

# Tawfiq Ammari

School of Communication and Information,  
Rutgers University

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## Academic Positions

**Rutgers University School of Communication and Information**  
Assistant Professor

**New Brunswick, NJ**  
September, 2020

## Education

**University of Michigan, School of Information**  
PhD  
*Advisor: Dr. Sarita Yardi Schoenebeck*

**Ann Arbor, MI**  
Aug, 2020

**University of Michigan, School of Information**  
M.S. Information, Information Policy  
*Advisor: Dr. John King*

**Ann Arbor, MI**  
May, 2013

**University of Jordan, Faculty of Engineering and Technology**  
B.Sc Computer Engineering  
*Advisor: Dr. Gheith Abandah*

**Amman, Jordan**  
June, 2009

## Employment

**Mozilla - The Emerging Technologies Team**  
Summer Intern – Mentor: Joseph 'Jofish' Kaye

**Mountain View, CA**  
May-August, 2017

**Microsoft Research**  
Summer Intern – Mentor: Stuart Schechter

**Redmond, WA**  
May-August, 2016

**University of Michigan, School of Information**  
Research Assistant – Advisor: Dr. Sarita Yardi Schoenebeck

**Ann Arbor, MI**  
2013 – Present

**University of Michigan, School of Information**  
Research Assistant – Advisor: Dr. Joyojeet Pal

**Ann Arbor, MI**  
2012 - 2014

## Teaching Experience

**SI622: Needs Assessment and Usability Evaluation**  
University of Michigan, Graduate Class

**Ann Arbor, MI**  
Winter, 2017

**SI310: Information Environments and Work**  
University of Michigan, Undergraduate Class

**Ann Arbor, MI**  
Fall, 2015

## Honors

Best Paper Honorable Mention at CHI 2016, San Jose, CA for [C7]

Best Paper Award at CHI 2015, Seoul, Korea for [C4]

Fulbright Scholarship, 2011-2013

School of Information Merit Scholarship Recipient, 2011-2013

Phi Kappa Phi Honor Society

## Skills

Python, Pandas, Scikit-learn, Gensim, NVivo, ATLAS.ti

## Service

Program Committee Member:

- CHI'20, CHI'21, Associate Chair - Learning, Education and Families Subcommittee
- ICWSM, 2016 - 2020
- CHI'17, Late-breaking Work

Conference Reviewer:

- CHI, 2016 - 2020
- CSCW, 2015 - 2020
- ICTD, 2016
- Ubicomp, 2017
- ICWSM, 2019

Journal Reviewer:

- Journal of Gender Studies
- Critical Studies in Media Communication
- Interactive, Mobile, Wearable and Ubiquitous Technologies (IMWUT)
- Personal and Ubiquitous Computing

## Conference Papers

- [C.11] Jensen, JK., **Ammari, T.**, Bjørn, P. 2020. Into Scandinavia: When Online Fatherhood Reflects Societal Infrastructures. In *Proceedings of the ACM Conference on Supporting Group Work* (GROUP '2020). Sanibel Island, FL. January 6-8, 2020.
- [C.10] **Ammari, T.**, Schoenebeck, S.Y., Romero, D. 2019. Self-declared throwaway accounts on Reddit: How platform affordances and shared norms enable parenting disclosure and support. In *Proceedings of the ACM Conference on Computer-supported Cooperative Work* (CSCW '19). Austin, TX. November 9-13, 2019.
- [C.9] **Ammari, T.**, Schoenebeck, S.Y., Romero, D. 2018. Pseudonymous Parents: Comparing Parenting Roles and Identities on the Mommit and Daddit Subreddits. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '18). Montreal, Canada. April 21-26, 2018. (26% acceptance rate).
- [C.8] **Ammari, T.**, Schoenebeck, S. Y., Lindtner, S. 2017. The Crafting of DIY Fatherhood. In *Proceedings of the ACM conference on Computer-supported cooperative work* (CSCW'17). Portland, OR. February 25 - March 1, 2017. (34% acceptance rate).
- [C.7] Blackwell, L., Hardy, J., **Ammari, T.**, Veinot, T., Lampe, C., Schoenebeck, S.Y. (2016). LGBT Parents and Social Media: Advocacy, Privacy, and Disclosure during Shifting Social Movements. In *Proceedings of the ACM Conference on Human Factors in Computing Systems* (CHI '16). San Jose, CA. May 7- 12, 2016. (25% acceptance rate). **Best Paper Honorable Mention.**

