

MICHAEL D. GREENBERG

CONTACT INFORMATION	Northwestern University 2240 Campus Drive Evanston, IL 60208	Phone: 516/317-9472 E-mail: mike@gbrg.co Website: gbrg.co
EDUCATION	Northwestern University , Evanston, Illinois Ph.D., Technology & Social Behavior, <ul style="list-style-type: none">• Research Interests: Social computing, crowdfunding, design & perseverance. Brandeis University , Waltham, Massachusetts B.S., Physics, with <i>High Honors</i> <ul style="list-style-type: none">• Recipient <i>Presidential Scholarship</i>• Minors in Computer Science & Internet Studies	September 2011 - Present September 2004 - May 2008
PROFESSIONAL EXPERIENCE	User Experience Research Intern Facebook UX Research Team, Menlo Park, CA Research Specialist Department of Earth and Planetary Sciences, The American Museum of Natural History <ul style="list-style-type: none">• Research focus: Imaging and visualization of nanometer scale NASA Stardust samples.• Public outreach: Lectured to school groups and led tours of museum collections.	January 2015 - April 2015 May 2008 - August 2011
REFEREED CONFERENCE PAPERS	(2015) Critiki: A Scaffolded Approach to Gathering Design Feedback from Paid Crowdworkers. Greenberg, M.D., Easterday, M.W., & Gerber, E.M. Proceedings of Creativity & Cognition 2015. (2015) The Role of Community in Crowdfunding Work. Hui, J.S., Greenberg, M.D., Gerber, E.M. Proceedings of Collective Intelligence 2015. (2015) Understanding the Effects of Crowdfunding on Entrepreneurial Self-Efficacy. Harburg, E., Hui, J.S., Greenberg, M.D., Gerber, E.M. Proceedings of CSCW 2015. (2014) Learning to Fail: Experiencing Public Failure Online Through Crowdfunding. Greenberg, M.D., Gerber, E.M. Proceedings of CHI 2014. (2014) Understanding the Role of Community in Crowdfunding Work. Hui, J.S. Greenberg, M.D., Gerber, E.M. Proceedings of CSCW 2014. <i>Best Paper Honorable Mention</i> (2011) 3D Fluorescent and Reflective Imaging of Whole Stardust Tracks in Aerogel. Greenberg, M. and D.S. Ebel. <i>Lunar and Planetary Science XLII</i> (Extended Abs. 2640, Oral presentation) (2010) Original impactor modeling from whole stardust track data. Greenberg, M. and D.S. Ebel. <i>Meteoritics Planet. Science MetSoc 2010 Suppl.</i> 45: A67 (Abs. 5399, Oral presentation) (2009) Non-destructive 3D imaging of extraterrestrial materials by synchrotron x-ray microtomography (XR-CMT) and laser confocal scanning microscopy (LCSM): Beyond Pretty Pictures. Ebel, D.S. and M. Greenberg. <i>Eos Trans. AGU 90(22)</i> , Jt. Assem. Suppl., (Abs. V74A-08, Oral presentation) (2009) Nondestructive 3D confocal laser imaging with deconvolution of seven whole stardust tracks with complementary XRF and quantitative analysis. M. Greenberg and D. S. Ebel. <i>Lunar and Planetary Science XL</i> (Extended Abs. 2124, Oral presentation)	

