

Dominic DiFranzo

Curriculum Vitae

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📍 Department of Communication & Information Science
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Research

My research in human computer interaction explores design interventions for prosocial behaviour on social media. Instead of designing interfaces that encourage any type of interaction online, I design interfaces and experiences that create more prosocial communities. I do so by translating established social science theories into design interventions that encourage and nudge social media users to stand up to cyberbullies, fact check fake news stories, and engage in other prosocial actions. In my effort to better implement and test these design interventions, I've developed new experimental tools and methods that create ecologically valid social media simulations, giving researchers control of both the technical interface and social context found in social media platforms.

Education and Qualifications

2015 Ph.D. Computer Science Rensselaer Polytechnic Institute
2008 B.S. Computer Science Rensselaer Polytechnic Institute

Appointments

2016–present **Postdoctoral Associate**, Social Media Lab, Department of Communication, **Cornell University**.
2016–present **Postdoctoral Associate**, Robots in Groups, Department of Information Science, **Cornell University**.
2015-2016 **Research Fellow**, Electronics and Computer Science, **University of Southampton**.
2009-2015 **Graduate Research Assistant**, Tetherless World Constellation, **Rensselaer Polytechnic Institute**.
2010 **Semantic Web Consultant**, United States Department of Health and Human Services.

Grants

2018 — 2020	Collaborator. "Leveraging Social Media TestDrive and Digital Citizenship Curriculum for Kids and Schools", Partnership with Common Sense Media, <i>The James and Rebecca Morgan Fund</i>	\$1,000,0000
2018 — 2021	Collaborator. "Pro-Social Behaviors in the Digital Age" <i>Cornell Institute of Social Sciences</i>	\$150,000
2017	Recipient. "Schloss Dagstuhl - NSF Support Grant for Junior Researchers" <i>National Science Foundation</i> Grant reference: CNS-1257011	\$2,000
2016 — 2017	Co-PI. "The Macroscopic: A lens at the World Wide Web". <i>The Royal Academy of Engineering (United Kingdom)</i> Grant reference: ING1516\10\70	£29,841.00

Honors and awards

2013 Runner Up for Best Paper, Web Science Conference 2013.
2012 Finalist, Project: Large Scale Trust Analytics in EverQuest 2 Players, YarcData Graph Analytics Challenge
2011 Best Student Award, Summer Doctoral Programme (SDP), Oxford Internet Institute, Oxford University.
2010 2nd Place in Semantic Web Challenge, Project: TWC LOGD, Open Track, Semantic Web Challenge 2010.

Publications

Refereed Publications

1. **DiFranzo, D**, Taylor, SH, Kazerooni, F, Wherry, OD, Bazarova, NN, "Upstanding by design: Bystander Intervention in Cyberbullying". *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*. ACM. 2018. pp.211. Print.
2. Sannon, S, Stoll, B, **DiFranzo, D**, Jung, M, Bazarova, N, "How Personification and Interactivity Influence Stress-Related Disclosures to Conversational Agents". *Companion of the 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing*. ACM. 2018. Print.

