

Diane Justine Schiano

User Experience Research, Design & Evaluation:

Research Psychology, Design Ethnography, Program & Product Evaluation

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Formal Education

1983-85

NIMH Postdoctoral Training Grant: Visual-Spatial Cognition. *Stanford University* (Psychology).

1981-83

NIE Research Training Grant: Educational Psych. *Learning Rsch & Dev Center*, Pittsburgh PA.

1982

Ph.D. Cognitive Psychology (Perception). *Princeton University*.

1978

M.S. Cognitive Psychology (Learning & Memory). *Princeton University*.

1977

B.A. Philosophy and Psychology (Double Major). *Barnard College, Columbia University*.
(*Magna cum Laude* with Honors & Distinction in Psychology)

Professional Positions

2004-05 Member Technical Staff (Temporary). Palo Alto Research Center (PARC). Palo Alto, CA.

Design ethnographer for an innovative technology design project funded by a large Japanese company. Conducted, analyzed and presented results of extensive field work on leisure activities in Japan, including interviews, observations, focus groups, photo diary, large online survey and contextualized prototype evaluation. Also participated in initial stages of a project exploring technology design for delivering and monitoring diabetic & pre-diabetic health care.

2002-06 Independent Consultant/Contractor.

Multiple contracts with Netraker/Keynote Systems (website assessments, including online market research surveys, usability testing & clickstream web analytics for major corporate and governmental sites) and with Stanford Graduate School of Business (contextualized website user research, usability & redesign). Ethnographic user research projects with Yahoo! (communications & PIM tool use) and Aplia/BranchLogic (Economics professors' work practice for courseware site design); pilot study with Ricoh Innovations (contextual inquiry around small office work practice, work flow). Design, marketing and usability consulting for SenVid (file-sharing technology UI design). Heuristic evaluation for Intel Labs (home ubiquitous computing designs). Multimedia design consulting for Stanford's "MediaX" program. Academic research projects on blogging, social networking websites and on educational implications of teen technology practices.

Lecturer: Stanford (Computer Science/HCI) & UC Santa Cruz (Cognitive Psychology).

Visiting Scholar, Stanford University (CSLI).

2001-02 Senior Member Technical Staff. AT&T Labs West, Menlo Park, CA.

Project manager: User & use studies on teens and technology. Led field studies on teen use of communication media (IM, email, home & mobile telephony) and digital photography. Major contributor to large project on IM use in the workplace. Designed usability laboratory.

2000-01 Independent Consultant/Contractor.

Extended contract with AltaVista; projects included website design & user testing; ethnographic studies of Internet search strategies, online clubs, customer attention to banner ads, software installation at home.

Lecturer, Stanford Univ. (Computer Science/HCI). Visiting Scholar, Stanford University (Psychology, CSLI)

1993-01 Senior Member Research Staff. Interval Research Corporation, Palo Alto CA.

Project manager for over 7 years. Created IRC's user studies laboratory, and led an independent project relating user research to innovative product design. Contributed to design and evaluation of a wide variety of in-house and spin-off projects--in both the consumer and enterprise product domains. Led in-depth studies of online community and communication using innovative and converging qualitative & quantitative methods, including ethnographic interviews and logfile analyses of online behavior.

1992-93 Member Technical Staff: UI Design. Human Interface Engineering. Sun Microsystems, Mountain View, CA.

Led the design of ImageTool application's UI, including rapid prototyping and UI specification document.

Lecturer in HCI: Santa Clara University (Psychology). Visiting Scholar, Stanford University (Psychology).

1990-92 NRC Senior Research Fellow: Aerospace Human Factors. NASA-Ames Research Center, CA.
Led an extensive project on the effectiveness of various navigation aids to helicopter pilots, and aided in designing online training for helicopter navigators.

1988-90 Delaney Fellow and Visiting Scholar. Stanford University (Psychology).
Led project on visual-spatial cognition w/ graphical tools. Created online spatial problem-solving training & testing program.

1985-89 Assistant Professor. Perceptual and Cognitive Psychology. Oberlin College (Psychology).
Led research projects on visual-spatial cognition in using graphical tools, especially graphs & maps, and on testing and training spatial aptitude test performance. Directed research lab.
Lecturer: Santa Clara University (Psychology). Visiting Scholar/Postdoctoral Fellow, Stanford University (Psychology).

1981-83 Postdoctoral Fellow. Learning Research & Development Center, Pittsburgh PA.
Led research project on problem representation and problem-solving strategies used by students taking standardized spatial aptitude tests, including analyses of real-time eye-movements during test-taking. Designed and implemented related educational testing and training software.

1977-81 University Graduate Fellow. Princeton University (Psychology).
Participated in research on learning & memory strategies for non-textual material, as well as specific distortions in visual perception & memory.

