

David Gurzick, Ph.D.

(240) 397-9514

gurzick@hood.edu

<http://userpages.umbc.edu/~gurzick1>

RESEARCH INTERESTS

In my research, I explore the role of information and communication technology (ICT) in the social lives of individuals and communities. Over the past decades, ICT use has moved from being a largely peripheral activity to become an increasingly central part of the everyday social experience. Whereas technology was once primarily a tool for performing tasks, today it plays a broader role by enabling new forms of expression and building new venues for interaction. I am interested in understanding how the design of ICT best supports and enhances these new social experiences.

At a broad level, my research interests intersect many sub disciplines of computer and information science:

- Human-computer interaction (HCI)
- Computer-mediated communication (CMC)
- Socio-technical systems (STS)
- Computer-supported cooperative work (CSCW)
- Management of information systems (MIS)
- Design science

EDUCATION

University of Maryland, Baltimore County (UMBC)

Baltimore, MD

Ph.D. Information Systems

Dec 2009

- Thesis Committee: Wayne Lutters (advisor), A. Ant Ozok, Anita Komlodi, Lee Boot, Cliff Lampe
- Dissertation Title: Designing Deeply Engaging Online Communities for Adolescents

Following a design science approach, my research focused on the development and iterative evaluation of social media architecture as a socio-technical system to support deep engagement of adolescents in a reflective educational site.

Hood College

Frederick, MD

M.S. Computer Science

May 2003

- Focus in artificial intelligence and human-computer interaction

Frostburg State University

Frostburg, MD

B.S. Computer Science

May 2000

- Concentration in Information Systems Management
- Minor in Business Administration

RESEARCH APPOINTMENTS

University of Washington in cooperation with UMBC

Seattle, WA

Research Partner, Institute for National Security Education and Research

Aug 2010 – Present

I serve as a researcher on a VOSS (virtual organizations as sociotechnical systems) grant aimed at investigating collaboration, collective sense making, and group behavior in alternate reality games.

University of Maryland, Baltimore County (UMBC) Baltimore, MD
Research Assistant, Imaging Research Center, Dept. of Visual Arts Jun 2006 – Dec 2010

Served as a research assistant for the Fieldtrip project, a broadly interdisciplinary effort to use the power of social networking, digital media, and co-created knowledge (“wiki-wisdom”) to help older teenagers become more engaged in learning and their educations.

InfoCulture, LLC (jointly with the Institute for Integrative Health) Baltimore, MD
Contract Researcher Nov 2008 – Dec 2010

Created a research platform to investigate best practices for the design of web-based health communities and for methods of prompting people to reflect upon, discuss, and rethink their relationship to their own health, and to healthcare overall.

ACADEMIC APPOINTMENTS

Hood College, Dept. of Economics and Management Frederick, MD
Assistant Professor May 2011 – present
Visiting Assistant Professor May 2010 – May 2011
Instructor Aug 2006 – May 2010
Adjunct Professor Jun 2005 – Aug 2006

I joined Hood College in the summer of 2005 as an Adjunct Professor. In 2006 I was promoted to Instructor of Management and again in 2010 to Visiting Assistant Professor of Management. In 2011 I moved into a tenure-track appointment of Assistant Professor of Management.

- Instructor of record for 45 course sections (having taught 800+ students)
- Received a cumulative average 4.72 rating in response to the end of semester student evaluation question, “Overall, the quality of teaching was excellent” (on a scale of 1-5 with 5=strongly agree).
- Advisor to 30+ students in the MBA, M.S. in Information Technology, and undergraduate business programs. Mentor for numerous internships and independent studies.
- Member of the faculty senate

Courses taught at Hood:

- Management of Information Systems (undergraduate & MBA)
- Analytical Methods of Management (an applied statistics/problem solving course for undergraduate management majors)
- Social and Ethical Issues in Management (MBA)
- Principles of Management (undergraduate)
- Management Theory (MBA)
- Project Management (MBA)

In my professional career I have trained numerous staff in software engineering, system design, and concepts of artificial intelligence. Given my diverse experience, I am comfortable teaching across a range of disciplines including business management, computer science, communication studies, and information systems.

RELEVANT WORK EXPERIENCE

Khaki Software LLC

Managing Associate

Urbana, MD

Mar 2003 – present

Khaki Software provides custom software solutions and IT consulting with an emphasis on artificial intelligence and online collaboration systems. I am involved with securing new contracts, negotiating the management of resources, pricing strategy, and coordination of technical tasks and agendas.

Sonum Technologies, Inc.

Director of Research

Director of Software Engineering

Columbia, MD

Jun 2005 – May 2006

Nov 2002 – Jun 2005

Sonum Technologies was a venture-backed firm that pioneered the development of natural language processing and speech interfaces. My role at Sonum was to design and build core natural language processing systems as well as sample applications to showcase the technology. I led the programming effort and served as chief architect for all system design decisions. On the business side, I was a key contributor in the preparation of the corporate business plan, patent applications, marketing materials, and sales presentations. *Sonum's technology holdings were sold to Humanity Interactive in 2007.*

ExpoExchange, LLC (Now Experient, Inc.)