3. Zhang, Q, **DiFranzo, D**, Gloria, MJK, Makni, B, Hendler, JA, "Analyzing the Flow of Trust in the Virtual World With Semantic Web Technologies". *IEEE Transactions on Computational Social Systems* (99) (2018): 1–9. Print.
4. Bulazel, A, **DiFranzo, D**, Erickson, JS, Hendler, JA, "The Importance of Authoritative URI Design Schemes for Open Government Data". *International Journal of Public Administration in the Digital Age (IJPADA)* 3.(2) (2016): 1–18. Print.
5. **DiFranzo, D**, Erickson, JS, Gloria, MJKT, Luciano, JS, McGuinness, DL, Hendler, J, "The Web Observatory Extension: Facilitating Web Science Collaboration Through Semantic Markup". *Proceedings of the 23rd International Conference on World Wide Web*. ACM. 2014. pp.475–480. Print.
6. Gloria, MJKT, Erickson, JS, Luciano, JS, **DiFranzo, D**, McGuinness, DL, "Legal and Ethical Considerations: Step 1B in Building a Health Web Observatory". *Proceedings of the 23rd International Conference on World Wide Web*. ACM. 2014. pp.1061–1066. Print.
7. Poirier, L, **DiFranzo, D**, Gloria, MJK, "Light Structure in the Platform for Experimental Collaborative Ethnography". *Web Science 2014 Workshop Interdisciplinary Coups to Calamities*. 2014. Print.
8. **DiFranzo, D**, Zhang, Q, Gloria, K, Hendler, J, "Large Scale Social Network Analysis Using Semantic Web Technologies". *2013 AAAI Fall Symposium*. AI Access Foundation. 2013. Print.
9. Gloria, MJK, **DiFranzo, D**, Navarro, MF, Hendler, J, "The Performativity of Data: Reconceptualizing the Web of Data". *Proceedings of the 5th Annual ACM Web Science Conference*. ACM. 2013. pp.109–117. Print.
10. Navarro, MF, **DiFranzo, D**, Gloria, MJK, "Multiple Truths of the Semantic Web". *Proceedings of the 5th Annual ACM Web Science Conference*. ACM. 2013. Print.
11. McCusker, JP, Lebo, T, Graves, A, DiFranzo, D, Pinheiro, P, McGuinness, DL, "Functional Requirements for Information Resource Provenance on the Web". *International Provenance and Annotation Workshop*. Springer, Berlin, Heidelberg. 2012. pp.52–66. Print.
12. **DiFranzo, D**, Graves, A, "A Farm in Every Window: A Study into the Incentives for Participation in the Windowfarm virtual Community". *Proceedings of the 3rd International Web Science Conference*. ACM. 2011. pp.14. Print.
13. Ding, L, Lebo, T, Erickson, JS, **DiFranzo, D**, Williams, GT, Li, X, Michaelis, J, Graves, A, Zheng, JG, Shangguan, Z, "TWC LOGD: A Portal for Linked Open Government Data Ecosystems". *Web Semantics: Science, Services and Agents on the World Wide Web* (2011). Print.
14. **DiFranzo, D**. "Developer Diary: CASTNET Ozone Map Demo". *Proceedings of the 2nd International Web Science Conference*. ACM. 2010. pp.43. Print.
15. **DiFranzo, D**, Ding, L, Erickson, JS, Li, X, Lebo, T, Michaelis, J, Graves, A, Williams, GT, Zheng, JG, Flores, J, "TWC LOGD: A Portal for Linking Open Government Data" (2010). Print.
16. Ding, L, **DiFranzo, D**, Graves, A, Michaelis, JR, Li, X, McGuinness, DL, Hendler, JA, "TWC Data-Gov Corpus: Incrementally Generating Linked Government Data from Data.Gov". *Proceedings of the 19th international conference on World wide web*. ACM. 2010. pp.1383–1386. Print.
17. Ding, L, **DiFranzo, D**, Graves, A, Michaelis, JR, Li, X, McGuinness, DL, Hendler, J, "Data-Gov Wiki: Towards Linking Government Data". *BCH+*.(Cit. on p.) (2010). Print.
18. Ding, Y, Sun, Y, Chen, B, Borner, K, Ding, L, Wild, D, Wu, M, **DiFranzo, D**, Fuenzalida, AG, Li, D, "Semantic Web Portal: A Platform for Better Browsing and Visualizing Semantic Data". *International Conference on Active Media Technology*. Springer, Berlin, Heidelberg. 2010. pp.448–460. Print.
19. Patton, EW, **DiFranzo, D**, McGuinness, DL, "End-User Programming and the Advent of Sharable, Social Machines". *3rd Workshop on Social Data on the Web (SDoW2010), Shanghai, China*. 2010. Print.
20. Patton, EW, DiFranzo, D, McGuinness, DL, "SAF: A Provenance-Tracking Framework for Interoperable Semantic Applications". *International Provenance and Annotation Workshop*. Springer, Berlin, Heidelberg. 2010. pp.73–77. Print.
21. Ding, L, **DiFranzo, D**, Magidson, S, McGuinness, D, Hendler, J, "The Data-Gov Wiki: A Semantic Web Portal for Linked Government Data". *Proceedings of the 6th International Conference on Knowledge Capture*. 2009. Print.

