

Rosta Farzan

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School of Information Sciences
University of Pittsburgh
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EDUCATION

University of Pittsburgh, Pittsburgh, 2003-2009

PhD in **Intelligent System Program**

Thesis topic: A study of Social Navigation Support under Different Situational and Personal Factors

California State University, Hayward, 2001-2003

Master of Science in **Computer Science**

Thesis topic: Adaptive Collaborative Unix Tutorial

Sharif University of Technology, Tehran, Iran 1994-1999

Bachelor of Science in **Computer Engineering**

Thesis topic: Design and Implementation of a RISC Processor for FPGA

RESEARCH INTERESTS

Online communities for development
Participation and Commitment in virtual organizations
Design and implementation of online communities
Social Navigation and Social Information Filtering
Social Web Technologies
Personalized Information Access
Community based User Modeling

POSITIONS

August 2012 – Present

University of Pittsburgh, Pittsburgh, PA
School of Information Sciences

- Assistant professor

August 2009 – July 2012

Carnegie Mellon University, Pittsburgh, PA
Human Computer Institute, Social Computing Lab

- Post-doctoral fellow – Mentor: Prof. Robert Kraut

August 2003 – April 2009

University of Pittsburgh, Pittsburgh, PA
Personalized and Adaptive Web Systems Research Lab

- Graduate Researcher – Advisor: Prof. Peter Brusilovsky

Summer 2008

IBM Research Lab, Cambridge, MA
Collaborative User Experience group

- Research intern – Mentor: Dr. Joan DiMicco

Summer 2007

IBM Research Lab, Cambridge, MA
Collaborative User Experience group

- Research intern – Mentor: Dr. Joan DiMicco

Summer 2006

University College Dublin, Dublin, Ireland
School of Computer Science and Informatics

- Research intern – Mentor: Dr. Barry Smyth

Feb 2002 – May 2003

California State University, Hayward, CA
Adaptive Hypermedia and Assistive Technologies Research Lab

- Graduate Researcher – Advisor: Dr. Hilary Holz

Summer 1996

Sharif University of Technology, Tehran, Iran
Electronic Research Center

- Undergraduate Researcher
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PUBLICATIONS

Journals

1. Farzan, R. and Brusilovsky, P (2010). Encouraging user participation in a course recommender system: an impact on user behavior. *Journal of Computers in Human Behavior*, 27(1): 276-284.
2. Farzan, R. and Brusilovsky, P (2009). AnnotatEd: a social navigation and annotation service for web-based educational resources. *Journal of the New Review of Hypermedia and Multimedia (NRHM)*, 2006(1): 2794-2802.
3. He, D., Brusilovsky, P., Ahn, J., Grady, J., Farzan, R., Peng, Y., Yang, Y., and Rogati, M. (2007). An evaluation of adaptive filtering in the context of realistic task-based information exploration. *Information Processing & Management*, 44(2): 511-533.

