

William Odom

Human-Computer Interaction Institute, Carnegie Mellon University
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EDUCATION

Ph.D. Student in Human-Computer Interaction at Carnegie Mellon University (Aug 2009-present)

M.S. Human-Computer Interaction / Design | May 2008
School of Informatics, Indiana University Bloomington

B.S. Informatics w/ distinction | May 2006
Minors: Information Technology, Music
School of Informatics, Indiana University Bloomington

B.A. Folklore/Ethnomusicology | May 2006
College of Arts and Sciences, Indiana University Bloomington

EXPERIENCE

Associate Instructor, Interaction Design Fundamentals (core HCI Masters course)
Professors Haakon Faste, John Zimmerman
Carnegie Mellon University | September – December 2012

Research Intern

Advisor: Dr. Abigail Sellen, Socio-Digital Systems Group
Microsoft Research, Cambridge, UK | May 2011-August 2011

Research Assistant

Advisors: Professors John Zimmerman, Jodi Forlizzi
Human-Computer Interaction Institute
Carnegie Mellon University, Pittsburgh, PA | August 2009-Present

Research Intern

Advisors: Dr. Abigail Sellen, Dr. Richard Harper, Socio-Digital Systems Group
Microsoft Research, Cambridge, UK | May 2009-August 2009

Fulbright Scholar

Design Department, Queensland College of Art
Griffith University, Brisbane, Australia | July 2008-May 2009

Guest Lecturer and Instructor, Physical Computing

Professor Stephen Viller, Interaction Design Department, School of ITEE
University of Queensland, Brisbane, Australia, | March-May 2009

Associate Instructor, Experience Design (core HCI/Design graduate course)

Professor Jeffery Bardzell, School of Informatics
Indiana University, Bloomington | January-May 2008

Associate Instructor, HCI / Design Evaluation Methods (core HCI/Design graduate course)
Professor Youn-kyung Lim, School of Informatics
Indiana University, Bloomington | August 2007-December 2007

Research Assistant, Professor Shaowen Bardzell, School of Informatics
Indiana University, Bloomington | Summer 2007

Research Assistant, Professor Eden Medina, School of Informatics
Indiana University, Bloomington | August 2006-May 2007

AWARDS

Nominated for Best paper award at CHI 2013

Conference on Human Factors in Computing Systems (CHI 2013) | May 2013, Paris, France

Best paper award at DIS 2012

Conference on Designing Interactive Systems (DIS 2012) | June 2012, Newcastle, UK

Invited Member of DIS 2012 Doctoral Consortium

Conference on Designing Interactive Systems (DIS 2012) | June 2012, Newcastle, UK

Best paper award at Ubicomp 2011

Conference on Ubiquitous Computing (UbiComp 2011) | September 2011, Beijing, China

Silver International Design Excellence Award (IDEA)

Category: Design Research, Collaborators: Richard Banks, Abigail Sellen, Richard Harper, Phil Gosset, Sian Lindley, David Kirk | Industrial Designers Society of America | July 1, 2011

Best paper award at CHI 2011

Conference on Human Factors in Computing Systems (CHI 2011) | May 2011, Vancouver, Canada

Nominated for Best paper award at CHI 2010

Conference on Human Factors in Computing Systems (CHI 2010) | April 2010, Atlanta, Georgia, USA

Postgraduate Fulbright Scholarship

Queensland College of Art, Griffith University, Brisbane, Australia | July 2008 – May 2009

Winner of Microsoft Imagine Cup 2008 Interface Design Competition

Paris, France | July 2008

Winner of CHI 2008 Graduate Student Research Competition

Conference on Human Factors in Computing Systems (CHI 2008) | April 2008, Florence, Italy

Finalist of CHI 2007 Student Design Competition

Conference on Human Factors in Computing Systems (CHI 2007) | May 2007, San Jose, California, USA

Hutton Honors College Undergraduate Summer Research Grant

Indiana University, Bloomington, IN | Summer 2005

Graduate School Undergraduate Summer Research Grant
Indiana University, Bloomington, IN | Summer 2005