1976-77 Research Intern: Vision. Bell Laboratories, Holmdel, NJ.
Contributed to psychophysical studies comparing various image compression algorithms.
Research Assistant: Columbia University (Psychology).
Assisted in visual perception & psychophysics research; helped teach sign-language to a chimp ("Nim").

Selected Consulting Projects

AltaVista (extended contract included website design & usability testing; projects on online communities/clubs, Internet search strategies, customer attention to banner ads, software installation on home computers); *Aplia / BranchLogic* (user field research, design personas, task scenarios & functional requirements for website design for Internet-based educational courseware provider); *ATT Labs* Menlo Park CA (field studies of teen technology use; analyses of workplace & home computer-mediated-communication); *ATT-Morristown* NJ (online software documentation & training); *Doublebill / BigVine* (B2B-eBarter site usability); *IBM-Palo Alto* CA (information retrieval, in-house business database search software usability testing); *Intel Labs* (home ubiquitous computing heuristic analysis); *Netraker / KeyNote Systems* (website assessments, including market-research surveys, usability tests and clickstream web analytics, for government (USFA) and major commercial (e.g., auto insurance, car rental, mobile phone) sites); *Peripheral Visions* (information visualization & navigation); *Scoutfire.com* (web tool concept tests, market research); *SAMS publishing* (HCI technical reviewer); *Ricoh Innovations* (contextual inquiry around small office work practice, work flow to evaluate appropriateness of site for extended field research); *SenvVid* (UI design, usability & marketing input for innovative file-sharing technology); *Stanford CS / CSLI* (ethnographic research on 'blogging' & social networking sites); *Stanford Graduate School of Business* (WPG research/usability and redesign projects for public website, admissions site & student portals); *Stanford "MediaX" program* (consulting on innovative multimedia design); *Stanford Medical School-Psychiatry* (data-base statistical analyses); *TeamSoftware* (globalization user research & usability for business software applications); *Yahoo!* (ethnographic diary & field studies on online communication & PIM tool use).

Interval Research Corporation projects and spinoffs, including Purple Moon (field research for educational "games for girls" on CDROM & website), *Kundi.com* (webcam portal design & clickstream (usage) analyses); *Placeholder* (multi-user Virtual Reality installation), *Bird'n'Bees* (affective avatar design & testing). *In-house project management software.*

Customized corporate training classes and conference tutorials.

Professional Highlights

- Strong contributor with significant leadership experience.
- Industry contractor/consultant for over 10 years. Passionate "user"--and user-centered design--advocate.
- Broad interests, experience & expertise: Expertise in both qualitative & quantitative research & analysis methods, from ethnographic field research to usability testing, from customer surveys to web analytics. Product & program evaluation. Website design, usefulness, usability & use; online communication & community; educational software; teens & technology; gaming; information visualization; navigation & search; digital photography & more.
- Strong technical skills. Facility with statistical software packages (e.g., SPSS); familiarity with design/prototyping tools (e.g., Illustrator, Photoshop, Premier, Dreamweaver, html) and some programming and scripting languages.
- Excellent communication skills. Significant publications in several domains (see website for selected papers).