Peer Reviewed Conferences

1. Lu, D., Dugan, C., Farzan, R., and Geyer, W. (2016). Let's Stitch Me and You Together! Designing a Photo Co-creation Activity to Stimulate Playfulness in the Workplace. *ACM International conference on Computer Human Interaction*.
 2. Lopez, C. and Farzan, R. (2015). Lend me Sugar, I am your Neighbor! A content analysis of online forums for local communities. *International Conference on Communities and Technologies, C&T'15*.
 3. Lopez, C. and Farzan, R. (2015). Exploring the mechanism behind assessment of usefulness of restaurant reviews. *International Conference on Communities and Technologies, C&T'15*.
 4. Lu, D. and Farzan, R. (2015). Time to Introduce Myself! Impact of self-disclosure timing in online discussion forums. *Web Science'15*.
 5. Champagne, R., Guerra, J., Monahan, J., Tsai, Ch., and Farzan, R. (2015). Fuzziness in LGBTnon-profit ICT use. To appear in proceedings of International Conference on Information and Communication Technologies and Development, ICTD'15.
 6. Lu, D. and Farzan, R. (2015). When to break the ice: self-disclosure strategies for newcomers in online communities. To appear in proceeding of the companion publication of the ACM Conference on Computer Supported Cooperative Work and Social Computing, CSCW'15.
 7. Lu, D. and Farzan, R. (2015). Impact of Self-Disclosure on Newcomers in Online Communities. To appear in iConference 2015 (poster paper).
 8. Lu, D., Lu, Y., Jeng, W., Farzan, R., and Lin, Y. (2015). Understanding health information intent via crowdsourcing: challenges and opportunities. To appear in iConference 2015 (poster paper).
 9. Lopez, C, Lin, R., and Farzan, R. (2015). What makes hyper-local online forums sustainable? Hawaii International Conference on System Sciences, Electronic Government Track, HICSS'15. **Honorable mention.**
 10. Tausczik, Y., Farzan, R., Levine, J. M., and Kraut, R. (2014) Consequences of Socializing Newcomers Collectively in Online Communities. INGroup: interdisciplinary network for group research.
 11. Lopez, C and Farzan, R. (2014). Analysis of Local Online Review Systems as Digital Word-of-Mouth. *Web Science Track. International Conference on World Wide Web Companion, WWW'14*, 457-462.
 12. Lopez, C and Farzan, R. (2014) Designing for neighborhoods: Lessons learned from paper-based bulletin boards. In extended abstracts on Human Factors in Computing Systems, CHI'14, 1963-1968, ACM.
 13. Farzan, R. and Han, Sh. (2014). My friends are here!: why talk to "strangers"?, *Computer Supported Cooperative Work Companion, CSCW'14*, 161-164, ACM.
 14. Farzan, R. and Kraut, R (2013). Wikipedia classroom experiment: bidirectional benefits of students' engagement in online production communities. *Conference on Human Factors in Computing Systems, CHI'13*: 783-792, ACM.
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15. Lopez, C., Farzan, R., Sahebi, S., Brusilovsky, P. (2013). What influences the decision to participate in audience-bounded online communities? In proceedings of the iConference 2013. IDEALS.
 16. Lopez, C., Farzan, R., and Brusilovsky P. (2012). Personalized incremental users' engagement: Driving contributions one step forward. Conference on Supporting Group Work, Group'12, 189-198, ACM.
 17. Farzan, R., Pal, A., Kraut, R. and Konstan, J. (2012). Socializing volunteers in an online community: A field experiment. Conference on Computer-Supported Cooperative Work, CSCW'12), 325-334, ACM.
 18. Dabbish, L., Farzan, R., Kraut, R., and Postmes, T. (2012). Fresh faces in the crowd: turnover, identity, and commitment in online groups. Conference on Computer-Supported Cooperative Work, CSCW'12, 245-248, ACM. **"Best of CSCW" recognition.**
 19. Pal, A., Farzan, R., Konstan, J., Kraut, R. (2011). Early detection of potential experts in question answering communities. Proceedings of User Modeling, Adaptation, and Personalization. Springer (UMAP 2011), Springer-Verlag, pp. 231-242. **James Chen best student paper award.**
