

MICHELLE GUMBRECHT

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EDUCATION

- Ph.D. Stanford University (Psychology), 2008 (expected)
Area: Cognitive Psychology
Advisor: Dr. Herbert H. Clark
Dissertation Title: "Initiating a Joint Activity: An Examination of Communication Media Selection"
- M.A. Stanford University (Psychology), 2005
Advisor: Dr. Herbert H. Clark
First-Year Project: "Establishing Common Ground in Groups by Computer-Mediated Communication"
- B.S. Stony Brook University (Psychology), 2001
Graduated cum laude
Psychology Departmental Honors ("The Influence of Pause Length on Attributions Made in Online Chat Conversations")

HONORS AND AWARDS

- Dr. Norman H. Anderson Research Fund Recipient, 2007
Stanford Department of Psychology Graduate Student Teaching Award, 2006
Stanford Graduate Fellowship, Josephine K. Knowles Fellow, 2002–2003
Golden Key National Honor Society, 2001
Honors College Fellow, Stony Brook University, 2001
Phi Beta Kappa, 2001
Psi Chi National Psychology Honor Society (also served as Membership Director), 2000
Honors College Scholarship, Stony Brook University, 1997
Presidential Achievement Scholarship, Stony Brook University, 1997

Michelle Gumbrecht

TEACHING EXPERIENCE

Instructor (Stanford University)

- Summer 2007 *Introduction to Cognitive Psychology* (with I-Chant Chiang)
Summer 2006 *Introduction to Cognitive Psychology* (with I-Chant Chiang)
Summer 2005 *General Psychology* (with I-Chant Chiang)
- Developed entire course curriculum, including syllabus, readings, assignments, and grading rubric
 - Introduced and moderated course blog (2007 – <http://stanfordcogpsych.blogspot.com/>), leading students to integrate Web material (e.g., YouTube videos, online demonstrations) with lecture and textbook materials to enrich conceptual learning
 - Created lab demonstrations and in-class group activities to promote active learning
 - Maintained CourseWork website for each class to facilitate access to course materials
 - Mediated discussions on research articles
 - Advised students on research proposals and presentations

Teaching Assistant (Stanford University)

- Spring 2006 *Introduction to Psychology* (Dr. James Gross)
Fall 2005 *Introduction to Psychology* (Dr. James Gross & H. Jazmin Quill)
Winter 2005 *Introduction to Developmental Psychology* (Dr. John Flavell)
Winter 2004 *Introduction to Cognitive Psychology* (Dr. Barbara Tversky & Dr. Anthony Wagner)
Fall 2003 *Language & Thought* (Dr. Herbert H. Clark)
- Successfully mentored undergraduate TA (for Intro to Psych), culminating in positive student evaluations for our teaching team
 - Organized and operated CourseWork website (for Intro to Cog Psych)
 - Developed and implemented in-class activities
 - Facilitated discussions on lecture material
 - Evaluated weekly research folder assignments, exams, and term papers
 - Conducted review sessions, designed exam questions, and held office hours

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Teaching Assistant (Stony Brook University)

Fall 2001 *Research & Writing in Psychology* (Dr. David Echevarria)

Fall 2000 *Tennis & Badminton* (Coach Nell Lee)

- Organized and conducted review sessions
- Graded daily quizzes
- Generated exam questions
- Demonstrated basic skills (for Tennis & Badminton)
- Coached students during in-class lessons (for Tennis & Badminton)

Guest Lecturer

Fall 2007 *Psychology Teaching Methods* (Shantal Marshall, Allison Master, & Aneeta Rattan, Stanford University)

Spring 2007 *Introduction to Linguistics* (Dr. Teenie Matlock, UC Merced)

Spring 2006 *Language & Cognition* (Dr. Teenie Matlock, UC Merced)

Fall 2001 *Research & Writing in Psychology* (Dr. David Echevarria, Stony Brook University)

