

Senior Lecturer and Director of MPS Program
Department of Information Science
Cornell University
110G Gates Hall, 107 Hoy Road, Ithaca, NY 14853, USA
607.339.8926
g187@cornell.edu
<http://leshed.infosci.cornell.edu/>

EMPLOYMENT

- 2015-present* **Department of Information Science, Cornell University, Ithaca, NY**
Senior Lecturer and Director of MPS Program
- 2012-2015* **Department of Information Science, Cornell University, Ithaca, NY**
Visiting Assistant Professor and Director of MPS Program
- 2010-2012* **Department of Communication, Cornell University, Ithaca, NY**
Visiting Assistant Professor
- 2009-2010* **Information Science Program, Cornell University, Ithaca, NY**
Postdoctoral Research Associate
- 2006-2008* **Department of Communication and Information Science Program, Cornell University, Ithaca, NY**
Research Assistant
- Summer 2007* **USER Group, IBM Research Almaden, San Jose, CA**
Research Intern
- 2000-2004* **Rafael – Armament Development Authority LTD., Haifa, Israel**
Software Engineer
- 1996-1998* **Avionitek LTD., Haifa, Israel**
Human Factors Engineer

EDUCATION

- 2004-2009* **Ph.D. Information Science**
Cornell University, Ithaca, NY
- 1998-2000* **M.Sc. Cum Laude Information Management Engineering**
Technion – Israel Institute of Technology, Haifa, Israel
- 1992-1996* **B.Sc. Summa Cum Laude Industrial Engineering and Management**
Technion – Israel Institute of Technology, Haifa, Israel

TEACHING

- 2015-2022* INFO/COMM 3450/4940/5355: Human-Computer Interaction Design
- 2011-2023* INFO/COMM 4400/5400/6400: Qualitative User Research and Design Methods (formerly Advanced Human-Computer Interaction)

- 2022 INFO 4940/5940/6940: Detecting Xenophobia Online
- 2017 INFO 5901: MPS Projects
- 2016-2016 INFO/NBA 6480: Digital Technology Immersion Practicum
- 2010-2014 INFO/COMM 3460: Online Communities / Crowds, Communities, and Technology
- 2013 INFO/COMM 4940: Values in Human-Computer Interaction Design
- 2012 INFO/COMM 3650: Technology in Collaboration
- 2011-2012 INFO/COMM 4450/6450: Computer-Mediated Communication

GRANTS, FELLOWSHIPS, AND AWARDS

- 2022 Cornell College of Engineering: Canaan Family Award for Excellence in Academic Advising – In Honor of Prof. Bingham Cady.
- 2022 Cornell Center for Social Sciences: Trevor Pinch QuIRI Innovation Award.
- 2021 Cornell Migrations Initiative: Xenophobia Meter Project: Tracking Xenophobic Twitter Speech to Inform (and Shift) Policy. With Beth Lyon (\$85).
- 2021 Cornell Einaudi Center: Xenophobia Meter Project. With Beth Lyon (\$10).
- 2017, 2018 Engaged Cornell Undergraduate Research Fund: Designing a cost of production calculation tool for coffee farmers in Latin America: A user-centered approach. With Miguel Gomez and Joshua Woodard (\$40K).
- 2016 Atkinson Center for Sustainable Future, Academic Venture Fund: Developing a sustainable coffee cost of production calculation tool for smallholder farmers in Latin America. With Miguel Gomez and Joshua Woodard (\$136K)
- 2016 Pierce Memorial Fund: Technology and work: Improving employment outcomes for people with disabilities. With Susanne Bruyere (\$15K)
- 2015 Facebook University Research award: How blind people interact with visual content on social networking services. With Shiri Azenkot (\$25K)
- 2013 NSF IIS HCC Large Award: Social-Computational Support of Civic Engagement in Public Policy Making. With Claire Cardie (Lead PI), Susan Fussell, and Cynthia Farina (\$2.2M)
- 2012 Nokia Global University Funding award: Placing marginalized families at the center: uncovering alternative values for designing family coordination technologies. With Maria Håkansson (€10.5K)
- 2011 NSF SoCS Workshop Award: “Slow Down, You Move Too Fast”: Rethinking the Culture of Busyness and IT. Workshop organizer and primary grant writer (\$50K)
- 2011 Intel Labs, Unrestricted gift: Essay and bibliography on an aspect of Life In-Between (\$5K)

