

# Mark Díaz

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## Education

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### Northwestern University

JOINT PH.D. IN COMPUTER SCIENCE AND COMMUNICATION

- Advised by Darren Gergle | GPA: 3.9

Evanston, IL

Sep 2015 - Present

### Stanford University

B.A. IN SCIENCE, TECHNOLOGY & SOCIETY

- Minor in German Language & Culture | GPA: 3.7

Stanford, CA

Sep 2010 - Jun 2014

## Publications & Presentations

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- **Diaz, M.**, Johnson, I., Lazar, A., Piper, A.M., Gergle, D. (2018). Addressing Age-Related Bias in Sentiment Analysis Algorithms. Proceedings of ACM Conference on Human Factors in Computing Systems (CHI 2018). **Best Paper Award** (Top 1% of Submissions)
- Dickinson, J., **Diaz, M.**, Erete, S., Riedl, D. (2018). Inclusion of Underserved Residents in City Technology Planning. Proceedings of ACM Conference on Human Factors in Computing (Extended Abstract).
- Lazar, A., **Diaz, M.**, Brewer, R., Kim, C., and Piper, A.M. (2017). Going Gray, Failure to Hire, and the Ick Factor: Analyzing How Older Bloggers Talk about Ageism. Proceedings of ACM Conference on Computer-Supported Cooperative Work (CSCW 2017). **Best Paper Honorable Mention Award** (Top 5% of Submissions)
- Diaz, M. (2017, May). Perceived Group Identity in Online Collaboration, International Communication Association Annual Conference. San Diego, CA
- Diaz, M. (2016, April). Stereotype Threat in Collaboration. Poster Session, Northwestern Black Graduate Student Annual Conference. Chicago, IL

## Honors & Awards

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- 2018** Best Paper Award. ACM Conference on Human Factors in Computing Systems
- 2017** Best Paper Honorable Mention. ACM Conference on Computer-Supported Cooperative Work
- 2014** Stanford Black Community Center Dean's Award for Academic Excellence
- 2014** Student Paper Award, Association for the Study of Food in Society  
*The Döner Kebab and Turkish Capital in Germany.*

## Research Experience

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### Collaboration Technology Lab, Northwestern University

GRADUATE RESEARCHER

Evanston, IL

Sep. 2015 - Present

- Designing a mixed-methods study to investigate community trust formation in civic technologies deployed in low-income areas.
- Designing and developing an interactive machine learning system to help researchers and data journalists identify algorithmic bias when building classifiers using large bodies of text.
- Designed a study using experimental methods to study Stereotype Threat in online, collaborative contexts.

### Technology for Social Good Lab, DePaul University

GRADUATE RESEARCHER

Chicago, IL

Mar. 2017 - Present

- Based on two participatory design sessions held in South Side Chicago communities, qualitatively analyzed residents' perceptions and concerns about technology and technology access in their communities. Work is ongoing to incorporate perspectives from additional communities and write up results.

## OpenTV

Chicago, IL

SOCIAL MEDIA DATA ANALYSIS

Sep. 2016 - Present

- Collecting a network data set across Facebook, Twitter, Vimeo, and Instagram to track the audience of OpenTV, an indie web series production nonprofit that supports queer artists of color. Ongoing work will include social network analysis of artist networks and audience activity.

## Inclusive Technology Lab, Northwestern University

Evanston, IL

GRADUATE RESEARCHER

Mar. 2016 - Dec. 2017

- Scraped a data set of nearly 200 blogs written by older adults using Python and BeautifulSoup.
- Collaborated with other graduate researchers to qualitatively analyze how older adult bloggers articulate their experiences with aging and ageism. A full paper describing the results of this work was presented at the 2017 Conference on Computer Supported Collaborative Work (CSCW '17)
- Conducted a systematic analysis of age-related bias across popular sentiment analysis tools and tested methods of reducing bias. A full paper describing the results of this work will be presented at the 2018 ACM Conference on Human Factors in Computing Systems (CHI '18).

## Virtual Human Interaction Lab, Stanford University

Stanford, CA

RESEARCH PROGRAMMER

Sep. 2013 - Jun. 2014

- Developed and prototyped virtual environments using Vizard and Unity software development kits for use in human behavioral research studies.
- Modeled and animated virtual human avatars to aid in human-computer interaction research.
- Collected and analyzed data using motion tracking technology and head-mounted displays.

## Professional Experience

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### Smart Chicago Collaborative

Chicago, IL

GRADUATE FELLOW

Mar. 2017 - Present

- Assist with the Criminal Justice Project of the emerging Chicago Data Collaborative.
- Research best practices for cross-institutional data sharing models.
- Assist in assessing criminal justice needs in Chicago.

### Digital Experiences, Accenture Tech Labs

San Jose, CA

RESEARCH & DEVELOPMENT SENIOR ANALYST

Jul. 2014 - Jul. 2015

- Created proofs of concept and prototypes for clients using wearable and virtual reality technologies.
- Researched and developed business use cases and consumer-facing products for virtual reality platforms.
- Analyzed and researched emerging technologies to develop application demonstrations and foster client relationships.

### Net, Power, & Light

San Francisco, CA

IOS DEVELOPMENT INTERN

Jun. 2013 - Sep. 2013

- Prototyped interactive user interfaces for the Spin video collaboration application for iPhone and iPad using Objective-C.
- Updated existing application interfaces to integrate features from the newest iOS release.
- Demonstrated products and voice-acted for application help videos.

## Service

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- **Event Coordinator**, 2018, Northwestern HCI Group
- **Local Arrangements Chair**, 2018 Northwestern InfoSocial Graduate Student Conference
- **Local Arrangements Chair**, 2017 Northwestern InfoSocial Graduate Student Conference
- **Student Volunteer**, 2016 National LGBTQ Task Force Creating Change Conference
- **Event Coordinator**, 2011-2014, Queer Straight Alliance, Stanford University

## Skills

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- **Programming:** Python, Natural Language Toolkit (NLTK), R, HTML/CSS, Unity, Java
- **Software:** Adobe Photoshop, Adobe Lightroom
- **Languages:** German (Conversational), Spanish (Basic)
- **Other:** Advanced knowledge of photography and DSLR cameras