

# Sanjana Gautam

UX RESEARCHER

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## Industry Experience

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### Dataminr

New York City, NY (Remote)

RESEARCH INTERN, HUMAN AI INNOVATION

Sept 2022 - Dec 2022

- Designed and executed three studies; exploratory card sorting, dairy study and focus group study
- Communicated with the stakeholders the findings, aligning with strategic business objectives
- Collaborated with designers, providing comprehensive needs assessment reports to inform key product development decisions

### Dataminr

New York City, NY (Remote)

RESEARCH INTERN, AI ENGINEERING

Sept 2021 - Dec 2021

- Qualitative researcher in the AI Engineering team, driving critical research initiatives and delivering valuable insights
- Designed, executed, and analyzed semi-structured interviews with diverse stakeholders
- Designed survey, collected data and employing advanced analytical techniques to summarize results and uncover meaningful patterns
- Extracted performance insights to optimize workflow

### Goldman Sachs

Bengaluru, India

TECHNOLOGY STRATS INTERN, CORPORATE CASH MANAGEMENT

Jan 2019 - May 2019

- Spearheaded the development of a cutting-edge, web-based microservices-driven payment control portal to replace legacy platform.
- Designed and developed an intuitive user interface for the web-based microservice, ensuring seamless functionality and an exceptional user experience.

## Academic Experience

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### Computer and Information Science Department, University of Pennsylvania

Philadelphia, PA.

RESEARCH ASSISTANT, PENNHCI

June 2023 - Present

- Implemented data pipeline to collect over 17,000+ user labelled TikTok videos
- Performed data cleaning, topic modelling, sentiment analysis on the data collected
- Statistically analysed implicit and explicit nature of political data on Twitter using the data collected

### Crowd AI Lab, Penn State

University Park, PA.

RESEARCH ASSISTANT

May 2023 - Present

- Analysed user interviews to capture user feedback on creative writing assistive tool
- Performed thematic analysis on the interview data and extracted design insights

### HLT Lab, Penn State

University Park, PA.

RESEARCH ASSISTANT

July 2022 - Present

- Investigated implicit biases in NLP models(GPT-2); identifying nationality-based stereotypes
- Designed interview study for annotators to elicit bias through lived experiences

### College of Information Sciences and Technology, Penn State

University Park, PA.

RESEARCH ASSISTANT, UNDER DR. PRASENJIT MITRA AND DR. MAHIR AKGUN

Jan 2022 - Dec 2022

- Conducted Expert Interviews to elicit expert opinion on challenges in the field of AI education
- Performed thematic analysis on the interview data
- Surveyed and cataloged literature in knowledge elicitation techniques

### Supporting Civic Awareness Networks (SCAN) Lab, Penn State

University Park, PA.

RESEARCH ASSISTANT

May 2020 - Dec 2021

- Performed user testing on situational awareness tool using interviews, surveys and usability studies
- Collaborated with cross-functional teams to identify research objectives
- Statistically analysed 3,100,000+ tweets to classify fake news and real news

### Collaboration and Innovation Lab, Penn State

University Park, PA.

RESEARCHER

Aug 2019 - Present

- Conceived and executed end-to-end research project for peer-based adaptive learning from scoping phase, participant recruitment and designing study plans to method creation and analysis
- Lead user initiative to understand user requirements and inform product development strategies for a cross-functional team
- Managed research projects from scoping phase, method creation, analysis and result summarization
- Evaluated design implications that originate from a geographically distributed community

## Education

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### Pennsylvania State University

PHD IN INFORMATICS, UNDER THE ADVICE OF DR. MARY BETH ROSSON

University Park, PA.

2019 - Present

### Shiv Nadar University

B.TECH. IN COMPUTER SCIENCE AND ENGINEERING

Greater Noida, UP.