Published Papers

- Schiano, D.J., Elliot, A.E. & Bellotti, V. (2006, accepted). Tokyo Youth at Leisure: Towards the Design of Media to Support Leisure Planning and Practice. *Extended Abstracts of ACM CHI 2006 Conference on Human Factors in Computing Systems*. NY: ACM.
- Nardi, B.A., Schiano, D.J., Gumbrecht, M. (2004). Blogging as social activity, or, Would you let 900 million people read your diary? *ACM CSCW 2004 Conference* (pp 222-231). NY: ACM.
- Nardi, B.A., Schiano, D.J., Gumbrecht, M & Swartz, L. (2004). Why we blog. *Communications of the ACM*, 47 (12), 41-46.
- Schiano, D.J. Nardi, B.A, Gumbrecht, M. & Swartz. (2004). Blogging by the rest of us. *ACM CHI 2004 Conference on Human Factors in Computing Systems* (pp 143-1146.) NY: ACM.
- Schiano, D.J., Ehrlich, S. & Sheridan, K. CHI 2004 (2004): Categorical Imperative NOT: Facial Affect is Perceived Continuously. *ACM CHI 2004 Conference on Human Factors in Computing Systems* (pp 49-56). NY: ACM.
- Mainwaring, S.D., Tversky, B., Ohgishi, M., Schiano, D.J. (2003). Descriptions of simple spatial scenes in English and Japanese. *Spatial Cognition and Computation*, 3(1), 3-42.
- Isaacs, E., Walendo, A., Whittaker, S. Kamm, C., & Schiano, D.J. (2002). Character, Functions & Styles of Instant Messaging in the Workplace. *Conference on Computer Supported Co-operative Work: CSCW 2002*.
- Schiano, D.J., Chen, C.P & Isaacs, E. (2002). How teens take, view, share, and store photos. *Conference on Computer Supported Co-operative Work: CSCW 2002*. NY: ACM.
- Isaacs, E., Kamm, C., Schiano, D.J., Walendowski, A. & Whittaker, S. (2002). Characterizing Instant Messaging (IM) from recorded logs. *Extended Abstracts of ACM CHI 2002 Conference on Human Factors in Computing Systems* (pp 720-721). NY: ACM.
- Schiano, D.J., Chen, C., Ginsberg, J., Gretarsdottir, U., Huddleston, M. & Isaacs, E. (2002). Teen use of messaging media. *Extended Abstracts of ACM CHI 2002 Conference on Human Factors in Computing Systems* (pp 594-595). NY: ACM.
- Schiano, D.J., Ehrlich, S.M. & Sheridan, K. (2001). Categorical Perception of Facial Affect: An Illusion. *Extended Abstracts of ACM CHI 2001 Conference on Human Factors in Computing Systems* (pp 299-300). NY: ACM.
- Schiano, D.J., Stone, M. & Bectarte, R. (2001). Search and the Subjective Web. *Extended Abstracts of ACM CHI 2001 Conference on Human Factors in Computing Systems* (pp 165-166). NY: ACM.
- Zacks, J., Levy, E., Tversky, B. & Schiano, D.J. (2001). Graphs in print. In P. Olivier, M. Anderson & B. Meyer (Eds.), *Diagrammatic representation and reasoning*. London: Springer-Verlag.
- Ehrlich, S.M., Schiano, D.J., & Sheridan, K. (2000). Communicating facial affect: It's not the realism, it's the motion. *Proceedings of ACM CHI 2000 Conference on Human Factors in Computing Systems* (pp. 252-253). NY: ACM.
- Schiano, D.J., Ehrlich, S.M., Rahardja, K. & Sheridan, K. (2000). Measuring and modeling facial affect. *Behavior Research Methods, Instruments & Computers*, 32 (4), 505-514.
- Schiano, D.J., Ehrlich, S.M., Rahardja, K. & Sheridan, K. (2000). Face to interface: Facial affect in (hu)man and machine. *Proceedings of ACM CHI 2000 Conference on Human Factors in Computing Systems* (pp. 193-200). NY: ACM.
- Lisetti, C.L. & Schiano, D.J. (2000). Automatic facial expression interpretation: Where Human-Computer Interaction, Artificial Intelligence and Cognitive Science intersect. *Pragmatics and Cognition (Special Issue on Facial Information Processing, a Multidisciplinary Perspective)*, 8 (1), 185-235.
- Chambers, K.W., McBeath, M.K., Schiano, D.J. & Metz, E. (1999). Tops are more salient than bottoms. *Perception & Psychophysics*, 61 (4), 625-635.
- Schiano, D.J. (1999). Lessons from LambdaMOO: A social, text-based virtual environment. *Presence*, 8 (2), 127-139.
- Zacks, J., Levy, E., Tversky, B. & Schiano, D.J. (1998). Reading bar graphs: Effects of extraneous depth cues and graphical context. *Journal of Experimental Psychology: Applied*, 4 (2), 119-138.
- Schiano, D.J. & White, S. (1998). The first noble truth of cyberspace: People are people (even when they MOO). *Proceedings of ACM CH'97 Conference on Human Factors in Computing Systems* (pp. 352-359). NY: ACM.
- McBeath, M.K., Schiano, D.J., & Tversky, B. (1997). Three-dimensional bilateral symmetry assumed in judging figural identity and orientation. *Psychological Science*, 8 (30), 217-223.
- Mullet, K., Fry, C. & Schiano, D.J. (1997). On your marks, get set, browse! *Conference Companion to ACM CHI'97 Conference on Human Factors in Computing Systems* (pp. 113-114). NY: ACM.
- Tversky, B. & Schiano, D.J. (1997). Distortions in visual memory: A reply to Engebretson & Huttenlocher's comments on Tversky & Schiano (1986). *Journal of Experimental Psychology: General*, 126 (3), 312-314.
- Schiano, D.J. (1997). Convergent methodologies in Cyber-Psychology: A case study. *Behavior Research Methods, Instruments & Computers*, 29 (2), 270-273.
- Levy, E., Zacks, J., Tversky, B. & Schiano, D. J. (1996). Gratuitous graphics? Putting preferences in perspective. *Proceedings of ACM CH'96 Conference on Human Factors in Computing Systems* (pp. 42-49). NY: ACM.
- Mullet, K. & Schiano, D.J. (1995). 3D or not 3D: 'More is better' or 'less is more'? *Conference Companion to ACM CHI'95 Conference on Human Factors in Computing Systems* (pp. 174-175). NY: ACM
- Colston, H. L., & Schiano, D. J. (1995). On Looking and lingering in video-mediated communication. *Conference Companion to ACM CHI'95 Conference on Human Factors in Computing Systems* (pp. 278-279). NY: ACM.
- Schiano, D. J. & Tversky, B. (1992). Structure and strategy in encoding simplified graphs. *Memory & Cognition*, 20 (1), 12-20.
- Schiano, D. J. & Barch, D. R. (1990). A new strategy for studying spatial aptitude. *Behavioral Research Methods, Instrumentation & Computers*, 22 (2), 136-137.
- Schiano, D. J. & Jordan, K. (1990). Mueller-Lyer decrement: Practice or prolonged inspection? *Perception*, 19 (3), 307-316.
- Schiano, D. J., Cooper, L. A., Glaser, R. & Zhang, H. C. (1989). Highs:Low's:Experts:Novices: Qualitative differences in the representation and solution of standardized figural analogies. *Human Performance*, 2, 225-248.
- Tversky, B. & Schiano, D. J. (1989). Perceptual and conceptual factors in distortions in memory for graphs and maps. *Journal of Experimental Psychology: General*, 118, 387-398.
- Wolters, N. C. W. & Schiano, D. J. (1989). On listening where we look: The fragility of a phenomenon. *Perception*

