of Business/States of Mind. *Annual Meeting of the American Anthropological Association*. San Jose, CA (2018, November)

Multi-Dimensional Ethnography. *University of Wyoming Anthropology Seminar Series*. Laramie, WY (2018, November)

Creating Inclusive Products with Equitable Research & Design. *Google UX University*. Sunnyvale, CA (2018, October)

Connected People and Behavior: Multi-dimensional Ethnography. *Design Intersections: Design + Data + Behavior*. IIT Institute of Design. Chicago, IL (2018, May)

The "Reality/Conceivability" Technology Gap. *Panel at Design Intersections: Design + Data + Behavior*. IIT Institute of Design. Chicago, IL (2018, May)

Marketing Your MAPSS Degree. *Panel at the 2018 MAPSS Alumni Career Conference at the University of Chicago*. Chicago, IL (2018, April)

Doing Research in Consumer Tech. *Career Mentor-in-Residence Talk for the University of Chicago Masters in Computational Social Sciences Program*. Chicago, IL (2018, April)

UX at Google. *Google UX at Universities Talk at UC Irvine*. Irvine, CA (2017, December)

Silicon Valley and the Global Imaginary of the Startup Community. *Annual Meeting of the American Anthropological Association*. Washington, DC (2017, November)

Ethnography in an Agile Context. *Panel at Ethnographic Praxis in Industry Conference (EPIC 2017)*. Montreal, Canada (2017, October)

TRACES Research Methodology: Understanding Users Across Ecosystems. *Google UX University*. Mountain View, CA (2017, October)

Diary Study Panel Discussion. *Google UX University*. Mountain View, CA (2017, October)

Researching Complex Communities Panel. *Google UX University*. Mountain View, CA (2017, October)

Understanding and Modeling Human Context. *University of Chicago Tech Talk*. Chicago, IL (2017, October)

Research at the Margins: The Importance of Inclusive Innovation. *Google Hopper Hubs Tech Talk*. Seattle, WA (2017, October)

Startup Ethnography. *Princeton-Kauffman Conference on Ethnographic Methods in Entrepreneurial Research*. Princeton, NJ (2017, August)

The Role of the Pitch in Startup Ecosystems. *Special Colloquium at the Donald Bren School of Information and Computer Sciences, UC-Irvine*. Irvine, CA (2017, May)

Understanding Users Across Ecosystems. *Google UX University*. Mountain View, CA (2016, October)

Can Silicon Valley be Copied? *Carnegie Mellon University School of Computer Science Invited Talk*. CMU. Pittsburgh, PA (2015, March)

Connecting Entrepreneurial Ecosystems: A Workshop. *COINs Conference*. Tokyo, Japan (2015, March).

Accelerating Innovation: A Global Model in Local Contexts. *HASTAC Conference*. Lima, Peru. (2014, April)

Measuring Culture Using GlobeSmart. Presentation at *CSCW Workshop on Cross-Cultural Studies of Collaborative Systems: Making Methodological Advances as a Community*. Baltimore, MD (2014, February)

An Ethnographer's Summer of Google. *Google Tech Talk*, Mountain View, California. (2011, September)

WORKSHOPS AND CONSORTIA

Host

Towards Responsible AI in Surveillance, Media, and Security through Licensing at AAAI Spring Symposium | 2020

Design Ethnography Workshop at AAA Annual Meeting, (with Elizabeth Churchill). San Jose, CA | 2018

Invited Participant/Speaker

Ethnographic Praxis in Industry (EPIC) Doctoral Colloquium, New York City, NY | 2014

ACM Collaboration Across Boundaries (CABS) Doctoral Consortium, Kyoto, Japan | 2014

Digital Societies and Social Technologies (CSST/DSST) Summer Institute, Columbia, MO | 2014

ACM Computer Supported Cooperative Work (CSCW) Doctoral Consortium, Baltimore, MD | 2014

Human Computer Interaction Consortium (HCIC), Asilomar, CA | 2013

Workshop Uniting the Californias Doctoral Consortium, Irvine, CA | 2013

Computer Research Association's Status of Women in Computing Research (CRA-W) Grad Cohort | 2012

TEACHING EXPERIENCE

Picture to Practice: Visualizing Everyday Technology Use, University of Washington | Winter 2017

Co-Instructors: Mark Zachry, Michael Gilbert

Co-lead a directed research group on mixed-method approaches to understanding technology use in context.