2015 - 2019

## Skills

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- **Programming Languages** : C; C++; JAVA; Python; R
- **Statistical Softwares** : SPSS; Stata
- **Research Methods** : usability testing; qualitative research; interview; focus group; diary study; survey design; user interface design; research methods; adobe suite

## Honors & Awards

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2023	<b>IST Graduate Student Travel Grant</b> , Pennsylvania State University	State College
2023	<b>Nittany Ai Challenge 2023 Semi-Finalist (ChronoNews)</b> , Pennsylvania State University	State College
2023	<b>Nittany Ai Challenge 2023 Semi-Finalist (ClassCollab)</b> , Pennsylvania State University	State College
2020	<b>Robert Graham Endowment Graduate Fellow</b> , Pennsylvania State University	State College
2019	<b>Robert Graham Endowment Graduate Fellow</b> , Pennsylvania State University	State College
2015	<b>Undergraduate Scholar (Tuition Waiver)</b> , Shiv Nadar University	Greater Noida
2013	<b>National Talent Search Scholar</b> , Government of India	New Delhi

## Professional Services

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### ACM Conferences

STUDENT VOLUNTEER AND REVIEWER

Pennsylvania State University

2020-2023

- Student volunteer at CSCW 2020, CSCW 2021, CSCW 2022, UbiComp 2021, CHI 2023 and FAccT 2023
- It was an enriching experience coordinating and organizing paper sessions item Reviewed papers for various conferences and journals including CHI, CSCW, ISCRAM, IUI and Elsevier.

### Graduate Student Organization College of Information Sciences and Technology

Pennsylvania State University

PRESIDENT

2020-2021

- Organizing talks, social events and hackathons.
- To facilitate social, as well as intellectual, peer-to-peer connections here at IST.

### HackData- The Data Science Hackathon

Shiv Nadar University

CO-ORGANIZER

Feb 2018

- Co-organized HackData in Shiv Nadar University, Greater Noida. Pan-India participation of > 200 students.

### SNU ACM-W Chapter

Shiv Nadar University

CHAIR

Nov. 2017 - Nov. 2018

- (Association for Computing Machinery - Women) Organized tutorials, talks and workshops to promote the presence of women in technology, as part as the founding committee of the SNU ACM-W Chapter

## Publications

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- **Gautam, S.** What the Annotator Does Not Know, Can Harm Us. Workshop at CSCW' 24 : Understanding and Mitigating Cognitive Biases in Human-AI Collaboration. **(Workshop Position Paper)**
- **Gautam, S.\***, Narayanan Venkit, P.\*, Panchanadikar, R.\*, Huang, T. H., and Wilson, S. (2023, August). Unmasking Nationality Bias: A Study of Human Perception of Nationalities in AI-Generated Articles. In Proceedings of the 2023 AAAI/ACM Conference on AI, Ethics, and Society (pp. 554-565).
- **Gautam, S.**, Rosson, M.B. and Akgun, M. Designing a Research Test-bed for Adaptive Learning Systems that Integrates Metacognition and Social Constructivism. In Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (pp. 1-6).
- Venkit, P. N., **Gautam, S.**, Panchanadikar, R., Huang, T. and Wilson, S. (2023). Nationality Bias in Text Generation. Proceedings of the 17th Conference of the European Chapter of the Association for Computational Linguistics.

- **Gautam, S.**, Akgun, M., and Mitra, P. (2022, March). Exploring the challenges of AI experts to inform AI curriculum. In Proceedings of the 54th ACM Technical Symposium on Computer Science Education V. 2 (pp. 1338-1338).
- Romera, G., & **Gautam, S.** (2022) Parler, Capitol Riots, Alt-Right and Radicalization in Social Media. ISCRAM Asia Pacific Conference 2022. **(Accepted, in press Nov 2022)**
- Grace, R., **Gautam, S.**, and Tapia, A. (2022). Continuity planning in Public-Safety Answering Points during the COVID-19 pandemic. In Proceedings of the Information Systems for Crisis Response and Management (ISCRAM) Asia Pacific Conference (pp. 173-180). Melbourne, Australia.
- Romera, G., **Gautam, S.** & Tapia, A. Understanding Twitter's behavior during the pandemic: Fake News and Fear, Poster at ISCRAM 2021
- **Gautam, S.**, & Rosson, M.B. (2020).. Exploring Feelings of Student Community across a Geographically Distributed University. Proceedings of the ACM on Human-Computer Interaction, 5(CSCW1), 1-16.
- Saurabh, S.,& **Gautam, S.** (2019). Modelling and statistical analysis of YouTube's educational videos: A channel Owner's perspective. Computers & Education, 128, 145-158.