

Carol Moser

PhD Candidate, Doctoral Program in Information
School of Information, University of Michigan
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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 consumer behavior and decision-making. I study e-commerce, consumer-to-consumer platforms, and online communities through experimental design, survey methodology, and interview studies.

Education

Doctoral 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).
- *Field Prelim/Qualifying Exams*: “Impulse Buying and Related Self-Control Strategies” – passed with *distinction* (top 10%).

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, Paul Resnick, Sarita Schoenebeck. (2017). “Community Commerce: Facilitating Trust in Mom-to-Mom Sale Groups on Facebook.” In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '17). Denver, CO. May 6-11, 2017. *Best Paper Honorable Mention*.

Carol Moser, Chanda Phelan, Paul Resnick, Sarita Schoenebeck, Katharina Reinecke. (2017). “No Such Thing as Too Much Chocolate: Evidence Against Choice Overload in E-Commerce.” In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '17). Denver, CO. May 6-11, 2017.

Carol Moser, Tianying Chen, Sarita Schoenebeck. (2017). “Parents’ and Children’s Preferences about Parents Sharing about Children on Social Media.” In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI ’17)*. Denver, CO. May 6-11, 2017.

Kai Lukoff, **Carol Moser**, Sarita Schoenebeck. (2017). “Gender Norms about Childcare in Online Father Blogs.” In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI ’17)*. Denver, CO. May 6-11, 2017.

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 2015 – present
School of Information, University of Michigan 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 2005- 2006
University of Michigan LSA Honors Program Ann Arbor, MI

Promising an Ideal Self: Advertising Effectiveness of Identity Congruence in Print Ads
Thesis 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 Dr. Hugh Slotten, Department of Media, Film, and Communication.
Archival research on amateur radio broadcasting trends in the U.S. between 1913-1921.

Teaching and Guest Lectures

Graduate Student Instructor (Teaching Assistant)

- SI-110, Introduction to Information, undergraduate course (Fall 2015). Instructor: Dr. Mark Newman.
- SI-622, SI 622: Needs Assessment and Usability Evaluation, masters course (Winter 2017). Instructor: Dr. Joyojeet Pal.

Guest Lectures

- Choice Overload in E-Commerce, Guest Lecture, Michigan Interactive and Social Computing Group at UMSI, Winter 2017
- Community Commerce: Facilitating Trust in Mom-to-Mom Sale Groups on Facebook, Guest Lecture for UMSI-529, Winter 2017
- How to Organize and Process Academic Papers, Guest Speaker, UMSI First Year Experience, Fall 2017
- A/B Testing and Web Metrics, Guest Lecture for UMSI-622, Winter 2017
- Algorithm-Based Ad Delivery, Guest Lecture for UMSI-316, Fall 2016
- Lying with Statistics, Guest Lecture for UMSI-110, Fall 2015

Service

- **Student Organizer**, UMSI Social Media Research Lab, Fall 2017 – present.
- **Student Volunteer**, ACM Conference on Human Factors in Computing Systems (CHI '17)
- **Reviewer**, ACM Conference on Human Factors in Computing Systems (CHI '17, CHI'18)
- **Reviewer**, ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '16)
- **Reviewer**, International Journal of Human-Computer Studies, 2016.

Professional Experience

Account Executive & Project Manager Lydon & Associates, LLP	2010-2014 Glenview, IL
Diabetes Specialist, Sales Eli Lilly and Company	2006-2009 Chicago, IL
Finance Intern, Global Supply Chain Federal-Mogul Corporation	Summer 2004 Southfield, MI
Business Intern, Global Supply Chain Federal-Mogul Corporation	Summer 2003 Southfield, MI
Ad Traffic Intern Michigan Association of Broadcasters	Summer 2002 Lansing, MI

Last updated: October 2017