RESEARCH EXPERIENCE/PROJECTS

Graduate Student

2007-Present *University of California, Merced, Interactive Cognition Lab*

- Conducted survey studies on how people “tag” (generate category labels) for photos that appear on Flickr and why they use particular tags (with Dr. Teenie Matlock and Michael Romano - ongoing)
- Dissertation: Conducted survey study on how people decide on selecting a method of communication and the factors that influence their decision; conducted field study to tap into decision-making process by examining people’s real-life communication habits (with Dr. Teenie Matlock)
- Supervised and trained 2 Research Assistants in running participants

2004 *Stanford University, Department of Computer Science, User Research Methods Practicum course*

- Class project: Performed ethnographic study on people’s motivations and uses of Social Networking Sites (with Dr. Diane Schiano)
- Interviewed participants in person or by email; transcribed interviews; compiled data and created reports

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2003 *Stanford University, Department of Computer Science, User Research Methods Practicum course*

- Class project: Created and conducted ethnographic study of blog uses, motivations, and implications on software design (with Dr. Bonnie Nardi, Dr. Diane Schiano, & Luke Swartz)
- Resulted in 4 published papers

2002-Present *Stanford University, Department of Psychology*

- Dissertation: Conducted survey and field studies on decision-making process in communication media selection (with Dr. Herbert H. Clark)
- Third-Year Project: Conducted lab studies to examine influence of least collaborative effort and grounding costs on partners communicating in combined speech-typing settings
- First-Year Project: Conducted lab studies to examine negotiation strategies and task efficiency of triads in Instant Messaging conversations, specifically comparing group communication in a chat room vs. partners communicating with one another in the group
- Supervised and trained 9 Research Assistants in running experiments; video and conversation analysis; and using coding schemes

Undergraduate Student

2001 *Stony Brook University, Department of Psychology*

- Senior thesis: Proposed and conducted experiment that examined how varying response delays in Instant Messaging conversations affected types of attributions made toward a pause in conversation (with Dr. Susan Brennan)

1999 *Stony Brook University, Department of Psychology, Human Cognition Laboratory course*

- Independent Research Project: Designed, programmed, and conducted experiment in SuperLab: "The Effect of Music Preference on Error Detection Accuracy". Study investigated influence of listening to favorite music during task performance

Research Assistant

2000 *Stony Brook University, Department of Psychology*

- Assisted in conducting experiment that evaluated degree to which varying doses of different drugs induced motor impairment in rats (with Dr. Jasper Brener & Dr. Peter McLaughlin)
- Conducted literature searches; analyzed data using SPSS and Excel; observed rat brain surgery and microinjections

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PUBLICATIONS

- Gumbrecht, M.**, Matlock, T., & Clark, H. H. (2007). Should I call or should I email? *Proceedings of the 29th Annual Conference of the Cognitive Science Society*, p. 1766.
- Chi, E. H., **Gumbrecht, M.**, & Hong, L. (2007). Visual foraging of highlighted text: An eye-tracking study. In J. Jacko (Ed.), *Human-computer interaction, Part III, HCII 2007, LNCS 4552* (pp. 589-598). Berlin: Springer-Verlag.
- Chi, E. H., Hong, L., Heiser, J., Card, S. K., & **Gumbrecht, M.** (2007). ScentIndex and ScentHighlights: Productive reading techniques for conceptually reorganizing subject indexes and highlighting passages. *Information Visualization*, 6(1), 32-47.
- Chi, E. H., Hong, L., **Gumbrecht, M.**, & Card, S. K. (2005). ScentHighlights: Highlighting conceptually-related sentences during reading. *Proceedings of the 10th International Conference on Intelligent User Interfaces*, pp. 272-274.
- Gumbrecht, M.** (2005). Blogs as 'protected space'. Reprinted in D. Satish & K. R. Prabhakar (Eds.), *BLOGS: Emerging communication media* (pp. 79-91). Hyderabad, India: ICFAI University Press.
- Schiano, D. J., Nardi, B. A., **Gumbrecht, M.**, & Swartz, L. (2005). Blogging by the rest of us. Reprinted in D. Satish & K. R. Prabhakar (Eds.), *BLOGS: Emerging communication media* (pp. 67-76). Hyderabad, India: ICFAI University Press.
- Nardi, B. A., Schiano, D. J., & **Gumbrecht, M.** (2004). Blogging as social activity, or, would you let 900 million people read your diary? *Proceedings of the 2004 ACM Conference on Computer Supported Cooperative Work*, pp. 222-231.
- Nardi, B. A., Schiano, D. J., **Gumbrecht, M.**, & Swartz, L. (2004). Why we blog. *Communications of the ACM*, 47(12), 41-46.
- Schiano, D. J., Nardi, B. A., **Gumbrecht, M.**, & Swartz, L. (2004). Blogging by the rest of us. *Extended abstracts of the 2004 conference on Human Factors in Computing Systems (CHI)*, pp. 1143-1146.