Software Engineer

Frederick, MD

Jun 2001 – Nov 2002

ExpoExchange is America's leading provider of registration, housing, and sales lead management services to the tradeshow and convention industry. As a software engineer for ExpoExchange, I was involved in both new system development and external system integration. I led the rollout of new custom built software packages including pricing strategy, company wide training, hosting coordination, and service contract design. I was involved in technical strategy meetings and served as an expert in Microsoft technologies and Internet development.

Plural, Inc. (Now Dell Professional Services)

Software Developer

Bethesda, MD

May 2000 – Jun 2001

Plural was a Microsoft technology oriented Internet consulting practice and a Microsoft solution provider of the year. At Plural, I worked in a programmer / analyst role to create web based solutions for non-profit and corporate customers. I worked directly with clients to understand their needs and translate those needs into technical architecture solutions. As a software developer, I assisted and led portions of the development, testing, and maintenance of these solutions.

PUBLICATIONS

Peer-Reviewed

Gurzick, D., White, K., Lutters, W., Landry, B., Drombowski, C., & Kim, J. (2011). *Designing the Future of Collaborative Workplace Systems: Lessons Learned from a Comparison with Alternate Reality Games*. Proceedings of the iConference. Seattle, WA, USA.

White, K., Gurzick, D., & Lutters, W. (2009). *Wiki Anxiety: Impediments to implementing wikis for IT support groups*. Proceedings of the ACM Conference on Computer-Human Interaction for the Management of Information Technology (CHIMIT). Baltimore, MD, USA.

Gurzick, D., Lutters, W. (2009). *Towards a Design Theory for Online Communities*. ACM Conference on Design Science Research in Information Systems (DESRIST). Philadelphia, PA, USA.

(Received the Vinton G. Cerf Award for the best Student Authored paper **)**

Boot, L., Baker, L., Sonnenschein, S., Gurzick, D., & Sullivan, C. (2009). *The Fieldtrip Project: An Online Community Featuring Teen's Cellcam Films Sparked Substantive Peer Discussion*. *Ubiquitous Learning: An International Journal*, 1(4), 79-88

Gurzick, D., White, K., Lutters, W., & Boot, L. (2009). *A View from Mount Olympus: The Impact of Activity Tracking Tools on the Character and Practice of Moderation*. ACM Conference on Supporting Groupwork (GROUP) (pp. 361-370). Sanibel Island, FL, USA.

Heckle, R., Lutters, W., & Gurzick, D. (2008). *Network Authentication using Single Sign-On: The Challenge of Aligning Mental Models*. Proceedings of the ACM Conference on Computer-Human Interaction for the Management of Information Technology (CHIMIT). San Diego, CA, USA.

Gurzick, D., Lutters, W., & Boot, L. (2008). *Rethinking Recruitment for Adolescent Online Communities*. Internet Research 9.0 (AoIR). Copenhagen, Denmark.

Gurzick, D., Ozok, A. A., & Morris, B. (2007). *Online Communication & Baby Boomers: Current Use, Preferences, and Future Expectations*. Americas Conference on Information systems (AMCIS). Keystone, CO: AIS Press.

Gurzick, D., & Lutters, W. G. (2006). *From the personal to the profound: Understanding the blog life cycle*. Extended Abstracts of the ACM Conference on Human Factors in Computing Systems (CHI) (pp. 827-832). Montreal, Canada: ACM Press.

Refereed

Boot, L., Arnold, S. & Gurzick, D. (2011). *Alternative Approaches to Representing Knowledge in the Human Environment*. International Symposium on Electronic Art (ISEA). Istanbul, Turkey.

Gurzick D., Boot, L., Arnold, S. & Gurzick, M. (2011). *Supporting a Shared Dialog on Healthcare Policy between Researchers, Practitioners, and the Lay Public: Creating the SpeakHealth Online Community*. HCI International (HCII). Orlando, FL, USA.

Gurzick D. & White, K. (2009). *Developers and Moderators: Lessons Learned in the Co-development of an Online Social Space*. HCI International (HCII) (pg. 164-172). San Diego, CA, USA.

Boot, L., Baker, L., Sonnenschein, S., Gurzick, D., & Sullivan, C. (2008). *The Fieldtrip Project: Teens' Cellcam Films Balanced Authenticity and Expertise to Spark Online Peer Discussions to Increase Engagement in Education*. International Conference on Ubiquitous Learning, Chicago, IL, USA.

Gurzick D. (2008). *Designing Deeply Engaging Online Communities for Adolescents*. Third International Conference on Design Science Research in Information Systems and Technology (DESRIST) (pp. 427-428). Atlanta, GA, USA.

Gurzick D. & Ford W. R. (2006). *Using Pattern Reduction to Accommodate Variability of Expression in Natural Language Processing*. Applied Voice Input Output Society (AVIOS).