- & *Psychophysics*, 45,184-186.
- Schiano, D. J. (1986). Relative size and spatial separation: Effects on the parallel-lines illusion. *Perceptual & Motor Skills*, 63, 1151-1155.
- Jordan, K. & Schiano, D. J. (1986). Length contrast through relative spatial separation of contours: Effects on the parallel-lines illusion. *Perception & Psychophysics*, 40 (6), 384-390.
- Coren, S., Girgus, J. S. & Schiano, D. J. (1986). Is adaptation of orientation-specific cortical cells a plausible explanation of illusion decrement? *Bulletin of the Psychonomic Society*, 24 (3), 207-210.
- Schiano, D. J. & Zhang, H. C. (1985). Cognitive styles: Illusory phenomena. *Perceptual & Motor Skills*, 60, 201-202.
- Zhang, H. C. & Schiano, D. J. (1984). Experimental studies of assimilation and contrast illusions. *Acta Psychologica Sinica*, 16(1), 34-41.
- Watkins, M. J. & Schiano, D. J. (1982). Chromatic imaging: An effect of mental colouring on recognition memory. *Canadian Journal of Psychology*, 36 (2), 291-299.
- Schiano, D. J. & Watkins, M. J. (1981). Speech-like coding of pictures in short-term memory. *Memory & Cognition*, 9(1), 110-114.

Published Software

- Schiano, D. J. and Barch, D. (1992). ANALOGY [Computer program]. In M.L. Stoloff, J.V.Couch and J. Brewster, Eds. *Computer Use in Psychology: A directory of Software, Third Edition*. Stauton, VA: American Psychological Association.

Selected Research Reports

- Schiano, D.J., Chen, C. & Isaacs' E. (2001). How teens take, view, share & store photos. *AT&T Labs Research External Technical Report*.
- Ehrlich, S.M., Sheridan, K. & Schiano, D.J. (2000). Corpus of digital facial affect stimuli. *Interval Research Corporation External Technical Report*.
- Schiano, D.J. & Colston, H.L. (1997). Communication and community on campus. *Interval Research Corporation External Technical Report*.
- Tversky, B., Mainwaring, S. & Schiano, D.J. (1996). Effects of task and object configuration on perspective choice in spatial descriptions. *AAAI Spring Symposium on Computational and Cognitive Models of Spatial Representation*. Stanford, CA.
- Schiano, D. J. (1996). Lessons from LambdaMOO. In (Bergamaco, Ed.) *FIVE'96: Advances, Applications and Impact of Immersive Virtual Environments*. PERCRO, Pisa,Italy.
- Mainwaring, S.D., Tversky, B., & Schiano, D.J. (1995). Perspective choice in spatial descriptions. *Interval Research Corporation External Publication 1996-001*.
- Isaacs, E. & Schiano, D.J. (1992). Interviewing customers: A tutorial. *SunSoft Internal Technical Report*.
- Schiano, D.J. (1992). User-Interface specifications for the ImageTool application. *SunSoft Internal Technical Report*.
- Schiano, D.J & Barch, D. (1990). A new strategy for studying spatial aptitude. *Resources in Education (ERIC)*, 13, TM-014137.
- Schiano, D. J. & Johnson, R. (1989). Strategies for searching for product information in the *SalesManual* and *Announcement Letters* databases. *IBM Human Factors InterDivisonal Liason Publications*, 12-18-89.
- Schiano, D. J. & Kahlifeh, B. (1989). Spatial aptitude as expertise: A training study. *Resources in Education (ERIC)*, 12, ED-302589.
- Schiano, D.J. (1987). Protocol analysis of real-time solution of aptitude differences in figural analogy problem representation. *Resources in Education (ERIC)*, 11, ED-283075.
- Schiano, D.J., Cooper, L.A. & Glaser, R. (1987). Qualitative differences in real-time solution of standardized figural analogies. *Resources in Education (ERIC)*, 11, ED-283074.
- Schiano, D. J., Cooper, L. A. & Glaser, R. (1984). Aptitude-related differences in strategies for the representation and solution of standardized figural analogies.
- Schiano, D. J. (1983). Differentiation in the dual Delbouef distortions: The case for the composite, cognitive explanation of visual size illusion. *Dissertation Abstracts*, 43(8).
- >>>>Schiano, D.J. (ongoing). *Internal reports for: AltaVista, Aplia/BranchLogic, AT&T, IBM,NASA, Netraker, Yahoo!, etc.*
- >>>>Schiano, D.J. et al. (1994-2000). *Interval Research Corporation Internal Technical Reports on a wide variety of topics*