- 2010 Travel scholarship: CSST 2010: Summer Research Institute for the Science of Socio-Technical Systems, Stevenson, WA.
- 2008-2009 Intel PhD Research Fellowship (\$20K)
- 2008 Travel scholarship: CSCW 2008 Doctoral Colloquium, San Diego, CA.
- 2008 Best Paper Award: ACM SIGCHI 2008, Florence, Italy. "In-car GPS navigation: Engagement with and disengagement from the environment"
- 2008 Best Paper Nominee: ACM SIGCHI 2008, Florence, Italy. "CoScripter: Automating & sharing how-to knowledge in the enterprise"
- 2006 Travel scholarship: Grace Hopper Celebration of Women in Computing, San Diego, CA.
- 2002 Young Leadership Program nomination: Rafael – Israel Armament Authority, Haifa, Israel.

PUBLICATIONS

Journal Articles

de Aguiar, C., Leshed, G., Pinch, T., & Green, K.E. (2022). Evaluation of communit, a Large-Scale, Cyber-physical Artifact Supporting Diverse Subgroups Building Community. *Journal of Smart Cities and Society* 1 (2022) 165–178. IOS Press.

Leshed, G., Rosca, M., Huang, M., Mansbach, L., Zhu, Y., & Hernandez-Aguilera, J.N. (2018). CalcuCafé: Designing for Collaboration Among Coffee Farmers to Calculate Costs of Production. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 2, CSCW, Article 149 (November 2018). ACM, New York, NY. 26 pages.

McInnis, B., Leshed, G., & Cosley, D. (2018). Crafting Policy Discussion Prompts as a Task for Newcomers. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 2, CSCW, Article 121 (November 2018), 23 pages.

Epstein, D. & Leshed, G. (2016). The magic sauce: Practices of facilitation in online policy deliberation. *Journal of Public Deliberation*. Vol. 12: Iss. 1, Article 4.

Peer-reviewed Conference Proceedings

Guo, G., Leshed, G., & Green, K. (2023). "I normally wouldn't talk with strangers": Introducing a Socio-Spatial Interface for Fostering Togetherness Between Strangers. Accepted to CHI 2023.

de Aguiar, C. A., Green, K. E., Leshed, G., Pinch, T., Guo, K., & Jo, Y. (2021). Designing and Building communit . *Media Architecture Biennale (MAB20)*, Amsterdam, The Netherlands, 2021.

de Aguiar, C. A., Leshed, G., Bernard, A., McKenzie, J., Andrews, C., & Green, K. E. (2018). CoDAS, a Method for Envisioning Larger-Scaled Computational Artifacts Connecting Communities. *4th International Conference on Universal Village (UV)*, Boston, MA, USA, 2018, pp. 1-6.

McInnis, B., Cosley, D., Baumer, E., & Leshed, G. (2018). Effects of Comment Curation and Opposition on Coherence in Online Policy Discussion. *Proceedings of the 2018 ACM Conference on Supporting Groupwork (GROUP '18)*, Sanibel Island, FL.

McInnis, B., Nam, C., Cosley, D., & Leshed, G. (2016). Taking a HIT: Designing around Rejection, Mistrust, Risk, and Workers' Experiences in Amazon Mechanical Turk. *Proceedings of CHI 2016*.

McInnis, B., Murnane, E., Epstein, D., Cosley, D., & Leshed, G. (2016). Effects of Personal Characteristics and Others' Activity on One-Time Contributions to Online Communities. *Proceedings of CSCW 2016*.

Voykinska, V., Azenkot, S., Wu, S., & Leshed, G. (2016). How Blind People Interact with Visual Content on Social Networking Services. *Proceedings of CSCW 2016*.

Goyal, N., Leshed, G., Cosley, D. & Fussell, S. (2014). Effects of implicit sharing in collaborative analysis. *Proceedings of CHI 2014*. Toronto, Canada, April 2014.