Book chapters

1. Zhang, Q, **DiFranzo, D**, Hendler, JA, "Social Networking on The World Wide Web". *Encyclopedia of Social Network Analysis and Mining*. Springer, New York, NY, 2014. pp.1879–1892. Print.
2. **DiFranzo, D**, Hendler, J, "The Semantic Web and the Next Generation of Human Computation". *Handbook of Human Computation*. Springer, New York, NY, 2013. pp.523–530. Print.
3. **DiFranzo, D**, Graves, A, Erickson, JS, Ding, L, Michaelis, J, Lebo, T, Patton, E, Williams, GT, Li, X, Zheng, JG, "The Web is My Back-End: Creating Mashups with Linked Open Government Data". *Linking Government Data* (2011): 205–219. Print.

4. Lebo, T, Erickson, JS, Ding, L, Graves, A, Williams, GT, **DiFranzo, D**, Li, X, Michaelis, J, Zheng, JG, Flores, J, "Producing and Using Linked Open Government Data in the TWC LOGD Portal". *Linking Government Data*. Springer, New York, NY, 2011. pp.51–72. Print.

Non Peer Reviewed Journal Articles

1. **DiFranzo, D**, Gloria-Garcia, K, "Filter Bubbles and Fake News". *XRDS: Crossroads, The ACM Magazine for Students* 23.(3) (2017): 32–35. Print.

PhD thesis

1. **DiFranzo, D**. "Less is More: Light Structure for Social eHumanities Framework". Diss. Rensselaer Polytechnic Institute, 2015. Print.

Under Review

1. **DiFranzo, D**, Hyung Choi, Y, Purington, A, Taft, JG, Whitlock, J, Bazarova, NN, "Social Media TestDrive: Real-World Social Media Education for the Next Generation". *2019 CHI Conference on Human Factors in Computing Systems*. ACM. Under Review. Print.
2. Malte, J, **DiFranzo, D**, Zhou, M, Tong, X, Lawrence, A, Shen, S, "Three is a Crowd: A Group Collaboration Task for Expanding Human-Robot Collaboration Research Beyond the Dyad". *2019 HRI International Conference on Human-Robot Interaction*. ACM. Under Review. Print.

In Preparation

1. Taylor,S, **DiFranzo,D**, Hyung Choi, Y, Sannon, S, Bazarova,NN , "Nudging Empathy on Social Media: Increasing Cyberbullying Bystander Intervention Through Empathy and Accountability" (In preparation; expected date of completion November 2018)
2. Sannon, S, Stoll, B, **DiFranzo,D**, Bazarova,NN , "How Personification and Interactivity in Agents Effects Perceptions of Privacy Violation" (In preparation; expected date of completion November 2018)

Teaching

- Co-Instructor, ITEC 4961/CSCI 4961, Web Science, Rensselaer Polytechnic Institute, Fall 2010
- Teaching Assistant, ITEC 4961/CSCI 4961, Web Science, Rensselaer Polytechnic Institute, Fall 2009