 20. Farzan, R., Dabbish, L., Kraut, R. and Postmes, T. (2011). Increasing commitment to online communities by designing for social presence. Conference on Computer-Supported Cooperative Work, CSCW'11, 321-330, ACM.
 21. Farzan, R., DiMicco, J., and Brownholtz, E. (2010). Mobilizing lurkers with a targeted Task. Conference on Weblogs and Social Media, ICWSM'11, 235-238, AAAI.
 22. Farzan, R., and Brusilovsky, P. (2009). Social navigation support for information seeking: if you build it, will they come? Conference on User Modeling, Adaptation, and Personalization, UMAP'09), 66-77, Springer-Verlag. **James Chen best student paper award.**
 23. Farzan, R. DiMicco, J., and Brownholtz E. (2009). Spreading the honey: a member-maintained content promotion system. Conference on Supporting Group Work, Group'09, 31-40, ACM.
 24. Farzan, R., and Brusilovsky, P. (2008). Where did the researchers go? supporting social navigation at a large academic conference. Conference on Hypertext and Hypermedia, 203-212, ACM.
 25. Farzan, R., DiMicco, J., Millen, D. R, Brownholtz, E., Dugan, C., and Geyer, W., R. (2008). When the experiment is over: Deploying an incentive system to all the users. Symposium on Persuasive Technology, in conjunction with AISB 2008, 33-39, The Society for the Study of Artificial Intelligence and Simulation of Behavior.
 26. Farzan, R., DiMicco, J., Millen, D. R, Brownholtz, E., Dugan, C., and Geyer, W. (2008). Results from deploying a participation incentive mechanism within the enterprise. Conference on Human-factors in Computing Systems, CHI'08), 563-572, ACM.
 27. Freyne, J., Farzan, R., and Coyle, M. (2007). Toward the exploitation of social access patterns for recommendation. Conference on Recommender Systems, RecSys'07, 179-182, ACM.
 28. Farzan, R., Coyle, M., Freyne, J., Brusilovsky, P., and Smyth, P. (2007). ASSIST: Adaptive social support for information space traversal. Conference on Hypertext and Hypermedia, Hypertext'07), 199-208, ACM.
 29. Freyne, J., Farzan, R., Brusilovsky, P., Smyth, B., and Coyle, M. (2007). Collecting community wisdom: integrating social search and social navigation. Conference on Intelligent User Interfaces, IUI'07, 52-61, ACM.
 30. Bateman, S., Farzan, R., Brusilovsky, P., and McCalla, G. (2006). OATS: The Open Annotation and Tagging System. Conference of the Learning Object Repository Research Network, I2LOR'06, 52-61, ACM.
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31. Farzan, R. & Brusilovsky, P. (2006). AnnotatEd: a social navigation and annotation service for web-based educational resources. Conference on E-Learning in Corporate, Government, Healthcare and Higher Education, E-Learn'06), 2794-2802, AACE, **Outstanding paper award.**
 32. Mertens, R., Farzan, R., and Brusilovsky, P. (2006) Social Navigation in Web Lectures. Conference on Hypertext and Hypermedia, Hypertext'06, 41-44, ACM.
 33. Farzan, R. & Brusilovsky P. (2005). Social navigation support in a course recommendation system. Conference on Adaptive Hypermedia and Adaptive Web-based Systems, AH'05, 91-100, Springer. **James Chen best student paper award.**
 34. Farzan, R & Brusilovsky, P. (2005). Social navigation support through annotation based group modeling. Conference on User Modeling, UM'05, 387-391, Springer.
 35. Brusilovsky, P., Farzan, R. & Ahn J. (2005). Comprehensive personalized information access in an educational digital library. Joint Conference on Digital Libraries, JCDL'05, 9-18, ACM Press.
 36. Brusilovsky, P., Chavan, G., Farzan, R. (2004). Social adaptive navigation support for open corpus electronic textbooks. Conference on Adaptive Hypermedia and Adaptive Web-based Systems, AH'04, 24-33, Springer.
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Grants, Awards, and Fellowships