Selected Presentations (since 1990):

- Schiano, D.J. (2002, November). Friendship and Photoware: Teen Use of Photos. *American Anthropological Association Conference*, New Orleans, LA.
- Isaacs, E., Walendo, A., Whittaker, S. Kamm, C., & Schiano, D.J. (2002, November,). Character, Functions & Styles of Instant Messaging in the Workplace. *Conference on Computer Supported Co-operative Work*, New Orleans, LA.
- Schiano, D.J., Chen, C.P & Isaacs, E. (2002, November). How teens take, view, share, and store photos. *Conference on Computer Supported Co-operative Work*, New Orleans, LA.
- Isaacs, E., Kamm, C., Schiano, D.J., Walendowski, A. & Whittaker, S. (2002, April). Characterizing Instant Messaging (IM) from recorded logs. *ACM CHI 2002 Conference on Human Factors in Computing Systems*, Minneapolis, MN.
- Schiano, D.J., Chen, C., Ginsberg' J. & Gretarsdottir' U., Huddleston' M. & Isaacs' E. (2002, April). Teen use of messaging media. *ACM CHI 2002 Conference on Human Factors in Computing Systems*, Minneapolis, MN.
- Schiano, D.J., Ehrlich, S.M. & Sheridan, K. (2001, April). Categorical Perception of Facial Affect: An Illusion.*ACM CHI 2001 Conference on Human Factors in Computing Systems*, Seattle, WA.
- Schiano, D.J., Stone, M. & Bectarte, R. (2001, April). Search and the *Subjective Web*. *ACM CHI 2001 Conference on Human Factors in Computing Systems*, Seattle, WA.
- Jewell, J. G., McBeath, M.K. & Schiano, D.J. (2000, Nov). Distortions in Body Orientation Follow Egocentric Rather than World-Based Coordinate System. *Psychonomic Society*, New Orleans, LA.

