

# Dean Eckles

Department of Communication  
Stanford University  
Building 120, Room 110  
450 Serra Mall  
Stanford, CA 94305-2050

dean (at) deaneckles.com  
<http://deaneckles.com>  
+1 650-924-2402

*Research Interests:* Persuasion and social influence, applied statistics for causal inference and big data, human-computer interaction, computer-mediated communication, social media

## Education

STANFORD UNIVERSITY

2008 – 2012 PHD Communication

Advisor: Clifford Nass

Dissertation: *Peer Effects in Online Communication*

2010 – 2011 MS Statistics

Advisor: Art B. Owen

2007 MS Symbolic Systems

Advisors: B.J. Fogg and Scott R. Klemmer

Thesis: *Mobile Persuasive Technology and Influencing Self-Disclosure Behavior*

2006 BA Philosophy with Honors

Advisor: Mark Crimmins

Thesis: *Radical Interpretability and Parasitism: Justifying the Principle of Charity*

2006 BS Symbolic Systems

## Employment

2010 – *Consultant & Researcher-in-Residence*

FACEBOOK

Design and analysis of experiments. Estimating peer influence effects in social network data. Developing statistical methods and software for large scale data analysis in Hadoop/Hive. Teaching experimental design and causal inference. Research on News Feed.

2008 – *Graduate Research Assistant*

CHIME LAB, STANFORD UNIVERSITY

Design and analysis of human-computer interaction experiments. Managing and mentoring undergraduate and graduate students. Developed research program funded by a contract with Nokia.

2007 – 2009 *Member of Research Staff*

NOKIA RESEARCH CENTER

Research, interaction design, and project management in media sharing, computer vision applications, crowdsourcing, and new user interfaces. Transfer of research results to business units.

2004 – 2007 *Research Specialist*  
PERSUASIVE TECHNOLOGY LAB, STANFORD UNIVERSITY

2005 – 2006 *Research and Design Intern*  
YAHOO & YAHOO RESEARCH BERKELEY

#### Archival refereed papers

- Kaptein, M. & Eckles, D. (2010). Selecting effective means to any end: Futures and ethics of persuasion profiling. In: *Proceedings of Persuasive Technology 2010*, Lecture Notes in Computer Science. Springer.
- Ames, M., Eckles, D., Naaman, M., Spasojevic, M., & Van House, N. (2010). Requirements for mobile photoware. *Personal and Ubiquitous Computing*, 14(2):95–109.
- Eckles, D., Wightman, D., Carlson, C., Thamrongrattanarit, A., Bastea-Forte, M., & Fogg, B. J. (2009). Social responses in mobile messaging: Influence strategies, self-disclosure, and source orientation. In: *Proceedings of the SIGCHI conference on Human Factors in computing systems*. ACM Press.
- Ahern, S., Eckles, D., Good, N. S., King, S., Naaman, M., & Nair, R. (2007). Over-exposed? Privacy patterns and considerations in online and mobile photo sharing. In: *Proceedings of the SIGCHI conference on Human factors in computing systems*, pages 357–366. ACM Press.
- Fogg, B. J. & Eckles, D. (2007). The behavior chain for online participation: How successful web services structure persuasion. In: *Proceedings of Persuasive Technology 2007*, Lecture Notes in Computer Science, pages 199–209. Springer.

#### Papers under review

- Eckles, D., Nowak, M., & Wieland, J. Manifestations of personality in online communication: The Big Five, word use on Facebook, and trait prediction. Under review for *CHI 2012*.
- Kaptein, M. & Eckles, D. Magnitude and structure of heterogeneity in the effects of influence strategies. Revise and resubmit at *Journal of Interactive Marketing*.
- Owen, A. B. & Eckles, D. Bootstrapping data arrays of arbitrary order. Under review at *Annals of Applied Statistics*.

#### Books and chapters

- Eckles, D. (2009). Informing the design of mobile health messaging services with user research. In: *Texting 4 Health*, B. J. Fogg & R. Adler, ed. Stanford Captology Media.
- B. J. Fogg & D. Eckles, ed. (2007). *Mobile Persuasion: 20 Perspectives on the Future of Behavior Change*. Stanford Captology Media.

#### Magazine articles

- Kaptein, M., Eckles, D., & Davis, J. (2011). Envisioning persuasion profiles: Challenges for public policy and ethical practice. *interactions*, 18:66–69.