- [C.6] **Ammari, T.**, & Schoenebeck, S. Y. 2016. "Thanks for your interest in our Facebook group, but it's only for dads:" Social Roles of Stay-at-Home Dads. In *Proceedings of the ACM conference on Computer-supported cooperative work (CSCW'16)*. San Francisco, CA. February 27–March 2, 2016. (25% acceptance rate).
- [C.5] **Ammari, T.**, Kumar, P., Lampe, C., & Schoenebeck, S. Y. 2015. Managing Children's Online Identities: How Parents Decide what to Disclose about their Children Online. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*. Seoul, Korea. April 18-23, 2015. (23% acceptance rate).
- [C.4] **Ammari, T.**, & Schoenebeck, S. Y. 2015. Understanding and Supporting Fathers and Fatherhood on Social Media Sites. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*. Seoul, Korea. April 18-23, 2015. (23% acceptance rate). **Best Paper Award.**
- [C.3] **Ammari, T.**, & Schoenebeck, S. Y. 2015. Networked Empowerment on Facebook among Parents of Children with Special Needs. In *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI '15)*. Seoul, Korea. April 18-23, 2015. (23% acceptance rate).
- [C.2] **Ammari, T.**, Morris, M. R., & Schoenebeck, S. Y. 2014. Accessing Social Support and Overcoming Judgment on Social Media among Parents of Children with Special Needs. In *Proceedings of the Eight International AAAI Conference on Weblogs and Social Media (ICWSM '14)*. Ann Arbor, MI. June 2-4, 2014. (23% acceptance rate).
- [C.1] Pal, J., **Ammari, T.**, Mahalingam, R., Alfaro, A. M. H., & Lakshmanan, M. 2013. Marginality, aspiration and accessibility in ICTD. In *Proceedings of the Sixth International Conference on Information and Communication Technologies and Development (ICTD'13)*. Cape Town, South Africa, December 7-10, 2013. (25% acceptance rate).

## Journal Papers

- [J.4] **Ammari, T.**, Jofish Kaye, Janice Y. Tsai, and Frank Bentley. (2019). Music, Search, and IoT: How People (Really) Use Voice Assistants. *ACM Trans. Comput.-Hum. Interact.* 26, 3: 17:1–17:28. <https://doi.org/10.1145/3311956>
- [J.3] **Ammari, T.**, You, S., P. Robert Jr., L. 2018. Alternative Group Technologies and Their Influence on Group Technology Acceptance. *American Journal of Information Systems* 6 (2), 29–37.
- [J.2] Pal, J., Alfaro, A., **Ammari, T.**, Chatterjee, S. 2015. A capabilities view of accessibility in policy and practice in Jordan and Peru. *Review of Disability Studies: An International Journal* 10 (3 & 4), 77-94.
- [J.1] Abandah, G., Darabkh, K., **Ammari, T.**, Qunsul, O. 2014. Secure National Electronic Voting System. *Journal of Information Science and Engineering* 30 (5), 1339–1364.

## Workshop Papers

- [W.2] **Ammari, T.** How fathers use social media to make sense of and reframe the meaning of fatherhood. [Paper]. Presented in the *Technology to Mediate Role Conflict in Motherhood Workshop at CHI'19: Conference on Human Factors in Computing Systems*.
- [W.1] Tsai, J., **Ammari, T.**, Wallin, A., Kaye, J. 2018. Alexa, play some music: Categorization of Alexa Commands. [Paper]. Presented in the *Voice-based Conversational UX Studies and Design Workshop at CHI'18: Conference on Human Factors in Computing Systems*.

## Panels

- [Pa.1] Kaye, J., Fischer, J., Hong, J., Bentley, F., Munteanu, C., Hiniker, A., Tsai, J., **Ammari, T.** Panel: Voice Assistants, UX Design and Research. Panel presented at *ACM Conference on Human Factors in Computing Systems (CHI '18)*. Montreal, Canada. April 21-26, 2018.

## Poster Presentations

- [Po.1] **Ammari, T.**, Schoenebeck, S. Y., Lindtner, S. Crafting Postmodern Fatherhood: How Social Media and Maker Spaces are Changing the Face of Fatherhood. Poster presented at *The American Men's Studies Association Conference (AMSA'16)*. Ann Arbor, MI. March 31-April 3, 2016.

## Invited Talks

- [I.1] From Mr. Mom to r/Daddit: Social Media, Parenting, and Gender Equity. HCI Seminar, University of Wisconsin, Madison. December 8, 2018.

## Media Coverage

- [M.5] Laura McKenna. In the 'Crazy, Complicated' World of Special Education, Parents Turn to One Another for Help — on the Internet, *The 74*. August 19, 2019.
- [M.4] Tawfiq Ammari. How new fathers use social media to make sense of their roles. *The Conversation* – USA. August 9, 2018.
- [M.3] John McDermott. The Researcher Who Studies How Your Dad Posts to Facebook. *MEL Magazine*. November 21, 2017.
- [M.2] John McDermott. The Lawn Is the Ultimate Male Status Symbol. *MEL Magazine*. November 8, 2017.
- [M.1] Priya Kumar. Now Mothers Have a *Third Shift*—on Facebook. *Time Magazine Online*. March 25, 2015.

