

# Carol Moser

Pre-Candidate, Doctoral Program in Information  
School of Information, University of Michigan

## Research Interests

My research interests are in the fields of Human-Computer Interaction and Social Computing. I am interested in how web design and other sociotechnical factors influence user behavior, impression formation, and decision-making. I study e-commerce, consumer-to-consumer platforms, and online communities through experimental design, survey methodology, and interview studies.

## Education

**Doctoral Pre-Candidate, Information**  
University of Michigan

2014-present  
Ann Arbor, MI

- *Advisors* Dr. Sarita Yardi Schoenebeck and Dr. Paul Resnick.
- *Fellowships*: Rackham Merit Fellowship, University of Michigan Rackham Graduate School (2014-present).
- *Teaching*: Graduate Student Instructor for SI-110, Introduction to Information, undergraduate course (Fall 2015). Instructor: Dr. Mark Newman.

**Bachelor of Arts with *Distinction***  
University of Michigan  
Highest Honors in Communication Studies

2006  
Ann Arbor, MI

- Concentration GPA 4.0 / 4.0, Overall GPA 3.8 / 4.0
- Awarded Highest Honors for Honors Research Thesis: *Promising an Ideal Self: Advertising Effectiveness of Identity Congruence in Print Ads*
- Winner of the 2005 Winifred S. Gettemy Scholarship in Communication Studies
- Five-time recipient of University Honors
- Two-time recipient of James B. Angell Scholar Award
- Recipient of the Scholars Recognition Award, a four-year full tuition scholarship
- Accepted to 14th Annual Undergraduate Research Conference, Purdue University

## Publications

**Carol Moser**, Sarita Yardi Schoenebeck, and Katharina Reinecke. (2016) "Technology at the Table: Attitudes about Mobile Phone Use at Mealtimes." In Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '16). San Jose, CA. May 7-12, 2016. Acceptance: 23.4%

## Research Experience

**Research assistant**  
School of Information, University of Michigan

2015 – present  
Ann Arbor, MI

Research assistant to Dr. Sarita Yardi Schoenebeck. Member of the Dr. Schoenebeck's research lab, Living Online Lab (LOL), which studies social media use in daily life.

**Research assistant** 2014 – 2015  
School of Information, University of Michigan Ann Arbor, MI  
Research assistant to Dr. Katharina Reinecke and Dr. Sarita Yardi Schoenebeck.  
Member of the research lab, LabintheWild.org, which conducts large-scale, cross-cultural online experiments.

**Researcher and author** 2005- 2006  
University of Michigan LSA Honors Program Ann Arbor, MI  
*Promising an Ideal Self: Advertising Effectiveness of Identity Congruence in Print Ads*  
This research investigates how ad effectiveness and purchasing behavior are affected when subjects are exposed to print advertisements that either conflict or are congruent with the subject's self-image. Significant findings were found for ad effectiveness when ideal self-identity was congruent with print ad imagery. Advisors: Dr. Dara Greenwood and Dr. Nicholas Valentino.

**Researcher** Summer 2005  
University of Otago Dunedin, New Zealand  
*Radio's Hidden Voice: The Origins of Public Broadcasting in the United States, Hugh Slotten (University of Illinois Press, 2009).*  
Researcher for Professor Hugh Slotten, Department of Media, Film, and Communication. Book research investigated amateur radio broadcasting trends in the United States between 1913-1921, including archival work.

## Professional Experience

Account Executive & Project Manager 2010-2014  
Lydon & Associates, LLP Glenview, IL

Diabetes Specialist, Sales 2006-2009  
Eli Lilly and Company Chicago, IL

Finance Intern, Global Supply Chain Summer 2004  
Federal-Mogul Corporation Southfield, MI

Business Intern, Global Supply Chain Summer 2003  
Federal-Mogul Corporation Southfield, MI

Ad Traffic Intern Summer 2002  
Michigan Association of Broadcasters Lansing, MI

## Contact

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