Information Visualization, UC Irvine | Spring 2012

Teaching Assistant for INF 143, Instructor: Gary Olson

Served as the only TA for 63 students; developed course assignment material; gave two guest lectures; conducted course grading and evaluation.

Project Management, UC Irvine | Winter 2012

Teaching Assistant for INF 151, Instructor: Judy Olson

Served as the only TA for 42 student; developed course materials and collaborated on lectures; gave one guest lecture; conducted course grading and evaluation.

Computer Games and Society, UC Irvine | Fall 2011

Teaching Assistant for ICS 60, Instructor: Bonnie Nardi

Served as the only TA for 146 student; led 3 weekly discussion sections of ~50 students each; developed course evaluation materials; assisted with course grading and evaluation; maintained course site and materials.

ACADEMIC AND PROFESSIONAL INVOLVEMENT

Professional Service and Leadership

IEEE Standards P2840 Working Group on Responsible AI Licensing | 2019 - Present

Sociotechnical Cybersecurity Learning Advisor Board (NSF-Funded Project) | 2019 - Present

ACM Future of Computing Academy, Equitable Computing & AI Chair | 2017 - Present

UX Intern Coordinating Team at Google | 2017 - Present

Mentor for the UC Irvine Masters in Human-Computer Interaction and Design Program | 2016 - 2018

Conference Leadership

ACM GROUP Program Committee | 2022

AAAI Spring Symposium Track Chair | 2020

EPIC Conference Co-Chair | 2019

EPIC Salons Chair | 2018

ACM CHI Workshops Program Committee | 2017, 2018, 2019, 2020

EPIC Papers Committee | 2017

ACM CHI Late-Breaking Work Program Committee | 2017

iConference Organizing Committee, Student Volunteer Chair | 2015

ACM CSCW Conference Student Volunteer | 2011, 2013

Science of Team Science Conference (SciTS) Student Volunteer | 2011, 2012

Reviewing

ACM CABS Conference | 2014

ACM CHI Conference | 2014, 2015, 2016, 2017, 2018, 2019, 2020

ACM CHI Play Conference | 2017

ACM Creativity and Cognition | 2015, 2017

ACM CSCW Conference | 2014, 2015, 2016, 2017, 2019, 2020, 2021

ACM DIS | 2017, 2019

ACM MobileHCI | 2016

Cross Cultural Management International Journal | 2014

EPIC (Ethnographic Praxis in Industry Conference) | 2014, 2015, 2016, 2017, 2018, 2019

Journal of Broadcasting & Electronic Media | 2017

OzCHI | 2017

Professional Associations

American Anthropological Association (AAA) Member | 2017 – Present

Association for the Advancement of Artificial Intelligence (AAAI) Member | 2017 – Present

Association for Computing Machinery (ACM) Member | 2010 – Present

ACM Special Interest Group on Computer-Human Interaction (SIGCHI) Member | 2011 – Present

Ethnographic Praxis in Industry (EPIC) Member | 2014 – Present

National Association for the Practice of Anthropology (NAPA) Member | 2017 – Present

CORE STRENGTHS

Methods

Research: ethnography; naturalistic observation; interviewing; experimental design; contextual inquiry; semiotic analysis; focus groups; probes and user diaries; visual data analysis; questionnaire/survey design and deployment; data modeling; regression analysis; statistical tests

Design: developing use cases, scenarios, personas, and user segmentations; sketching; storyboarding; card-sorting/taxonomies; task flow analysis; affinity diagrams; information visualization; wireframing; prototyping; formative, summative, and precision usability testing; heuristic evaluations; cognitive walkthroughs; competitive analyses

ACTIVITIES

Previous

Varsity Athlete, University of North Carolina Women's Track and Field; Certified Track and Field Official (USATF)

MENTORING

Intern Host at Google

Morteza Behrooz, PhD in Computer Science, UC-Santa Cruz

J. Trevor D'Arcey, PhD in Psychology, UC-Santa Cruz

Krithika Jagganath, PhD in Informatics, UC-Irvine

Minsu Park, PhD in Information Science, Cornell University

Graduate Students

Katherine Cheng, Masters in Human-Computer Interaction & Design, UC-Irvine

Amit Barot, Masters in Human-Computer Interaction & Design, UC-Irvine

Megan Cody, Masters in Human-Computer Interaction & Design, UC-Irvine