

JUDE YEW

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RESEARCH STATEMENT

My research work utilizes data analytics and ethnographic work to better understand human behavior and better design products and applications. My work so far has investigated, amongst other things, hobbyist music remixers, individuals who share videos on the Internet, Indonesian food cart vendors, and scientists who share data. I am especially interested in continuing work that explores prosocial behavior in social computing applications. I have a background in theater anthropology, user centered design methodologies, and computational analytics with large datasets.

EDUCATION

University of Michigan, Ann Arbor, Michigan.

Ph.D. (Information), School of Information

July 2011

Master of Science in Information, School of Information

May 2005

Nanyang Technological University, Singapore.

Bachelor of Arts Honors Degree

May 1998

Diploma in Education

May 1998

APPOINTMENTS

Department of Communications & New Media, National University of Singapore

Assistant Professor

August 2012 – Present

University of Michigan, Ann Arbor, Michigan.

Research Fellow, Sustainable Environment – Actionable Data (SEAD) Project

August 2011 – July 2012

AWARDS

Consortium for the Science of Socio-Technical Systems (CSST), Captiva Island, FL

2011

Selected to participate in a competitive NSF-funded research institute for advanced doctoral students and pre-tenure faculty.

National Science Foundation – East Asia and Pacific Summer Institute (EAPSI) Fellowship

2008

Fellowship awarded to conduct research with the Communications and New Media Dept., National University of Singapore over Summer 2008.

Proposal: “Social Performances – Understanding the motivations for online participatory behavior”

Interdisciplinary Committee on Organizational Studies (ICOS) Small grants

2008

Proposal: “Socio-political group blogging in Singapore”

Rackham Graduate Student Research Grant – Pre-candidacy Award

2007

Pre-candidacy Research Award to conduct field study of Political blogging in Singapore.

Rackham Merit Fellowship, University of Michigan

2005 - 2010

Merit based 5-year fellowship for underrepresented minority doctoral students.

RESEARCH GRANTS

bloomsbury: A platform for studying and cultivating creativity, collaboration and community around creativity support tools.

2012

(under review)

Ministry of Education Academic Research Funding (AcRF Tier 2) grant application that explores how the design of an online environment can encourage and motivate human collaborative and socially creative behavior.

BOOK CHAPTER

Bos, N., Zimmerman, A., Olson, J. S., Yew, J., Yerkie, J., Dahl, E., Cooney, D., & Olson, G. M. (2008). “From Shared Databases to Communities of Practice: A Taxonomy of Collaboratories.” In Gary M. Olson, Ann Zimmerman, & Nathan Bos (Eds.), *Scientific Collaboration on the Internet*. MIT Press, Cambridge, MA.

REFEREED PUBLICATIONS

Shamma, D. A., Kennedy, L., **Yew, J.** & Churchill, E. F. (2011). "Viral Actions: Towards Predicting Viral Videos Using Synchronous Sharing Behaviors". In Proc. of the 5th international AAAI conference on Weblogs and Social Media (ICWSM 2011). Barcelona, Spain.

Yew, J., Shamma, D. A., & Churchill, E. F. (2011). "Knowing Funny: Genre Perception and Categorization in Social Video Sharing". In Proc. of the 29th international conference on Human Factors in Computing Systems (CHI 2011). Vancouver, BC.

Yew, J. & Shamma, D. A. (2011). "Know Your Data: Understanding Implicit Usage versus Explicit Action in Video Content Classification." In Proc. IS&T/SPIE Symp. on Electronic Imaging: Science & Technology, SPIE, San Francisco, CA, 2011

Dawood, R., **Yew, J.**, & Jackson, S. J. (2010). "Location Aware Applications to Support Mobile Food Vendors in the Developing World." In Proc. of the 28th international conference extended abstracts on Human factors in computing systems (CHI 2010). Atlanta, GA.

Cheliotis, G. & **Yew, J.** (2009). "An Analysis of the Social Structure of Remix Culture". In Proc. Fourth International Conference on Communities and Technologies 2009, Penn. State Univ., USA, June 2009. Springer Verlag, Berlin.

Hemphill, L. & **Yew, J.** (2007). "Twiki and WetPaint: Two wikis in academic environments." Proceedings of the 2007 International ACM SIGGROUP Conference on Supporting Group Work, Sanibel Island, FL.

Bos, N., Zimmerman, A., Olson, J., **Yew, J.**, Yerkie, J., Dahl, E., et. al. (2007). From shared databases to communities of practice: A taxonomy of collaboratories. *Journal of Computer-Mediated Communication*, 12(2), article 16.
<http://jcmc.indiana.edu/vol12/issue2/bos.html>

Yew, J., Gibson, F. & Teasley, S. (2006). "Learning by Tagging: The Role of Social Tagging in Group Knowledge Formation". In, *MERLOT Journal of Online Learning and Teaching*, Vol. 2, No. 4, December 2006.
<http://jolt.merlot.org/vol2no4/yew.htm>

Yew, J., Gibson, F. & Teasley, S. (2006). "Learning by tagging: Group knowledge formation in a self-organizing learning community". In, Proceedings of the 7th international conference on Learning sciences (Bloomington, Indiana, June 27 - July 01, 2006). International Conference on Learning Sciences. International Society of the Learning Sciences, 1010-1011.