- Schiano, D.J. (2000, May). New Findings on Perceiving Facial Affect. Invited talk in Terry Winograd's *Seminar on People, Computers and Design*, Computer Science Department, Stanford University, Stanford, CA
- Schiano, D.J., Ehrlich, S.M., Rahardja, K. & Sheridan, K. (2000, April). Face to InterFace: Facial Affect in (Hu)Man and Machine. *CHI'2000*, Den Haag, NE.
- Ehrlich, S.M., Schiano, D.J., & Sheridan, K. (2000, April). Communicating Facial Affect: It's Not the Realism, It's the Motion. *CHI'2000*, Den Haag, NE.
- Schiano, D.J., Ehrlich, S.M., Sheridan, K.M. & Beck, D.M. (1999, Nov). Evidence for continuous rather than categorical perception of facial affect. *Psychonomic Society*, Los Angeles, CA.
- Schiano, D.J., Rahardja, K. & Ehrlich, S.M. (1999, Nov). From face to interface: Expression of emotion in man and machine. *Society for Computers in Psychology (SCIP)*.
- Schiano, D.J. (1999, Feb). Some UI/HCI issues in the design of graphical data representations and search tools. NRC workshop: Research on Information Technology for Federal Statistics. Washington, DC.
- Schiano, D. J. (1999, June). Perceiving can be deceiving. NSF/ONR workshop: Data visualization. Univ of Memphis, Memphis TN.
- Schiano, D.J., Ehrlich, S. Sheridan, K. & Beck, D. (1999, May). Barbara Tversky's Research Lab Seminar, Psychology Dept, Stanford University.
- Ehrlich, S., Schiano, D.J., Sheridan, K & Beck, D. (1998, Nov). Facing the issues: Methods Matter. *Psychonomic Society*, Dallas, TX.
- Schiano, D.J., McBeath, M.K. & Bruner, K.W. Orientation Constraining Heuristics for Interpreting *
- Chambers, K.W., McBeath, M.K., Schiano, D.J. & Metz, E. (1997, Nov.) Tops are more salient than bottoms. *Object Perception and Memory (OPAM)*.
- Mullet, K. Fry, C. & Schiano, D.J. (1997, May). On your marks, get set, browse! *Human Factors in Computing Systems: CHI'97*, Los Angeles, CA.
- Mullet, K. & Schiano, D.J. (1997, Aug) The Great UI browse-off: A review and reprise. *BayCHI*, Palo Alto, CA.
- Schiano., D.J. (1997, Jan). The First Noble Truth Of CyberSpace: People are people, even when they MOO. Invited talk for Terry Winograd's *Seminar on People, Computers and Design*, Stanford University, Stanford, CA.
- Schiano, D.J. (1997, April.). The First Noble Truth Of CyberSpace: People are people, even in the MUD. *Asilomar Microcomputer Workshop*, Monterey CA.
- Schiano, D. (1999, May). Varieties of spatial cognition. *Kent State Forum in Applied Cognition: Spatial Navigational Principles used by Humans, Animals and Computers*. Millersberg, OH.
- Schiano, D.J. (1997, July). A commentary on the Estimating visuo-spatial properties of graphics by Patrick Oliver. *AAAI Conference Workshop on Language and Space*. Providence, R.I.
- Schiano, D. J. Jewell, J. & McBeath, M.K.. (1997, Nov). Systematic overestimation of proprioceptive tilt. *Psychonomic Society*.
- Schiano, D.J. & Colston, H.L. (1997, Nov). Sociality and CMC on campus. *Society for Computers in Psychology (SCIP)*.
- Schiano, D.J. (1996, Nov). Convergent methodologies in cyber-psychology: A case study. *SCIP*, Chicago. IL.
- Schiano, D.J. (1996, Nov). Mental models of MUDs: Just like being...where? *Psychonomic Society*, Chicago. IL.
- Schiano, D.J. (1996). The first noble truth of cyberspace: People are people even in the MUD. Invited talk at *Cognitive Colloquium*, Psychology Department, UC Berkeley, Berkeley, CA.
- Chambers, K.W., McBeath, M.K., Schiano, D.J. & Metz, E.G. (1996, April). Viewers preferentially attend to the tops of figures. *Association for Research in Vision and Ophthalmology (ARVO)*, Ft. Lauderdale, FL. Abstract in *Investigative Ophthalmology & Visual Science*. 37(3), S178. (Ms. No. 2064).
- Schiano, D.J. (1996, May). Perceptual and Social Realism in Virtual Environments. Position paper for workshop at *CHI'96 Conference*, Vancouver, B.C.
- Chambers, K.W., McBeath, M.K. Schiano, D.J. & Metz, E.G (1996, July). Is the top of an object More Salient than the Bottom?. *APS*, San Francisco, CA.
- Schiano, D.J., Chambers, K.W., McBeath, M.K. & Colston, H.L. (1996, July). Did it morph or move? Inter-dependence of object identity and orientation. *APS*, San Francisco, CA.
- Schiano, D.J. & McBeath, M.K. (1996, July). Virtual reality v real virtuality: The role of realism in virtual environments. Symposium on Virtual Environments, *APS*, San Francisco, CA.
- Schiano, D. J., Rubman, C. & Colston, H. L. (1996, July). Mental spatial frameworks: Age before gender. *APS*, NYC, NY.
- Schiano, D. J., Schwartz, K. & Millis, M. (1996, July). Sex and space: Gender effects in perceiving, orienting and navigating. *APS*, NYC, NY.
- Tversky, B., Mainwaring, S. & Schiano, D.J. (1996, July). Effects of Task and Object Configuration on Perspective Choice in Spatial Descriptions. *AAAI Spring Symposium on Computational and Cognitive Models of Spatial Representation*. Stanford, CA.
- Levy, E., Zacks, J. Tversky, B., Schiano, D.J. (1996, May). Gratuitous Graphics? Putting preferences in perspective. *Human Factors in Computing Systems: CHI'96*, Vancouver, B. C.
- Chambers, K.W., McBeath, M.K. & Schiano, D.J. (1995, May). Bias to interpret three dimensional objects as aligned with canonical axes in depth. *ARVO*, Ft. Lauderdale, FL. Abstract in *Investigative Ophthalmology & Visual Science*. 36(4), S360. (Ms. 3895).
- Levy, E., Schiano, D.J., Zacks, J. & Tversky, B. (1995, Nov). Perception and Performance in Viewing Graphs. *Psychonomic Society*, San Francisco, CA.
- Schiano, D.J. (1995, May). Be there now. Paper presented at workshop, *Oksnoen Conference*, Oksnoen, Norway.
- Schiano, D.J., McBeath, M.K. & Chambers, K.W. (1995, Aug). Symmetry effects in projective perception. *Cognitive Scientists for the Advancement of Interdisciplinary Learning (CSAIL)*, Hood River, OR.
- Schiano, D. J., Rubman, C. & Colston, H. L. (1995, May). Mental spatial frameworks: Effects of gender, age and learning mode. *Western Psychological Association (WPA)*, Los Angeles, CA.
- Colston, H. L., & Schiano, D. J. (1995, May). On Looking and lingering in video-mediated communication. Short Paper at *CHI'95. Conference*, Denver, CO.
- Mullet, K. and Schiano, D.J. (1995, May) 3D or not 3D: 'More is better' or 'less is more'? Panel session at *CHI'95 Conference*, Denver, CO.

