

Mark Díaz

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Education

Northwestern University

JOINT PH.D. IN COMPUTER SCIENCE AND COMMUNICATION

- Advised by Darren Gergle | GPA: 3.8

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

Peer-Reviewed Publications

- **Diaz, M.** Addressing Age-Related Bias in Sentiment Analysis (2019 Invited Talk). International Joint Conferences on Artificial Intelligence (IJCAI 2019).
- Christian, A.J., **Diaz, M.**, Day, F., (*forthcoming 2020*). Platforming Intersectionality: Diverse Representations Disrupt Algorithmic Culture. Social Media & Society Special Collection on the Platformization of Cultural Production.
- **Diaz, M.**, Johnson, I., Lazar, A., Piper, A.M., Gergle, D. (2018). Addressing Age-Related Bias in Sentiment Analysis. 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)

Non-Archival Peer-Reviewed Conferences

- Christian, A.J., Day, F., **Diaz, M.**, (*forthcoming 2019*). Intersectionality and the Limits of Platform Power. Annual Meeting of the Association of Internet Researchers.
- **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

- 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 Kebap and Turkish Capital in Germany.

Research Experience

Collaboration Technology Lab, Northwestern University

Evanston, IL

GRADUATE RESEARCHER

Sep. 2015 - Present

- Running a qualitative study to investigate user perceptions and trust in local, algorithmically-produced information.
- Designed a quantitative study exploring age-related bias in sentiment analysis tools.
- Designed a study using experimental methods to study interracial dynamics in online, collaborative contexts.

Technology for Social Good Lab, DePaul University

Chicago, IL

GRADUATE RESEARCHER

Mar. 2017 - Aug. 2017

- 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.

OTV

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 includes 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 was 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

Google

New York, NY

USER EXPERIENCE RESEARCH INTERN

May. 2018 - Aug. 2018

- Design and conduct parallel interview and diary studies analyzing uses and perceptions of smart devices in low-income households as well as among blind and low-vision users.

Smart Chicago Collaborative (now City Tech at UI Labs)

Chicago, IL

GRADUATE FELLOW

Mar. 2017 - Dec. 2017

- 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

- **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

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