Invited Member of Informatics / Computer Science Undergrad Honors Seminar
Indiana University, Bloomington, IN | 2004-2006

PUBLICATIONS

Reviewed Conference Papers

Odom, W., Zimmerman, J., Forlizzi, J., Hugera, A., Marchitto, M., Canas, J., Nam, T., Lim, Y., Lee, M., Seok, J., Kim, D., Lee, Y., Row, Y., Sohn, B., Moore, H. (2013). Fragmentation and Transition: Understanding the Perception of Virtual Possessions among Young Adults in Spain, South Korea, and the United States. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Paris, France. CHI '13. ACM Press.

Gulotta, R., **Odom, W.**, Faste, H., Forlizzi, J. (2013). Digital Artifacts as Legacy: Exploring the Lifespan and Value of Digital Data. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Paris, France. CHI '13. ACM Press. 🏆 **Nominated for Best Paper Award**

Harper, R., Thereska, E., Lindley, S., Banks, R., Gosset, P., **Odom, W.**, Smyth, G., Whitworth, E. (2013). What is a File? In *Proceedings of Computer Supported Cooperative Work*, San Antonio, Texas, CSCW '13. ACM Press.

Odom, W., Zimmerman, J., Davidoff, S., Forlizzi, J., Dey, A., Lee, M. (2012). A Fieldwork of the Future with User Enactments. In *Proceedings of Designing Interactive Systems*, Newcastle, UK. DIS '12. ACM Press. 🏆 **Best Paper Award**

Odom, W., Selby, M., Sellen, A., Kirk, D., Banks, R., Regan, T. (2012). Photobox: On the Design of a Slow Technology. In *Proceedings of Designing Interactive Systems*, Newcastle, UK. DIS '12. ACM Press.

Odom, W., Banks, R., Kirk, D., Harper, R., Lindley, S., Sellen, A. (2012). Technology Heirlooms? Considerations for Passing Down and Inheriting Digital Materials. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Austin, Texas. CHI '12. ACM Press.

Odom, W., Sellen, A., Harper, R., Thereska, E. (2012). Lost in Translation: Understanding the Possession of Digital Things in the Cloud. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Austin, Texas. CHI '12. ACM Press.

Odom, W., Zimmerman, J., Forlizzi, J., Choi, H., Meier, S., Park, A. (2012). Investigating the presence, form and behavior of virtual possessions in the context of a teen bedroom. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Austin, Texas. CHI '12. ACM Press.

Kuznetsov, S., **Odom, W.**, Pierce, J., Paulos, E. (2011). Nurturing Natural Sensors. In *proceedings of the international conference on Ubiquitous computing*. Beijing, China. Ubicomp '11. ACM Press, 227-236. 🏆 **Best Paper Award**

Odom, W. Zimmerman, J., Forlizzi, J. (2011). Teenagers and Their Virtual Possessions: Design Opportunities and Issues. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Vancouver, Canada. CHI '11. ACM Press, 1491-1500. 🏆 **Best Paper Award**

Massimi, M., **Odom, W.**, Kirk, D., Banks, R. (2011). Matters of Life and Death: Locating the End of Life in Lifespan-Oriented HCI Research. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Vancouver, Canada. CHI '11. ACM Press, 987-996.

Odom, W. Zimmerman, J., Forlizzi, J. (2010). Designing for Dynamic Family Structures: Divorced Families and Interactive Systems. In *proceedings of Designing Interactive Systems*. Aarhus, Denmark. DIS '10. ACM Press, 151-160.

Odom, W., Zimmernman, J., Forlizzi, J. (2010). Virtual Possessions. In *proceedings of Designing Interactive Systems*. Aarhus, Denmark. DIS '10. ACM Press, 368-371.

Odom, W. (2010) "Mate, we don't need a chip to tell us the soil's dry" Opportunities for Designing Interactive Systems to Support Urban Food Production. In *proceedings of Designing Interactive Systems*. DIS '10. ACM Press, 232-235.