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INVITED TALKS

Gumbrecht, M. (2007, September). *Tagging behavior in Flickr*. Augmented Social Cognition Seminar, Palo Alto Research Center, Inc.

Gumbrecht, M. (2005, June). *Introduction to text analysis*. Communication between Humans and Interactive Media Lab meeting, Department of Communication, Stanford University.

CONFERENCE PRESENTATIONS

Gumbrecht, M., Matlock, T., & Clark, H. H. (2007, August). *Should I call or should I email?* Poster presented at the 29th Annual Conference of the Cognitive Science Society, Nashville, TN.

Gumbrecht, M. (2007, July). *Making the most of the minute paper in a psychology course*. Poster presented at the International Conference on the Teaching of Psychology, Vancouver, Canada.

Gumbrecht, M., & Clark, H. H. (2005, November). *Is timing everything? Grounding costs in speech and typing*. Poster presented at the 46th Annual Meeting of the Psychonomic Society, Toronto, Canada.

Nardi, B. A., Schiano, D. J., & **Gumbrecht, M.** (2004, November). *Bloggging as social activity, or, would you let 900 million people read your diary?* Talk given at Session: Communities at CSCW 2004, Chicago, IL.

Gumbrecht, M. (2004, May). *Blogs as 'protected space'*. Talk given at Workshop on the Weblogging Ecosystem: Aggregation, Analysis, and Dynamics at the World Wide Web Conference, New York, NY.

WORK EXPERIENCE

Workshop Coordinator

2007-2008 *Stanford University, Department of Psychology*

- Successfully recruited Psychology graduate students to conduct workshops on various professional development topics throughout academic year
- Created announcements to promote workshops to department
- Worked with administrative staff to determine instructor salaries

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Teaching Fellow

2007-2008

Stanford University, Center for Teaching and Learning

- Created training video for TA orientation
- Created first Stanford-hosted website on Personal Response Systems for faculty: <http://ctl.stanford.edu/PRS/>
- Led workshop for graduate TAs on integrating technology into teaching (Connecting with Today's Stanford Students)
- Assisted with university-wide Autumn Quarter TA Orientation for 300 graduate students in attendance: assembled folders, helped with set-up, led check-in process, and guided students to sessions
- Coordinated university-wide Pedagogy Reading Group for faculty, staff, and graduate students; successfully integrated blog (<http://teaching-grads.blogspot.com/>) to communicate meeting notes and readings (with I-Chant Chiang)
- Created materials that were presented at Student Teams; Designing Your Own Course; and Facebook, Google, Wikipedia: Harnessing Student Use of Technology in the Classroom workshops
- Wrote reports comparing Personal Response Systems that allowed CTL staff to make a quick and informed decision on a new infrared PRS for undergraduate Physics course

Laboratory Assistant

2003-2006

Palo Alto Research Center, Inc., Information Sciences and Technologies Lab, User Interface Research Group