Leshed, G., Håkansson, M., & Kaye, J. J. (2014). "Our life is the farm and farming is our life": Home-work coordination in organic farm families. *Proceedings of CSCW 2014*. Baltimore, MD, February 2014.

Goyal, N., Leshed, G., & Fussell, S. (2013). Effects of visualization and note-taking on sensemaking and analysis. *Proceedings of CHI 2013*. Paris, France, May 2013.

Leshed, G., & McLeod, P.L. (2012). Metaphors for social relationships in 3D virtual worlds. *Proceedings of CSCW 2012*. Bellevue, WA, February 2012.

Smith, M.E., Nguyen, D., Lai, C., Leshed, G., & Baumer, E. (2012). Going to college and staying connected: communication between college freshmen and their parents. *Proceedings of CSCW 2012*. Bellevue, WA, February 2012.

Leshed, G., & Sengers, P. (2011). "I lie to myself that I have freedom in my own schedule": Productivity tools and busyness experiences. *Proceedings of CHI 2011*, Vancouver, BC, Canada, May 2011.

Leshed, G., Perez, D., Hancock, J.H., Cosley, D., Birnholtz, J., Lee, S., McLeod, P.L., & Gay, G. (2009). Visualizing real-time language-based feedback on teamwork behavior in computer-mediated groups. *Proceedings of CHI 2009*, Boston, MA, April 2009.

Nomura, S., Birnholtz, J., Rieger, O., Leshed, G., Gay, G., & Trumbull, D. (2008). Cutting into collaboration: understanding coordination in distributed and interdisciplinary medical research. *Proceedings of CSCW 2008*, San Diego, CA, November 2008.

Leshed, G., Haber, E. M., Matthews, T., & Lau, T. (2008). CoScripter: Automating & sharing how-to knowledge in the enterprise. Best Paper Nominee. *Proceedings of CHI 2008*, Florence, Italy, April 2008.

Leshed, G., Velden, T., Rieger, O., Kot, B., & Sengers, P. (2008). In-car GPS navigation: engagement with and disengagement from the environment. Best Paper Award. *Proceedings of CHI 2008*, Florence, Italy, April 2008.

Leshed, G., Hancock, J., Cosley, D., McLeod, P., & Gay, G. (2007). Feedback for guiding reflection on teamwork practices. *Proceedings of GROUP 2007*, Sanibel Island, FL, November 2007.

Shami, N.S., Leshed, G., & Klein D. (2005). Context of use evaluation of peripheral displays (CUEPD). *Proceedings of Interact2005*, Rome, September 2005, pp. 579-587.

Other Refereed Publications Leshed, G. (2022). Dividing an HCI Project into Milestones with Individual and Group Assignments. *4th Annual Symposium on HCI Education (EduCHI)*, New Orleans, LA, May 2022.

Guo, G., Leshed, G., Pinch, T., & Green, K. (2022). SocialStools: A Playful, Socio-Spatial Interface for Fostering Togetherness Across Strangers. *CHI Extended Abstracts (Interactivity)*. New Orleans, LA.

Li, J. & Leshed, G. (2022). Beyond Meditation: Everyday Mindfulness and Technology Use. *CHI Extended Abstracts (Late-Breaking Work)*, New Orleans, LA.

Leshed, G. (2019). Scaling student-run workshops in an advanced HCI course. *1st Annual Symposium on HCI Education (EduCHI)*. Glasgow, UK, May 2019.

Leshed, G., Mansbach, L., & Huang, M., (2018). Designing for transparency of coffee production costs. *CHI Extended Abstracts (Late-Breaking Work)*, Montreal, Canada.

Leshed, G., & Epstein, D. (2015). Moderating online deliberation: Interfaces and communities. *IsraHCI '15 Extended Abstracts*. Herzelia, Israel.

Cheng, J., Bapat, A., Thomas, G., Tse, K., Nawathe, N., Crockett, J., & Leshed, G. (2011). GoSlow: designing for slowness, reflection and solitude. *CHI Extended Abstracts (alt.chi)*, Vancouver, BC, Canada, May 2011.