Odom, W., Harper, R., Sellen, A., Kirk, D., Banks, R. (2010). Passing On & Putting To Rest: Understanding Bereavement in the context of Interactive Technologies. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Atlanta, USA. CHI '10. ACM Press, 1831-1840. 🏆 **Nominated for Best Paper Award**

Odom, W., Pierce, J., Stolterman, E., Blevis, E. (2009). Understanding Why We Preserve Some Things and Discard Others in the Context of Interaction Design. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Boston, USA. CHI '09. ACM Press, 1053-1062.

Pierce, J., **Odom, W.**, Blevis, E. (2008). Energy Aware Dwelling: A Critical Survey of Interaction Design for Eco-Visualizations. In *proceedings of OZCHI Conference on Human Factors in Computer Systems* Cairns, Australia. OZCHI '08. ACM Press, 1-10.

Hanks, K., **Odom, W.**, Roedl, D., Blevis, E. (2008). Sustainable Millennials: Attitudes towards Sustainability and the Material Effects of Interactive Technologies. In *proceedings of SIGCHI Conference on Human Factors in Computing Systems*. Florence, Italy. CHI '08. ACM Press, 333-342.


Blevis, E., Makice, K., **Odom, W.**, Roedl, D., Beck, C., Blevis, S., and Ashok, A. (2007). Luxury & new luxury, quality & equality. In *Proceedings of the 2007 Conference on Designing Pleasurable Products and interfaces*. Helsinki, Finland. DPPI '07. ACM Press, 296-311.

Bardzell, J., Jakobsson, M., Bardzell, S., Pace, T., **Odom, W.**, & Houssian, A. (2007). Virtual Worlds and Fraud: Approaching Cybersecurity in Massively Multiplayer Online Games. *Digital Games Research Association (DiGRA) 2007*. Tokyo, Japan, 742-751.

Reviewed Conference Posters

Odom, W., Jung, H., Hazlewood, W. (2010). Reflective Inquires: A Multi-Dimensional Approach to Designing for Domestic Elderly Life. In *Proceedings of Design and Emotion*. D&E '10.

Odom, W., Pierce, J. (2009). Improving with Age: Designing Enduring Interactive Products. In *Extended Abstracts of SIGCHI Conference on Human Factors in Computing Systems*. Boston, USA. CHI '09. ACM Press, 3793-3798.

Odom, W. (2008). Personal Inventories: Toward Durable Human-Product Relationships. *CHI '08 Extended Abstracts of Human Factors in Computing Systems* Florence, Italy. ACM Press, 3777-3782. Graduate Student Research Competition Paper  **1st Place Award**

Odom, W., Jensen, S., and Li, M. (2007). Senior travel buddies: sustainable ride-sharing & socialization. In *CHI '07 Extended Abstracts of SIGCHI Conference on Human Factors in Computing Systems*. San Jose, CA. CHI '07. ACM Press, 2079-2084. Student Design Competition Paper, **Finalist**

Book Chapters

Odom, W., Harper, R., Sellen, A., Forlizzi, J., Zimmerman, J., Banks, R., Kirk, D. 2011. Absence and family life: understanding and supporting dynamic adaption to change. In Harper (Ed.) *At Home with Smart Technologies: the future of domestic life*. Springer.

Reviewed Journal Articles

Bardzell, S., **Odom, W.** (2008). The Experience of Embodied Space in Virtual Worlds: An Ethnography of A Second Life Community. *Space and Culture: An International Journal of Social Spaces*. Vol. 11, No. 3, p. 239-259

Other Articles

Odom, W. 2012. Manifesting Virtual Possessions in the Material World. *Adjunct Proceedings of Designing Interactive Systems*, Newcastle, UK. DIS '12 Doctoral Consortium.

Harper, R., Thereska, E., Lindley, S., Banks, R., Gosset, P., Odom, W., Smyth, G., Whitworth, E. 2011. What is a file? Microsoft Research Technical Report MSR-TR-2011-109.