Tutorials and Workshops

- **Organizing Chair**, Bridging the Lab and the Field: Data, Tools, Methods, and Challenges in Social Media Experiments, Workshop at 12th International Conference on Web and Social Media, Stanford, CA, June 2018.
- **Organizing Chair**, *Campfire Tutorial*, Web Science 2017, Troy, NY, June 2017.
- **Invited Participant**, *Citizen Science: Design and Engagement*, Dagstuhl, Germany, August 2017.
- **Guest Lecture**, Data Visualization and Social Media Analytics, Oxford Digital Humanities Summer School, Oxford, UK, July 2016.
- **Organizing Chair**, The 5th International Workshop on the Theory and Practice of Social Machines, 26th International World Wide Web Conference, Perth, Western Australia, April 2017.
- **Organizing Chair**, The 4th International Workshop on the Theory and Practice of Social Machines, 25th International World Wide Web Conference, April 2016.
- **Organizer**, Semantic Web Introduction Tutorial, Conference on Semantics in Healthcare and Life Sciences, Boston, MA, February 2012.
- **Organizer**, Building Mobile Mashups for the Linked Data Cloud, SemTech 2012, San Francisco, CA, June 2012.
- **Organizer**, Mashups 3.0, Farm Bill Hackathon, New York, NY December 2011.
- **Organizer**, Building Mashups for the Linked Data Cloud, SemTech 2011, San Francisco, CA, Jun 2011.
- **Organizer**, Semantic Web Hands On Tutorial, Conference on Semantics in Healthcare and Life Sciences, Boston, MA, February 2011.
- **Organizer**, Creating your own Mashups with Linked Data, Data.gov Mash-a-thon, Washington, DC, August 2010.

Invited Talks and Panels

- Panel, *Metadata Standards for the Empirical Humanities*, Research Data Alliance 11th Plenary, Berlin, Germany, March 2018.

- Invited Speaker, Campfire and Real-Time Election Data, SOCIAM All-Hands, Edinburgh, UK, August, 2016.
- Invited Speaker, Semantic Web for Ethnographic Data, PECE workshop, Drexel University, Philadelphia, PA, May 2015.
- Invited speaker, Web Observatory Dataset Search, Web Observatory Executive Briefing, Los Angeles, CA, October 2014
- Invited speaker, Building Web Observatories for Health Web Science, Building Web Observatories Workshop (BWOW) 2014, Bloomington, ID, June 2014.
- Invited Speaker, Schema.org Web Observatory Vocabulary, LA Web Observatory Workshop (LA WOW), Los Angeles, CA, March 2014.
- Invited speaker, Finding Web Observatories with Schema.org, Web Science Trust Network Webinar, January 2014.
- Invited speaker, Instruments for Web Observatories Boston Web Observatory Workshop (Boston WOW), Boston, MA October 2013.
- Invited speaker, Semantic Web Introduction & Linked Open Government Data, International Asian Summer School on Linked Data, KAIST, Daejeon, South Korea, August, 2012.
- Keynote speaker, Open Government Data, 1st Food-Tech Hackathon, New York, NY December 2010.
- Panel, Mashups in Linked Data, International Open Government Data Conference, Washington, DC, November 2010.
- Invited speaker, *Linking Open Government Data*, REI Systems, Herndon, VA, July 2010.
- Invited speaker, *Linked Data and Open Government Data*, 1st Anniversary of Data.gov, Washington, DC, May 2010.

Service

Organizing

- **Co-Chair**, Empirical Humanities Metadata Working Group, Research Data Alliance.
- **Session Chair**, ACM CHI Conference on Human Factors in Computing Systems, Montréal, Canada, April 2018.
- **Hack-a-thon Chair**, Web Science 2017, Troy, NY, June 2017.
- **Session Chair**, Web Science 2017, Troy, NY, June 2017.
- **Organizer**, Networks, Crowdsourcing, and the Rise of Social Machines (Paper Track), Ethicomp/CEPE (Computer Ethics Philosophical Enquiry) 2017, University of Turin, Turin, Italy, May 2017.
- **Proceedings Chair**, 3rd International Conference on Internet Science, Florence, Italy, September 2016.

Reviewing

- Reviewer, 14th Annual ACM/IEEE International Conference on Human Robot Interaction, Daegu, Korea, March 2019.
- Reviewer, ACM CHI Conference on Human Factors in Computing Systems 2019, Glasgow, UK, May 2019.
- Reviewer, 13th Annual ACM/IEEE International Conference on Human Robot Interaction, Chicago, IL, March 2018.
- Technical Program Committee, Eleventh International Conference on Internet and Web Applications and Services May 2016.
- Program Committee, World Wide Web Developer's Day 25th International World Wide Web Conference, April 2016.