

Diane J. Schiano, Ph.D.

Applied Social Science Research:

User Experience Research, Design & Evaluation

Design Ethnography

Usability

Program & Product Evaluation

Diane Schiano has always been interested in finding ways to better understand people and their practices both from their own point(s) of view and in terms of their behaviors. Her long-standing interest in epistemology, phenomenology and perception led to studying philosophy and psychology as an undergraduate at Columbia University, and perception and cognition for her doctorate in experimental psychology at Princeton. Her strong commitment to applied research began with an internship at Bell Labs in which she conducted psychophysical studies comparing image-compression methods. She did post-doctoral work on qualitative differences in spatial aptitude test performance at the Learning Research & Development Center in Pittsburgh (where she co-designed software to monitor and train spatial test performance), and on spatial cognition and gender differences at Stanford and Oberlin College (where she taught for several years). More recently, most of her research has been in the general area of mediated communication. Major projects concerned such topics as teen use of communication technologies, Instant Messaging in the workplace, motivations for blogging and a systematic investigation of perception of facial affect under a variety of image and context conditions. She is perhaps most well-known for her definitive work characterizing the online community LambdaMOO.

Diane has extensive experience in designing user studies to inform HCI design at all stages of the product design/development cycle, encompassing product usefulness, usability and use. She has expertise in qualitative and quantitative user research methodologies, from field ethnography to usability testing, from surveys and focus groups to web clickstream and logfile analyses. She has been an interaction designer at Sun Microsystems, a human factors research fellow in at NASA/Ames, and a user research project manager at AT&T Labs. She founded the user studies lab at Interval Research Corporation, and managed user experience and interaction design research projects there for over 7 years. She's consulted on projects for several major corporations and for various educational and governmental institutions.

Diane has published extensively on a wide range of topics and has substantial teaching experience, including user research methods courses in the Stanford Computer Science Department's PCD program and tutorials at major conferences. For more information and selected papers, please see: <http://home.comcast.net/~diane.schiano/>