University of Pittsburgh Central Research Development: "Studying the impact of self-disclosure on newcomers in virtual production communities", PI, 1 year, \$15,750, 2014-2015.

Google Faculty Research Award: "Hyperlocal online communities as third places", PI, 1 year, \$37,684, 2014-2015

Steven D. Manners Faculty Development Awards. Information needs in the local nonprofit sector: the challenge of measuring and reporting impact, PI, 1 year, \$9,999, 2013-2014.

NSF SoCS: "Supporting Newcomer Socialization in Online Production Communities", Co-PI. 3 years, \$448,786, 2011-2014

Andrew Mellon Pre-Doctoral Fellowship, University of Pittsburgh, 2005 and 2007

Graduate Research Fellowship, National Science Foundation, 2003 -2006

James Chen Best Student Paper Award, 2011, 2009, and 2006

Outstanding Paper Award, ELearn Conference, 2006

First Prize of i-fest Research System Demonstration Competition, School of Information Science, University of Pittsburgh

Graduate Research Scholarship, CSU Hayward, 2003

Sally Casanova Pre-Doctoral Honorable Mention, 2002

Chevron Texaco Scholarship in Computer Science, 2002

INVITED TALKS

Wikipedia Classroom Experiment. Departamento de Informatica – UTFSM – Chile, Ciclo de Coloquios, December 2015

Hyper-local online communities for neighborhoods. Michigan State University, College of Communication Arts and Sciences MIS PhD Research Seminar Series, November 2015

Summer school course on Social Computing, The East Finland Universities Graduate School in Computer Science and Engineering, June 2012.

Tutorial on socialization of newcomers into online communities, The 2012 International Conference on Collaboration Technologies and Systems, May 2012.

Social Media and Diversity. Western Pennsylvania Diversity Initiative Organization, 2011.

Social media: Changing Life from What We Eat to Who Rules our Country, iSchool Inclusion Institute of Information Sciences, 2011.

What is PhD about? A perspective of a recent graduate, University of Pittsburgh, School of Information Sciences, 2009.

Panelist on Workshop on Personalized Access, Profile Management, and Context Awareness in Digital Libraries in conjunction with the User Modeling Conference, 2007

SERVICE ACTIVITIES

Organizing

Senior program committee member – IEEE International Conference on Web and Social Media (2016)

Co-organizer Workshop on Advanced Topics in Sociotechnical Systems: Methods and Concepts of Trace Data – in conjunction with the iConference (2016)

Associated program committee member – Computer-Supported Cooperative Work and Social Computing (2016)

Program co-chair – ACM Conference on Hypertext and Social Media (2015)

Tutorials co-chair - Conference on User Modeling, Adaptation, and Personalization (2015)

Workshop co-organizer – Information Technology and City Life, In conjunction with the ACM Conference on Computer Supported Cooperative Work and Social Computing (2015)

Workshop co-chair – Conference on User Modeling, Adaptation, and Personalization (2014)

Track chair – ACM Hypertext Conference (2014)

Adaptation and Personalization for Web 2.0, 2008, 2009 (workshop co-organizer)

ACM Conference on Hypertext and Hypermedia, 2008 (Conference Treasurer)

Program Committee

Conference on Computer Supported Cooperative Work and Social Computing; Conference on User Modeling, Adaptation, and Personalization; ACM Hypertext; International Conference on Weblogs and Social Media; International Conference on Social Computing; International Conference on Collaboration and Technology; Persuasive; International Florida Artificial Intelligence Research Society Conference; Electronic Commerce and Web Technologies; Web Engineering; City Labs workshop, Workshop on Gamification for Information Retrieval, and several workshops on Social Navigation and Community-Based Adaptation, Adaptation and Personalization, Recommender System sand Social Web, Multimedia Technologies for E-Learning

Peer Reviews

Human Computer Interaction conferences: CHI, CSCW, Group, ICWSM, INGroup, CHI-Play

Information science conferences: iConference, Hypertext, User Modeling and Adaptive Hypermedia, Recommender Systems

Journals: Information Systems Research, Transactions on Intelligent Systems and Technology, Computer in Human Behavior, Journal of Personalization Research, Journal of Communication, Journal of Computer Assisted Learning

TEACHING EXPERIENCE

Information and Communication Technologies for Development (Doctoral seminar), University of Pittsburgh

Web Technologies and Standards (graduate course), University of Pittsburgh

Web Engineering (graduate course), University of Pittsburgh

Analysis of Information Systems (undergraduate course), University of Pittsburgh

Social Computing (graduate course), University of Pittsburgh

Guest lecturer, The Social Web, University of Pittsburgh, 2010

Web 2.0 (undergraduate course), University of Pittsburgh, 2008

The Social Web Graduate Seminar Course , University of Pittsburgh, 2008

Teaching assistant, C Programming, University of Pittsburgh, 2006