Yew, J. (2005). "Collaborative Narratives: Collaborative Learning in the Blogosphere". In, C. K. Looi, D. Jonassen & M. Ikeda (Eds.), *Towards Sustainable and Scalable Educational Innovations Informed the Learning Sciences: Sharing Good Practices of Research, Experimentation and Innovation*. Volume 133, *Frontiers in Artificial Intelligence and Applications*. (pp. 1023 – 1024). Amsterdam, NL: IOS Press.

POSTERS

Yew, J., Zimmerman, A., Hedstrom, H., Kumar, P., McDonald, R., Myers, J., and Plale, B. (2012). SEAD: A system to support active and social data curation in sustainability science. Presented at Coming Together Around Data, a PI Meeting for DataNet and INTEROP, January 25-27, 2012, Indianapolis, IN.

Dawood, R., Jackson, S. J., & **Yew, J.** (2010). "Supporting the Information Needs of Microentrepreneurs in the Developing World: The Case of Indonesian Mobile Food Cart Vendors". Intl. Conf. on Information and Communication Technologies and Development 2010, Dec. 13 – 16, 2010. London, UK.

Yew, J. (2009). "Social Performances: Understanding the Motivations for Online Participatory Behavior". GROUP2009: ACM SIGGROUP Conference on Supporting Group Work, May 10 – 13, 2009, Sanibel Island, FL.

Yew, J. (2009). "Social Performances: Understanding the Motivations for Online Participatory Behavior". Interdisciplinary Committee on Organizational Studies (ICOS) Dissertation Poster Session, Feb. 13, 2009, Ann Arbor, MI.

Yew, J. (2006). "Learning by Tagging: Group Knowledge Formation in a Self-organizing Learning Community". International Conference on the Learning Sciences (ICLS 2006), June 27 – July 1, 2006, Bloomington, IN.

CONFERENCE/WORKSHOP PRESENTATIONS

Yew, J. (2012). "Social Performances: A Sociotechnical Framework for Understanding Online Prosociality". In Extended Abstracts of ACM Conference on Human Factors in Computing Systems workshop: Identity, Performativity, and HCI (CHI '12). Austin, TX, May 2012.

Yew, J. (2010). "Social Performances: Understanding Open Sharing and Remix Culture". Doctoral Colloquium presentation at the 2010 ACM Conference on Computer Supported Cooperative Work (CSCW 2010). Savannah, GA.

Buyuktur, A.G., Batcheller, A., Burton, M., Cook, E., **Yew, J.**, & Jackson, S.J. (2009) "Distributing Science: Architecture, Participation, and Boundary Work in Online Citizen Science Projects." Presented at the Society for Social Studies of Science (4S), October 2009.

Yew, J. (2009). "Social Performances: Understanding the Motivations for Online Participatory Behavior". Boaster Presentation at Human Computer Interaction Consortium (HCIC 2009) Boaster Presentation, Fraser, CO.

Yew, J., Gibson, F. P., & Teasley, S. (2007). "Learning by tagging: The role of social tagging in group knowledge formation". Proc. of the Workshop "BOF - Between Ontologies and Folksonomies" held in conjunction with the International Conference Communities and Technologies 2007, Michigan State University 28 June 2007, Michigan, USA, CEUR Workshop Proceedings, ISSN 1613-0073

Yew, J. (2007). "Learning by tagging: The Role of Social Tagging in Group Knowledge Formation", Presentation at Between Ontologies and Folksonomies Workshop, 3rd International Conference on Communities and Technologies, Lansing, MI.

Yew, J. (2007). "Blogging and the challenge of technological and social infrastructure in Singapore", Presentation at Connections 2007, Philadelphia, PA.

Yew, J. (2005). "Collaborative Narratives: Collaborative Learning in the Blogosphere", Doctoral Colloquium presentation at International Conference on Computers in Education 2005, Singapore.

ORGANIZED WORKSHOPS/PANELS

Antin, J., Chi, E. H., Lampe, C., Paul, S. A., Shaw, A. D., Wiggins, A., & **Yew J.** (Panel Chair). "Apples to Oranges: Comparing Across Studies of Open Collaboration/Peer Production". *Proceedings of the 7th International Symposium on Wikis and Open Collaboration (Wikisym2011)*. Mountain view, CA. Oct. 3 – 5, 2011.

Teasley, S.D., Wulf, V., Cook, E., Hemphill, L., & **Yew, J.** "The Missing Chapters: Learning Sciences Beyond the Classroom". Pre-conference workshop. *International Conference on the Learning Sciences (ICLS2008)*. Utrecht, Netherlands. June 23 – 28, 2008.