- JOURNAL ARTICLES
- (2015) Kids and Thermostats: Understanding Children’s Involvement with Household Energy Systems. Horn, M., Atrash, Z., Greenberg, M. D., and Stevens, R. *To appear in the International Journal of Child-Computer Interaction*
 - (2012) Properties of Original Impactors Estimated from Three-Dimensional Analysis of Whole Stardust Tracks. Greenberg, M. and D.S. Ebel. *Meteoritics and Planetary Science* 47: 634–648. bit.ly/Ia7uFa.
 - (2010) Laser Scanning Confocal Microscopy of Comet Material in Aerogel. Greenberg, M. and D.S. Ebel. *Geosphere* 6: 515-523. bit.ly/bZGgQB
 - (2009) 3-dimensional textural and compositional analysis of particle tracks and fragmentation history in aerogel. Ebel, D.S., M. Greenberg, M.L. Rivers and M. Newville. *Meteoritics and Planetary Science* 44: 1445-1463. bit.ly/a4ANey
- NON-REFEREED PAPERS
- (2015) Public Online Failure With Crowdfunding. Greenberg, M.D. *Creativity & Cognition 2015 Graduate Consortium*. Graduate Participant.
 - (2015) Understanding Resource Exchange in Crowdfunding Platforms. Greenberg, M.D. and Gerber, E.M. *Collective Intelligence 2015*. Poster Presentation
 - (2015) Public Online Failure With Crowdfunding. Greenberg M.D. *Embarassing Interactions Workshop at CHI 2015*. Workshop participant and presenter.
 - (2014) Nondestructive Three–Dimensional Confocal Imaging and SXRF of Whole Stardust Tracks in Aerogel. White, A.J., Ebel, D.S., and Greenberg, M.D. *Lunar and Planetary Science XLV* (Extended Abs. 2292, Poster presentation)
 - (2013) Crowdfunding: A Resource Exchange Perspective. Greenberg, M.D. and Gerber, E.M. *ACM Conference on Human Factors in Computing Systems CHI’13 Extended Abstracts*. ACM Press. PDF
 - (2013) Crowdfunding Support Tools: Determining Success and Failure. Greenberg, M.D., Har-
iharan, K. Gerber, E.M. and Pardo, B. *ACM Conference on Human Factors in Computing Sys-
tems CHI’13 Extended Abstracts*. ACM Press. PDF
 - (2013) Understanding Crowdfunding Work: Implications for Support Tools. Hui, J.S., Green-
berg, M.D. and Gerber, E.M. *ACM Conference on Human Factors in Computing Systems CHI’13
Extended Abstracts*. ACM Press. PDF
 - (2013) An Improved Experimental Deconvolution Technique for 3-Dimensional Laser Confocal
Microscopy of Particles in Aerogel. White, A.J., Ebel, D.S., and Greenberg, M.D. *Lunar and
Planetary Science XLIV* (Extended Abs. 1630, Poster presentation)
 - (2012) Crowdfunding: A Survey and Taxonomy. Greenberg, M.D. and Gerber, E.M. *Segal Design
Institute Technical Report*. 12-04.
 - (2012) Hands-off: Why Kids Don’t Touch Thermostats, and why we Should Care. Horn, M.S.,
Z.A. Leong, M.D. Greenberg. *ACM Conference on Human Factors in Computing Systems
CHI’12: Workshop on Technology for Today’s Family*. ACM Press.
 - (2012) A New Experimental Deconvolution Technique for 3-Dimensional Laser Confocal Mi-
croscopy of Stardust Tracks in Aerogel. White A.J., D.S. Ebel, M.D. Greenberg. *Lunar and
Planetary Science XLIII* (Extended Abs. 1542, Poster presentation)
 - (2010) 3-Dimensional chondrule size measurement. Sherman, K.M., D.S. Ebel, M.D. Greenberg
and M.L. Rivers. *Meteoritics Planet. Science MetSoc 2010 Suppl.* 45: A188 (Abs. 5431, Poster)
 - (2010) 3-Dimensional chondrule size measurement. Sherman, K.M., D.S. Ebel, M.D. Greenberg
and M.L. Rivers. *Meteoritics Planet. Science MetSoc 2010 Suppl.* 45: A188 (Abs. 5431, Poster)

(2010) Nondestructive XRF and quantitative volumetric image analysis of Stardust tracks 140, 151 & 152. Greenberg, M. and D.S. Ebel. *Lunar and Planetary Science XLI* (Extended Abs. 2348, Poster presentation)

(2009) Nondestructive quantitative analysis of Stardust tracks from 3-dimensional confocal laser microscopy and XRF mapping. M. Greenberg and D. S. Ebel. *Meteoritics Planet. Science MetSoc 2009 Suppl. 44*: A80 (Abs. 5400, Poster)

(2008) Nondestructive 3d confocal laser imaging and analysis of stardust track #82 and deconvolution techniques. Greenberg M. and D.S. Ebel. *Meteoritics Planet. Science MetSoc 2008 Suppl. 43*: A49 (Abs. 5300, Poster presentation)

(2008) Nondestructive 3D confocal laser imaging of stardust tracks in aerogel and deconvolution techniques. Greenberg, M. and D. S. Ebel. *Lunar and Planetary Science XXXIX* (Extended Abs. 1800, Poster presentation)

GRANTS AND AWARDS

NSF Graduate Research Fellow, 2013-16.