Leshed, G., Cosley, D., Hancock, J. T., & Gay, G. (2010). Visualizing language use in team conversations: designing through theory, experiments, and iterations. *CHI 2010 Extended Abstracts (Case Study)*, Atlanta, GA, April 2010.

Diamant, E.I., Echenique, A., Lim, B., Leshed, G., & Fussell, S.R. (2009). Supporting intercultural collaboration with dynamic feedback systems: preliminary evidence from a creative design task. *CHI 2009 Extended Abstracts (Work-in-Progress)*, Boston, MA, April 2009.

Leshed, G., & Kaye, J. (2006). Understanding how bloggers feel: recognizing affect in blog posts. *CHI 2006 Extended Abstracts (Work-in-Progress)*, Montréal, Québec, Canada, May 2006.

Leshed, G. (2005). Silencing the clatter by removing anonymity in a corporate online community. *The 2nd Conference on Online Deliberation: Design, Research, and Practice / DIAC2005*. Stanford University, California.

Book Chapters Leshed, G., & Håkansson (2014). “Rainy days work best for us”: Opportunities and challenges in interviewing farm families. In T. Judge & C. Neustaedter (Eds.). *Evaluating and designing for domestic life: research methods for human-computer interaction*. Waltham, MA: Elsevier.

McLeod, P.L., & Leshed, G. (2011) As long as they don't know where I live: information disclosure strategies for managing identity in Second Life. In A. Peachy & M. Childs (Eds.). *Reinventing Ourselves: Contemporary Concepts of Identity in Virtual Worlds* (pp. 191-211). New York, NY: Springer.

Cypher, A., Drews, C., Haber, E., Kandogan, E., Lin, J., Lau, T., Leshed, G., Matthews, T., & Wilcox, E. (2010). Collaborative Scripting for the Web. In A. Cypher, J. M. Dontcheva, T. Lau, & J. Nichols, (Eds.) *No Code required: giving users tools to transform the web* (pp. 85-104). Burlington, MA: Morgan Kaufmann.

Leshed, G. (2009). Silencing the clatter: removing anonymity from a corporate online community. In T. Davies & S. P. Gangadharan (Eds.) *Online Deliberation: Design, Research, and Practice* (pp. 243-251). Stanford University: CSLI.

Magazines McInnis, B. & Leshed, G. (2016). Running user studies with crowd workers. *interactions* magazine, Volume 23 Issue 5, September + October 2016.

Leshed, G. (2012) Slowing down with personal productivity tools. *interactions*, 19(1), January 2012, 58-63.

Workshop Papers Leshed, G., Kim, Y., & Kim, Y. (2017). Designing cost of production tools for coffee growers in Latin America. Workshop on Designing Sustainable Food Systems, CHI 2017. Denver, CO, April 2017.

Leshed, G., Håkansson, M., & Kaye, J. J. (2013). What we can learn from small organic farm families. Workshop on Exploring the diversity of families: designing technologies for the contemporary family life, *CHI 2013*. Paris, France, April 2013.

Sengers, P., Leshed, G., & Brynjarsdóttir, H. (2010). Constraining overwork: lessons from a Newfoundland fishing village. *NSF Workshop: Creating a Research Agenda in Computing at the Margins*. Atlanta, GA, February 2010.

Leshed, G., Schober, M., Travis, S., Hancock, J., Gay, G., & McLeod, P. (2006). GroupMeter: A collaborative design effort of CSCW software. Workshop on Design and CSCW, *CSCW 2006*. Banff, Alberta, Canada, November 2006.

Posters and Demos Goyal, N., Leshed, G., & Fussell, S. (2013). Leveraging partner's insights for distributed collaborative sensemaking. *CSCW '13 Demonstrations*. San Antonio, TX.

Kaplan, M., Leshed, G., & Kutnick, T. (2013). Public spheres: Ideas taking shape. *CSCW '13 Interactive Posters*. San Antonio, TX.

