

MICHAEL D. GREENBERG

CONTACT INFORMATION	180 Montague St. Apt 6C Brooklyn, NY 11201	Phone: 516/317-9472 E-mail: mike@gbrg.co
EDUCATION	Northwestern University , Evanston, Illinois Ph.D. Candidate, <i>Technology & Social Behavior</i> , <ul style="list-style-type: none">• Research Interests: Social computing, crowdfunding, design & perseverance.	September 2011 - Present
	Brandeis University , Waltham, Massachusetts B.S., Physics, with <i>High Honors</i> <ul style="list-style-type: none">• Minors in Computer Science & Internet Studies	September 2004 - May 2008
PROFESSIONAL EXPERIENCE	User Experience Research Manager Facebook UX Research Team, <ul style="list-style-type: none">• Managing teams of up to 6 UX researchers, and working with pillar leads as part of the Business Platform Team	October 2017 - Present Menlo Park, CA & New York, NY
	User Experience Researcher Facebook UX Research Team, <ul style="list-style-type: none">• Worked as a mixed-methods researcher on the Pages and Business Platform teams• Proficient in both qualitative and quantitative UX methods, including surveys, statistical analysis, log data analysis, field interviews, and remote methods	January 2016 - October 2017 Menlo Park, CA
	User Experience Research Intern Facebook UX Research Team,	January 2015 - April 2015 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.	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. *Eos Trans. AGU* 90(22), 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. *Lunar and Planetary Science XL* (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 Systems CHI'13 Extended Abstracts*. ACM Press. PDF

(2013) Understanding Crowdfunding Work: Implications for Support Tools. Hui, J.S., Greenberg, 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 Microscopy 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).

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)

TECHNICAL SKILLS Programming Languages: *Python*, R

REFERENCES Available Upon Request