- Designed and performed user study comparing effectiveness of 3Book (electronic book interface) conceptual index to using search engine in answering factual questions; resulted in a published journal article (with Dr. Ed Chi & Dr. Lichan Hong)
- Designed and conducted user study to evaluate effects of different patterns of highlighting and use of ScentHighlights in 3Book on eye movements during search for information; resulted in 2 published papers (with Dr. Ed Chi & Dr. Lichan Hong)
- Designed and conducted user study investigating transfer of learning effects with Degree-of-Interest (DOI) tree and Google Directory in Web navigation tasks (with Dr. Peter Pirolli)
- Operated and maintained head-mounted eye-tracker
- Analyzed data using WebEyeMapper (for eye movements) and SPSS
- Prepared technical reports, data analyses, spreadsheets, and PowerPoint presentations for lab meetings

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Laboratory Manager/Eye-tracking Technician

2001-2002 *Stony Brook University, Department of Psychology*

- Trained undergraduate students, graduate students, and post-doctoral researchers in eye-tracker operation
- Assisted graduate students and post-doctoral researchers in running experiments
- Developed and conducted study investigating effect of differing levels of “chat partner awareness” on time required for partners to solve problems collaboratively in an Instant Messaging conversation (with Dr. Susan Brennan)
- Designed and performed study examining differences in turn-taking behavior in collaborative problem-solving situations in an Instant Messaging conversation (with Dr. Susan Brennan)
- Transcribed conversational data, edited transcripts, and coded for linguistic variables using SoundEdit Pro 16

PROFESSIONAL/ADMINISTRATIVE ACTIVITIES

Program Committee Member

2008 *International Conference on Weblogs and Social Media (ICWSM)*
2007 *International Conference on Weblogs and Social Media (ICWSM)*
2006 *AAAI Spring Symposium: Computational Approaches to Analyzing Weblogs*

Ad hoc Reviewer

ACM Symposium on User Interface Software and Technology (UIST)
Cognitive Science Society Conference
Communications of the ACM (CACM)
Computer-Human Interaction (CHI) Conference: Notes & Works-in-Progress
Computer-Supported Cooperative Work Conference (CSCW)
European Cognitive Science Conference (EuroCogSci)
Hawaii International Conference on System Sciences (HICSS)
International Conference on Weblogs and Social Media (ICWSM)
Journal of Computer-Mediated Communication (JCMC)
Studies in Communication Sciences (SCOMS)

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PROFESSIONAL MEMBERSHIPS

Association for the Advancement of Artificial Intelligence (AAAI)
Association for Computing Machinery (ACM)
Cognitive Science Society
Graduate Student Teaching Association (GSTA)
*Professional and Organizational Development (POD) Network in
Higher Education*
*San Francisco Bay Area chapter of the ACM Special Interest Group
on Computer-Human Interaction (BayCHI)*
Society for the Teaching of Psychology (STP)

UNIVERSITY SERVICE

Winter 2005 *Graduate Student Admissions Committee member, Cognitive Area*
2004-2005 *Friday Cognitive Seminar coordinator (with Sandra Lozano &
Beth Nichols)*

SKILLS

Computer

Expert *Adobe Acrobat 8 Professional; Microsoft Office (Excel, FrontPage,
PowerPoint, Publisher, Word); SPSS; Windows Movie Maker;
Windows Vista Ultimate; Mac OS 10.3.9*

Intermediate *Adobe Creative Suite 3 (Encore, Photoshop, Premiere Pro, Soundbooth);
HTML; QuickTime Pro*

Familiar with *Nvu*

Language

Intermediate *Spanish (reading)*
Basic *Spanish (speaking)*

COMMUNITY SERVICE

2003-2008 *Volunteer, Catholic Community at Stanford*

- *Volunteered for Family Giving Tree Warehouse; Habitat for Humanity; St. Anthony's Soup Kitchen; and Second Harvest Food Bank*

2002-2004 *Graduate Mentor, Expanded Advising Program – Freshman Advising, Resources, Mentoring Program, Stanford University*

2001-2002 *Mentor, University Mentor Program, Stony Brook University*