## Selected refereed extended abstracts and workshop papers

- Eckles, D., Ballagas, R., & Takayama, L. (2009). The design space of computer-mediated communication: Dimensional analysis and actively mediated communication. Presented at Socially Mediating Technologies, Workshop at CHI 2009.
- Nakhimovsky, Y., Eckles, D., & Riegelsberger, J. (2009). Mobile user experience research: Challenges, methods & tools. In: *CHI '09 extended abstracts on Human factors in computing systems*. ACM Press.
- Sohn, T., Takayama, L., Eckles, D., & Ballagas, R. (2009). Auditory priming for upcoming events. In: *CHI '09 extended abstracts on Human factors in computing systems*. ACM Press.
- Sukumaran, A., Ophir, E., Eckles, D., & Nass, C. I. (2009). Variable environments in mobile interaction aid creativity but impair learning and self-disclosure. Presented at the Association for Psychological Science Convention 2009.
- Cuellar, G., Eckles, D., & Spasojevic, M. (2008). Photos for information: A field study of cameraphone computer vision interactions in tourism. In: *CHI '08 extended abstracts on Human factors in computing systems*, pages 3243-3248. ACM.
- Ahern, S., Davis, M., Eckles, D., King, S., Naaman, M., Nair, R., Spasojevic, M., & Yang, J. H. I. (2006). Zonetag: Designing context-aware mobile media capture to increase participation. In: *Adjunct Proceedings of Ubicomp*.

## Patents

- Eckles, D. Method, apparatus and computer program product for providing gaze information. Nokia. Published patent application 12/203,576.
- Fogg, B. J., Cuellar, G. S., & Eckles, D. System and method for providing highly readable text on small mobile devices. Stanford University. Published patent application 11/267,028.

## Selected press

- Eli Pariser. Welcome to the brave new world of persuasion profiling. *Wired*, May 2011. URL [http://www.wired.com/magazine/2011/04/st\\_essay\\_persuasion\\_profiling/](http://www.wired.com/magazine/2011/04/st_essay_persuasion_profiling/).
- Laura Sydell. Anti-social networks? We're just as cliquy online. *NPR All Things Considered*, February 2011. URL <http://www.npr.org/2011/02/03/133469245/anti-social-networks-were-just-as-cliquy-online>.
- Richard Fisher. Appland: How smartphones are transforming our lives. *New Scientist*, (2722), August 2009. URL <http://www.newscientist.com/article/mg20327220.200-appland-how-smartphones-are-transforming-our-lives.html?full=true>.
- Michael Bazeley. Text streaming service lets users read material as fast as they can. *San Jose Mercury News*, May 2005. URL [http://seattletimes.nwsourc.com/html/business/technology/2002284693\\_bt\\_buddybuzz23.html](http://seattletimes.nwsourc.com/html/business/technology/2002284693_bt_buddybuzz23.html). Syndicated in Knight Rider papers.
- Ina Fried and Michael Kanellos. Reading phone text one word at a time. *CNET News*, July 2005. URL [http://news.cnet.com/2100-1046\\_3-5785579.html](http://news.cnet.com/2100-1046_3-5785579.html).

## Teaching

### STANFORD UNIVERSITY

- 2011 Course creator & lecturer  
*Persuasion, Contagion & Compliance-Gaining in Online Media* (Comm 114S, Dean Eckles)  
Conceived and taught new course combining psychological and network science levels of analysis to understand and design the spread of attitudes and behaviors through new media. Twice-weekly lectures. Creating assignments and exams. Advising term papers.
- 2009, 2011 Teaching assistant  
*Phenomenological Foundations of Cognition, Language & Computation* (CS 378, Terry Winograd)  
Discussion and lecturing. Assisting with curriculum revision. Advising and grading term papers.
- 2007–2010 Research practicum mentor  
*Experimental Research in Advanced User Interfaces* (Comm 168/268, Clifford Nass)  
Guiding teams of undergraduate and graduate students to design, run, and analyze human-computer interaction experiments. As mentor in 2007, 2009, and 2010; as industry advisor in 2008.
- 2006 Teaching assistant  
*Persuading People Online and via Mobile Phones* (CS 377P, B.J. Fogg)  
Developing new curriculum and assignments, lecturing, leading discussions, designing course online community, grading assignments.
- 2005–2008 Instructor  
*Rapid Prototyping for Mobile Interaction*  
Tutorials and labs for Computer Science courses (CS 147, 247, 377P), Stanford University, and similar workshops for Yahoo employees. Developing curriculum, teaching, inviting additional lecturers.

## Professional service

- 2007–2010 Program Committee, International Conference on Persuasive Technology
- 2008 Posters Chair and Program Committee, International Conference on Mobile and Ubiquitous Systems, Dublin
- 2007 Associate Chair, Mobile Persuasion, Stanford University
- 2007 Organizing Committee, International Conference on Persuasive Technology, Stanford University
- 2009–2012 Reviewer, SIGCHI Conference on Human factors in computing systems (CHI)
- 2011 Reviewer, *IEEE Transactions on Affective Computing*
- 2009, 2011 Reviewer, *International Journal of Human-Computer Studies*
- 2008–2010 Reviewer, ACM Conference on Computer Supported Cooperative Work (CSCW)
- 2010 Reviewer, *ACM Transactions on Computer-Human Interaction*
- 2009 Reviewer, International Conference on Ubiquitous Computing (Ubicomp)
- 2009 Reviewer, *Communications of the Association for Information Systems*
- 2008 Reviewer, *IEEE Pervasive Computing*
- 2008 Reviewer, *IEEE Computer Graphics and Applications*

## References

Available on request.