Northwestern Segal Norman Fund Travel Grant, 2014 & 2015

Northwestern Segal Design Institute Cluster Fellowship, 2013

National Aeronautics and Space Administration

- Co-Investigator, NASA LARS equipment grant (#NNX10AH06G, 1 yr, \$315,381)
- Research Fellow, NASA SRLIDAP grant (#NNX09AC31G, 3 yr, \$371,275)

TEACHING EXPERIENCE

Northwestern University, Evanston, IL

Graduate Teaching Assistant

Fall 2012

- Teaching assistant for Design Thinking and Communication, a freshman seminar for undergraduate engineering majors, which focuses on human-centered design and the design process.

The American Museum of Natural History, New York, NY

NASA Science Research and Mentoring Program

September 2009 to August 2011

- Teacher for after-school program for HS students from the NYC area; course titled: Secrets of the Solar System. Developed the syllabus for the course and taught 2 sessions of the course per year (approx. 20 students per class).
- Mentor for two student graduates from SRMP courses (October 2010 - August 2011).

Brandeis University, Waltham, MA

Undergraduate Grading Assistant

Spring 2008

- Graded problem sets for two sections of MATH 10A: Introduction to Calculus.

Undergraduate Teaching Assistant and Grader

Spring 2007

- Assisted students for COSI 2A: Introduction to computers, and graded problem sets and projects for two sections.

MENTORING EXPERIENCE

Undergraduate Students

- Pratap Jayaram (Northwestern University), Failure & Re-Launch in Crowdfunding (Summer 2015)
- Joshua Shi (Northwestern University), Failure & Re-Launch in Crowdfunding (Summer 2015)
- Stephen Antonoplis (Northwestern University), Identity in Crowdfunding (Summer 2015)
- Nicole Zhu (Northwestern University), Automated Critique for Crowdfunders (Fall 2013)
- Amy Laurin (Cal State Los Angeles), Crowdfunding for Scientific Researchers (Summer 2012)

- Megan Scherich (Northwestern University) Resource Exchange in Crowdfunding (Summer 2012)
- Kevin Konrad (CUNY Queens), Stardust 3-Dimensional imaging, automated segmentation routines in Java (Summer 2010)
- Stacy Ramcharan (Columbia University), Stardust sample imaging and chemical analysis (Summer 2009)

High School Students

- Catherine Jameson (Evanston HS, Yale), Crowdfunding participant observation (Summer 2012)
- Michael Hammer (Stuyvesant HS, Columbia), Stardust image segmentation and introductory Java (2011)
- Ben Garelick (Brooklyn Tech, Penn State) Stardust image segmentation and introductory Java (2011)
- Peter Hein (Manhattan HS), Stardust image segmentation and image analysis with Python (Summer 2009)
- Matthew Leventhal (Horace Greely HS), Stardust image segmentation and analysis (Summer 2008)

PROFESSIONAL MEMBERSHIPS

ACM SIGCHI, 2011 - present.
 Association for Computing Machinery, 2011 - present.
 American Geophysical Union, 2009 - 2011.
 The Meteoritical Society, 2008 - 2011.

TECHNICAL SKILLS

Programming Languages: C, HTML, IDL, Java, Mathematica, Matlab, *Python*, R, Rails, Ruby
 Computer Applications: Adobe Illustrator, Bitplane Imaris, ImageJ, SVI Huygens, T_EX.

REFERENCES

Elizabeth M. Gerber – Breed Chair of Design (Northwestern University)
 Darren Gergle – Director of Graduate Studies: Technology & Social Behavior (Northwestern University)
 Aaron Shaw – Director of Graduate Studies: Media, Technology & Society (Northwestern University)
 Denton S. Ebel – Chair and Curator: Division of Physical Sciences (The American Museum of Natural History)