Yew, J. "The use of Role Play in Problem-Based Learning". 2011 Workshop at Art Elective Program Drama Conference, National Arts Council, Singapore.

PATENT APPLICATION

Churchill, E. F., **Yew, J.** & Shamma, D. A., "Classification Recommendation Based on Social Actions", Yahoo! Ref. #Y06739US00/1361032-2295, Assigned to Yahoo! Inc. Filed Dec. 2010. Under Review.

TEACHING EXPERIENCE

Department of Communications & New Media, National University of Singapore

Lecturer

Fall 2012

Course Title: Advanced Game Design: Mechanics and dynamics of game design for prosocial behavior

Course Title: Design Methods for Interactive Entertainment Technologies

School of Information, University of Michigan, Ann Arbor, Michigan

Lecturer

Winter 2011

Course Title: Methods for evaluating Systems & Services

School of Information, University of Michigan, Ann Arbor, Michigan.
Head Graduate Student Instructor Fall 2010
 Course title: Contextual Inquiry and Project Management (Fall 2010)

School of Information, University of Michigan, Ann Arbor, Michigan.
Graduate Student Instructor Fall 2006 & 2007
 Course title: Information in Social Systems: Collections, Flows and Processing, with Michael Cohen, Jeff Mackie-Mason & Gary Olson (Fall 2007)
 Course title: Collections and Social Systems, with Michael Cohen and Paul Edwards (Fall 2006)

Catholic Junior College, Singapore.
Lecturer/Tutor 1998 –2003
 Designed the syllabus, lectured and tutored students in the College for the following subjects: General Paper & English Literature. Achieved a 100% pass rate in the 2001 GCE A level examinations for my courses.

PREVIOUS RESEARCH EXPERIENCE

University of Michigan, Ann Arbor, Michigan.
Graduate Student Research Assistant, School of Information 2007 - 2011
 Carried out research activities with Prof. Stephanie Teasley investigating the sociotechnical affordances of content sharing and reuse in online environments.

Yahoo! Research, Internet Experiences Group
Research Intern Summer 2010
 Project with Ayman Shamma & Elizabeth Churchill using the social affordances of online video sharing for content classification.

Participatory Media Lab, National University of Singapore
Visiting Student Researcher Summer 2008
 Collaborated with PI of lab, Giorgos Cheliotis, on a Social Network Analysis of an online remixing community - ccMixer

University of Michigan, Ann Arbor, Michigan.
Graduate Student Research Assistant, NEESR Education, Outreach and Training 2006
 Devised and conducted research experiences for underrepresented undergraduates on behalf of the George E. Brown Network for Earthquake Engineering Simulation Research (NEESR) project at the University of Michigan

TechSmith Corporation, Okemos, Michigan.
User Experience Research Intern 2005
 Conducted User Experience research for the next generation of SnagIt and Morae.

University of Michigan, Ann Arbor, Michigan.
Graduate Student Research Assistant, Science of Collaboratories Project 2004 –2005
 Research Assistant for Prof. Gary Olson's NSF funded project (<http://www.scienceofcollaboratories.org>) that sought to understand the technological and behavioral principles that enable distributed scientific collaborations to take place.

PROFESSIONAL & SERVICE ACTIVITIES

Workshops/Panels Chair, 8th International Symposium on Wikis and Open Collaboration (Wikisym 2012). 2012

Review coordinator, Free Culture Research Workshop, Berkman Center for Internet and Society, Harvard University 2009

Student coordinator, Sensemaking Interdisciplinary Forum 2006 - 2009

Co-executive, School of Information Doctoral Executive Committee (SI-DSO) 2007 - 2008

Conference/Journal Reviewing

Journal reviewer 2007 – 2010
 Journal of Online Learning and Teaching (JOLT)

Conference Submission Reviewer
 Computer Human Interaction (CHI) 2006, 2007, 2008, 2009, 2010, 2011, 2012

Computer Supported Cooperative Work (CSCW) 2008, 2009, 2010, 2011, 2012
Creativity & Cognition (C&C) 2009
iConference 2012
International Conference on the Learning Sciences (ICLS) 2007, 2008
Internet Research (AoIR) 12.0
World Wide Web International Conference (WWW) 2008

PROFESSIONAL AFFILIATIONS

| | |
|---|----------------|
| Secretary, Michigan Ohio Computer Human Interaction (MOCHI) | 2004 - 2009 |
| Responsible for planning the organization's meetings and maintaining the website (http://mochi.org). | |
| Member, Association for Computing Machinery – SIGCHI | 2004 – present |
| Member, American Sociological Association – ASA | 2008 |

INVITED TALKS/MEDIA APPEARANCES

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| Radio Panelist for 938LIVE! Campus radio show discussing the topic “Virtual and Real Life Friends – How the Internet is changing friendships and social interactions among our youth?” | Sept. 2012 |
| ZDNet Asia Big Debate panelist on the topic “Big deal about big data, but is Singapore benefitting yet?” | Nov. 2012 |