Odom, W., Banks, R., Kirk, D. (2010). Reciprocity, Deep Storage and Letting Go: Opportunities for designing interactions with inherited digital materials. *ACM Interactions* 17, 5, (Sept 2010), 31-34.

Fry, T., Kinnunen, N, Perolini, P., **Odom, W.** (2009). *Metrofitting—Adaptation, the City and Impacts of the Coming Climate*. Griffith University Press: Brisbane, Australia. ISBN 978-1-921291-81-4.

Odom, W., Bleviss, E., Stolterman, E. (2008). Personal Inventories in the context of Sustainability and Interaction Design. *ACM Interactions*, 15, 5 (Sept 2008), 16-20.

Reviewed Conference Workshop Papers

Lim, Y., **Odom, W.** (2009). On the importance of framing questions for user research in the experience-centered design process. In workshop proceedings of Building a unified framework for the practice of eXperience Design. *CHI 2009 Conference on Human Factors in Computing Systems*.

Allen, J., Zhu, X., Pierce, J., Gim, H., Hanks, K., Chennupati, B., **Odom, W.**, Roedl, D., Bhandari, S., Bleviss, E. (2009). How Sustainable We Ourselves Are. In workshop proceedings of Defining the Role of HCI in the Challenges of Sustainability. *CHI 2009 Conference on Human Factors in Computing Systems*.

Odom, W., Jung, H., Hazlewood, W. (2008). Reflective Inquires: a multi-dimensional approach to user research. In workshop proceedings of Designing for Engaged Experience. *OZCHI 2008 Conference*.

Odom, W., Pierce, J., Roedl, D. (2008). Social Incentive & Eco-Visualization Displays: Toward Persuading Greater Change in Dormitory Communities. In workshop proceedings of Public and Situated Displays to Support Communities. *OZCHI 2008 Conference*.

Odom, W. (2008). Values, Design, and Worthwhile Relationships. In workshop proceedings of Values, Value, and Worth, and their relationship to HCI. *CHI 2008 Conference on Human Factors in Computing Systems*.

Conference Workshops Organized

Odom, W., Banks, R., Durrant, A., Kirk, D., Pierce, J. 2012. Slow Technology: Critical Reflection and Future Directions. In *Adjunct Proceedings of Designing Interactive Systems*. DIS'12. Newcastle, UK. ACM Press.

Blevis, E., Churchill, E., **Odom, W.**, Pierce, J., Roedl, D., Wakkary, R. 2012. Visual Thinking & Digital Imagery. In *CHI '12 Extended Abstracts of Human Factors in Computing Systems*. Austin, Texas. ACM Press.

Massimi, M., Moncur, W., **Odom, W.**, Banks, R., Kirk, D. 2012. Memento Mori: Technology Design at the End of Life. In *CHI '12 Extended Abstracts of Human Factors in Computing Systems*. Austin, Texas. ACM Press.

Kuznetsov, S., **Odom, W.**, Moulder, V., DiSalvo, C., Hirsch, T., Wakkary, R., Paulos, E. (2011). HCI, Politics and the City: Engaging with Urban Grassroots Movements for Reflection and Action. In *CHI '11 Extended Abstracts of Human Factors in Computing Systems*. Vancouver, Canada. ACM Press.

Massimi, M., **Odom, W.**, Kirk, D., Banks, R. (2010). HCI at the End of Life: Understanding Death, Dying and the Digital. In *CHI '10 Extended Abstracts of Human Factors in Computing Systems*. Atlanta, USA. ACM Press, 4477-4480.

Bardzell, J., Bardzell, S., and **Odom, W.** (2007). Virtual Ethnography and Amateur Multimedia Community Research. Workshop: *Ethnographic Praxis in Industry Conference (EPIC) 2007*, Keystone, Colorado.

Conference Presentations

Odom, W. (2008). Design, Ethnography, and the Experience of Elderly Domesticity. *From Womb to Tomb: Processes of Everyday Life, A Symposium in Anthropological Research*, Graduate Student Association, Bloomington, IN, January, 2008.