- Schiano, D.J. & McBeath, M.K. (1995, July). Orientation biases in figural interpretation: Projections for pattern recognition. *CSAIL*, Hood River, OR.
- Schiano, D.J. , McBeath, M. and Bruner, K. (1994, Nov). Bias toward symmetry in figure identification. *Psychonomic Society*, St. Louis, MI.
- Mainwaring, S.D., Tversky, B., and Schiano, D.J. (1994, Nov). Describing space for self and other. *Psychonomic Society*, St. Louis, MI.
- McBeath, M.K., Bruner, K.W., & Schiano, D.J. (1994, May) .The influence of symmetry and stimulus complexity on commonality of interpretations of indeterminate shapes? *Midwestern Psychological Association (MPA)*, Chicago, IL.
- Schiano, D.J., McBeath, M.K., and Bruner, K.W. (1994, Nov). Orientation-constraining heuristics for interpreting figures as 3-D objects. *Psychonomic Society*, St. Louis, MO
- Schiano, D. J., Pedersen, E. R., & Colston, H. L. (1994, April). Points of view on 'presence'. In K. Finn (Chair), Telepresence. Workshop position paper, *MultiMedia*, San Francisco, CA.
- Schiano, D.J. (1994, May). Fearless symmetry. Invited colloquium presented to the Psychology Department, University of California, Santa Cruz.
- Schiano, D.J. (1994, June). Social and spatial mediated 'presence'. Invited talk for HITech Speakers Series, Sun Microsystems Human Interface Division, Mountain View CA.
- Schiano, D. J., Colston, H. L., & Pedersen, E. R. (1994). Psychological perspectives on the "presence paradox". In K. Finn (Chair), Video mediated communication. Workshop position paper, *Computer Support of Cooperative Work, (CSCW)*, Raleigh, North Carolina.
- Schiano, D.J. & McBeath, M.K. (1993, Nov) Horizontally symmetric figures tend to be interpreted as sideways objects. *Psychonomic Society*, Washington DC.
- McBeath, M.K., Neuhoff, J.G., & Schiano, D.J. (1993, June). Familiar suspended objects appear smaller than actual independent of viewing distance. Poster for *APS*, Chicago, IL.
- McBeath, M.K. & Schiano, D.J. (1992, Nov.) Extent of figural symmetry determines interpreted orientation of indeterminate shapes. Poster for *Psychonomic Society*, St. Louis, MO.
- McBeath, M.K. & Schiano, D.J. (1992, May). The assumption of figural symmetry and the influence of stimulus complexity. *WPA*, Portland, OR.
- Schiano, D. J., McBeath, M. K. (1992, May). Influence of stimulus complexity on the tendency to assume object symmetry. *WPA*, Portland, OR.
- Schiano, D. J., & McBeath, M. K. (1992, Nov). Stimulus complexity affects assumed symmetry and orientation of perceived figures. *Psychonomic Society*, St. Louis, MO.
- McBeath, M. K. & Schiano, D. J. (1991, Sept.). Assumption of 3-D bilateral symmetry constrains orientation and interpretation of indeterminate shapes. *Human Factors*, San Francisco, CA.
- Schiano, D. J. (1991, May). High:Low::Experts:Novices. Spatial aptitude as expertise. *WPA*, San Francisco CA
- Schiano, D. J., Battiste, V. & Delzell, S. (1991, May). Cues to visual navigation under low-level flight conditions. *WPA*, San Francisco CA.
- Schiano, D. J., Battiste, V. & Delzell, S. (1991, Sept). Visual cues guiding navigation during low-level flight. *Human Factors*, San Francisco, CA.
- Schiano, D. J., McBeath, M. K. (1991, Nov). 3-D bilateral symmetry assumed in judging figural identity and orientation. *Psychonomic Society*, San Francisco, CA.
- Battiste, V., Schiano, D. J. & Delzell, S. (1990). Visual cues to geographical orientation in low-level flight. *Aviation Psychology*, Dayton, OH.
- Schiano, D. J. (1990, May). Harmonic coherence in the perception of counterpoint. *WPA*, Washington, D.C.