Leshed, G., Haber, E.M., Lau, T., & Cypher, A. (2007). CoScripter: sharing 'how-to' knowledge in the enterprise. *GROUP '07*, Sanibel Island, FL, November 2007.

Leshed, G. (2005). Posters, lurkers, and in between: A multidimensional model of online community participation patterns. *HCI International*, Las Vegas, July 2005.

Leshed, G., Erev, I., Remington, R., Shabtai, G., and Gopher, D. (1999). A descriptive detection of change model for air traffic control tasks. *32nd Annual Meeting of the Society for Mathematical Psychology*, Santa Cruz, CA, August 1999.

Patents Andreas Dieberger, Eben M. Haber, Eser Kandogan, Gilly Leshed. System Administration Discussions Indexed by System Components (Patent No. US 8,095,880 B2).

MEDIA COVERAGE

July 2021 *Wired Magazine*, July 27, 2021: *Hundreds of Ways to Get S#!+ Done—and We Still Don't*. By Clive Thompson.
<https://www.wired.com/story/to-do-apps-failed-productivity-tools/>

January 2016 *Business Because*: Cornell to Launch Big Data-Focused MBA Program Featuring Twitter, Yahoo, Amazon, by Seb Murray.
<http://www.businessbecause.com/news/full-time-mba/3722/cornell-to-launch-data-science-mba-program>

- May 2013 *Discovery News*: Discussion stuck? Virtual mediator aims to help, by Alyssa Danigelis.
<http://news.discovery.com/tech/virtual-moderator-helps-discussions-130506.htm>
- June 2012 *Sustainablelens.org*. Radio interview with Samuel Mann. <http://sustainablelens.org/?p=316>
- November 2009 *The New Scientist*: Robot driving companion brings emotion to navigation, by MacGregor Campbell.
<http://www.newscientist.com/article/dn18085-robot-driving-companion-brings-emotion-to-navigation.html>
- October 2009 *The Walrus Magazine*: Global Impositioning Systems: Is GPS technology actually harming our sense of direction? by Alex Hutchinson.
<http://www.walrusmagazine.com/articles/2009.11-health-global-impositioning-systems/>
- April 2008 *Il Sole 24 Ore*: GPS and Perception of the World. Interview with G. Leshed, by Luca Chitarro.
<http://lucachitarro.nova100.ilsole24ore.com/2008/04/gps-and-percept.html>

SERVICE

- Faculty advisor* Cornell Design and Tech Initiative Engineering Project Team 2017-2023.
 Design Consulting at Cornell 2022-2023.
- Student services* Cornell William Keeton House Fellow 2016-2023.
- Workshop Organizer* CSCW 2017: Crowdsourcing law and policy: A design-thinking approach to crowd-civic systems.
 Co-organizers: McInnis, B., Centivany, A., Kim, J., Poblet, M., Levy, K.
- CHI 2012: Simple, sustainable living. Austin, TX, May 2012. Co-organizers: Håkansson, M., Leshed, G., Blevins, E., Nathan, L., Mann, S.
- NSF-Sponsored Symposium: “Slow down, you move too fast”: Rethinking the value of busyness and IT. May 2011, Seattle, WA. Co-organizers: Leshed, G., Sengers, P., Neustaedter, C., Friedman, B., Nissenbaum, H.
- Series Organizer* Information Science Breakfast Series 2005-2008, Cornell University, Ithaca, NY. Founder and organizer.
- HCI Knowledge-Sharing Community 2002-2004, Rafael – Israel Armament Authority, Haifa, Israel. Founder and organizer.
- Program Committee* CSCW PC 2014-2020; CHI Work-In-Progress 2009, 2010, 2011, 2012; CHI SIGs 2010; WWW Social Networks and Web 2.0 2009.
- Event Committee* CSCW 2012: Horizon co-chair, Seattle, WA; CSCW 2010: Workshops co-chair, Savannah, GA.
- Reviewer* CHI; CSCW; UIST; UbiComp; RecSys; SIGGRAPH; JCMC; ACM Transactions on Human-Computer Studies; International Journal of Human-Computer Studies; Computers in Human Behavior, Human-Computer Interaction Journal, NSF review panel.