Odom, W. (2007). The Design of Native American Websites: From Webrings to Cyber-locality. *Design: From Imagination to Practice, Ethnography of Technical Systems, International Committee for the History of Technology (ICOHTEC) 2007*, Copenhagen, Denmark, August 2007

Hanks, K., **Odom, W.**, Roedl, D., Blevis, E. (2007). Sustainable Millennials: Exploring the Material Effects of Information Technologies for a Generation of Excessive Consumption and Exceptional Potential. *Sustainable Transformations: Technology and Its Environments: 31st Annual Humanities and Technology Conference*. Rose-Hulman Institute of Technology. Terre Haute, IN, October 2007.

Odom, W. (2007). Panindianism and the Internet: Dimensions of Culture, Identity, & Community. *Inventing Tradition: A Symposium in Anthropological Research*, Anthropology Graduate Student Association, Bloomington, IN, February 2007.

INVITED PRESENTATIONS

Prototyping potential futures: critically exploring the virtual possession design space

Research Colloquia Presentation, Culture Lab

Newcastle University, Newcastle, UK, August 5, 2011

Design & Time, Endurance & Ephemera: implications for the material dimensions of interactive technology

Research Colloquia Presentation, Design Department

Curtin University of Technology, Perth, Australia, May 1, 2009

Sustainable Interactions: Through Design, In Design

Research Colloquia Presentation, Interaction Design Group, Department of Information Systems

University of Melbourne, Melbourne, Australia, March 6, 2009

Design Perspectives on Sustainability & Physical Computing

Research Colloquia Presentation Interaction Design Department, School of ITEE

University of Queensland, Brisbane, Australia, March 3, 2009

Notions of Durability in the context of Interactive Technology

Research Colloquia Presentation, Interaction Design Department, School of ITEE

University of Queensland, Brisbane, Australia, December 3, 2008

Discussant: *Brisbane 2048*, Design Futures Public Event

Queensland College of Art, Griffith University, October 20, 2008

Discussant: *Design For a New Epoch: New Thinking, New Action*

Design Futures hothouse workshop, Queensland College of Art, Griffith University, August 30, 2008

SERVICE

CHI 2008/09/10/11/12/13 Peer Reviewer, DIS 2014 Program Committee Member / Demos Chair, CHI 2013 Workshop Program Committee Member, CHI 2013 Video Jury Member, Microsoft Europe (via the Cambridge, UK office) PhD Scholarship External Reviewer, CSCW 2011 Peer Reviewer, DIS 2010/12 Peer Reviewer, DIS 2012 Demos Program Committee member, DIS 2014 Program Committee member (Demos Chair), Ubicomp 2011/12 Peer Reviewer, NordiCHI 2012 Peer Reviewer, Mobile HCI 2012 Peer Reviewer, Journal of Science, Technology and Human Values Peer Reviewer, International Journal of Design Peer Reviewer, The Information Society International Journal Peer Reviewer, Co-designer of CHI 2008 Conference Sustainability Survey, OZCHI 2008 SV

SKILLS

Design Methods: user-centered design, participatory design, ideation, affinity diagramming, scenarios, personas, information architecture, proof-of-concept, experience prototyping, speed dating, cultural probes, technology probes

User Research: ethnography, personal inventories, disposable camera study, contextual inquiry, focus group, experience sampling method, usability testing, heuristic analysis, GOMS, cognitive walkthrough, wizard of oz, survey design & data analysis

Development: XHTML, CSS, XML, PHP, SQL, Javascript (some), Java (some), C# (some for Phidget & Smartphone applications), Arduino, Processing

Prototyping: wood working, sketching, high/low fidelity prototyping, paper prototyping, experience prototyping, Flash, Photoshop, Illustrator, Solid Works

AFFILIATIONS

Association for Computing Machinery (ACM) | Special Interest Group on Computer Human Interaction (SIGCHI) | Design Research Society (DRS) | Interaction Design Association (IXDA) | Iota Nu Phi National Honor Society for Informatics | Fulbright Scholar Alumni, Australian-American Fulbright Commission