Tutorials

- Schiano, D.J. and Nardi, B. (2004, submission in progress). Usability and Beyond! Understanding Usefulness, Usability and Use. *ACM CSCW 2004 Conference*. NY: ACM.
- Schiano, D.J.. (2004, accepted). Usability and Beyond! Understanding Usefulness, Usability and Use. *ACM CHI 2004 Conference on Human Factors in Computing Systems*. NY: ACM.
- Schiano, D.J. (2004). What's the Use? Methods for Studying the Human Use of Collaborative Systems. *International Symposium on Collaborative Technologies and Systems. CTS2004*.
- Schiano, D.J. and Nardi, B. (2003). Usability and Beyond! Understanding Usefulness, Usability and Use. *ACM CHI 2003 Conference on Human Factors in Computing Systems*. NY: ACM.
- Schiano, D.J. and Nardi, B. (2002). Understanding Collaborative Activities and Applications: Methods for Studying Usefulness, Usability and Use of CSCW Systems. *Conference on Computer Supported Co-operative Work: CSCW 2002*. NY: ACM.
- Schiano, D. J. (2000, 2001). *Know Thy User!* Alta Vista.
- Isaacs, E. and Schiano, D.J. (1992, 1993). *Interviewing Customers*. Sun Microsystems.

Courses

- Princeton University (Psychology): Preceptor for a wide range of courses.
- Oberlin College (Psychology): Experimental Design, Learning, Memory & Cognition (& Lab), Perception & Cognition (& Lab), various Perception and Cognition Seminars (1985-89).
- Santa Clara University (Psychology): Introductory Psychology (1985); Human-Computer Interaction (1993).
- Stanford University (Psychology): Cognitive Psychology (1990).

Stanford University (Computer Science/HCI): Understanding User Experience (2001); Ethnographic and Experimental Approaches to Usefulness & Usability (w/ Bonnie Nardi, 2002); User Research Methods Practicum (w/ Bonnie Nardi, 2003); User Research Methods Practicum (2004).
University of California, Santa Cruz (Psychology): Learning & Memory (2002); Cognitive Psychology (2003).

Media Appearances, Citations

Balint, K. (2001, October). Cited in: How people react to changing technology. *San Diego Union Tribune*, T-1.
Digital West, KQED-TV. (2000, October 20). What does our online behavior mean?". Member of panel of experts interviewed by Rebecca Roberts. See: <http://dw.kqed.org/transcript.html>

In Progress

Schiano, D.J. et al (ongoing research). Social networking sites.
Schiano, D.J. (book). How to know what you know: A primer on understanding research methods.
Schiano, D.J., McBeath, M.K. & Bruner, K. (journal article). Bias to perceive vertical bilateral symmetry.

Reviewing

Journals: *Behavioral & Brain Sciences*; *CHOICE*; *Cognitive Psychology*; *Communications of the ACM*, *Computer Graphics Forum*; *Journal of Experimental Psychology: Human Perception & Performance*; *Journal of Experimental Psychology: Learning, Memory & Cognition*; *Memory & Cognition*; *Perception*; *Perception & Motor Skills*; *Perception & Psychophysics*; *Presence*; *Psychological Science*, *Psychonomic Bulletin & Review*.
Conference submissions: APA (panel presentations); CHI (full papers, short papers, laboratory overviews, tutorials, mentoring); UPS (tutorials); WPA (panel presentations).
Other: HCI book proposal and technical reviewer: SAMS publishing, Macmillan; MIT Press.

Grants, Awards & Honors

Ongoing	Visiting Scholar at Stanford University (Psychology, CS & CLSI) for many years.
2001-03	Visiting Scholar, Arizona State University (Psychology Department).
2000-01	Member of Board of Advisors, <i>Propel</i>
1992	Elected full member, <i>Psychonomic Society</i>
1990-92	<i>National Academy of Sciences' National Research Council (NRC)</i> Senior Research Fellowship.
1989	<i>AT&T Corporate Equipment Grant</i> : Cognitive Science Laboratory (\$181,000.00).
1986-89	<i>Dana Foundation</i> Research and Teaching Awards.
1986-89	<i>Oberlin College</i> Research & Development Grants and Merit Awards.
1985-87	<i>National Science Foundation (NSF)</i> Grant #IST-8511589. Teaching & Learning of Spatial Intuition. M. Pavel (Stanford), A. Hanson (SRI) & H. Cunningham (Stanford). (\$150,000.00).
1983-85	<i>National Institute of Mental Health (NIMH)</i> Postdoctoral Training Grant: Visuo-Spatial Cognition.
1981-83	<i>National Institute of Education (NIE)</i> Research Training Grant: Educational Psychology.
1977-81	Princeton University Graduate Fellowships.
1972	<i>National Merit Scholar</i> H.M. Citation; <i>New York State Regents Scholarship</i> .

Memberships

American Anthropology Association, *Association for Computing Machinery (& SIGCHI (BayCHI) SIGGRAPH, etc)* *American Psychological Association (& Eastern, Midwestern and Western regionals)*, *Ethnography & Design*, *American Psychological Society*, *Market Research Society*, *Market Research Association*, *Psychonomic Society*, *Usability Professionals Association*, *Webguild*, others.

References

Available upon request.