Gurzick D. & Ford W. R. (2005). *Managing Expression Variability in Natural Language Processing*, Advanced Speech Technology Symposium, New York, NY.

Ford W. R. & Gurzick D. (2005). *Cutting Edge Techniques for Better Speech Analytics*. SpeechTek Conference, New York, NY.

PRESENTATIONS

Refereed

Gurzick, D. (2010). *Transforming CSCL in the Workplace by Supporting Online Personal Networks*. Presentation given to the CSCL at Work Workshop at the ACM Conference on Supporting Groupwork (GROUP) Sanibel Island, FL, USA.

Gurzick, D., Landry, B., & White, K. (2010). *Alternate Reality Games and Groupwork*. Poster presented at the ACM Conference on Supporting Groupwork (GROUP) Sanibel Island, FL, USA.

Gurzick, D., Patterson, M., & Boot, L. (2010). *Supporting Reflective Thinking by Adolescents on Educational Issues in a Media-Rich Online Community*. Poster presented at the Society for Research in Adolescence (SRA), Philadelphia, PA, USA.

Gurzick, D. (2009). *Transforming the IT Workplace by Realizing Personal Online Networks*. Poster presented at the ACM Conference on Computer-Human Interaction for the Management of Information Technology (CHIMIT). Baltimore, MD, USA.

Gurzick, D., Lutters, W., & Boot, L. (2009). *Preserving an Authentic Voice: Balancing the Amateur and the Professional in Teen Online Video Production*. Presentation given at the Approaching 'Amateur' workshop at the ACM Conference on Supporting Groupwork (GROUP). Sanibel Island, FL, USA.

Baker, L., Sonnenschein, S., Sullivan, C., Boot, L., & Gurzick, D. (2009). *Engaging Adolescents in Discussions About Their Education Through an Internet-Based Multimedia Community*. Poster presented at the Society for Research in Child Development (SRCD), Denver, Co, USA.

Gurzick, D., White, K., Lutters, W. & Boot, L. (2008). *Examining Moderator Use of Activity-tracking in a Nascent Online Community for Adolescents*. Annual meeting of the Institute for Operations Research and the Management Sciences (INFORMS). Washington, D.C., USA.

Gurzick, D. (2007). *Managing a Web of Identity*. Presentation given at the Public Practices, Social Software workshop at the Conference on Communities and Technologies, East Lansing, MI.

Gurzick D., Douglas D. & Lutters W. G. (2007). *Designing for Discussion: Evaluating Media Provocation for an Early-Adolescent Online Community*. 29th USM Graduate Research Conference, Baltimore, MD, USA.

Gurzick, D. (2006). *Improving Word Prediction with Reality TV*. 28th USM Graduate Research Conference, Baltimore, MD, USA.

Gurzick, D. (2005). *Are We Bringing the Water Cooler to the Desktop? Instant messaging at work*. 27th USM Graduate Research Conference, Baltimore, MD, USA.

Invited & Professional Presentations

Gurzick, D. (2011). *Communication, Coordination, and Collective Action: Examining Strategies of Collaborative Problem Solving in Alternate Reality Games*. New Social Media and Crisis Workshop, Center for Interdisciplinary Research, Universität Bielefeld, Bielefeld, Germany.

Gurzick, D. (2010). *A Primer on CSCW and Collaborative Editing*. Academic Coaching Alliance. George Washington University Hospital. Washington, D.C.

Gurzick, D. (2008). *The Science of Advertising in Online Social Networks*. Keynote Presentation given at Campaign: Digital. Frederick, MD, USA: Greater Frederick Advertising Federation.

Lutters, W., Gurzick, D., & Boot, L. (2006). *Media as an Inter-Generational Bridge: A Cross-Disciplinary Exploration*. Education and the "Whole Child": An Interdisciplinary Workshop, Baltimore, MD, USA.

Non-Refereed Technical Reports

Douglas, D., Gurzick, D., & Lutters, W. (2007). *Designing Engaging Online Media for Adolescents*. Poster presented at the UMBC Summer Research Fest, Baltimore, MD, USA.

Kurlick, N., Gurzick, D., & Lutters, W. (2007). *Analyzing the Blog Life Cycle*. Poster presented at the UMBC Summer Research Fest, Baltimore, MD, USA.

WORKSHOPS (organized)

Floyd, I., Gurzick, D., Sweeney, M., Haythornthwaite, C., Brock, A., Sawyer, S., & Goggins, S. (2009) *Engaging Multidisciplinarity in Sociotechnical Internet Research: A hands-on workshop*. Workshop held at Internet Research 10 (AoIR). Milwaukee, WI, USA.

PANELS (as speaker)

Lampe, C., Gurzick, D., Yardi, S., Stutzman, F., & Bruckman, A. (2010) *Get Off My e-Lawn! Mulching Youth and Technology Mix*. Panel held at the ACM Conference on Supporting Collaborative Work (CSCW). Savannah, GA, USA.

PATENTS

Ford, W. R., Gurzick, D. & Newman, M., *Surface Structure Generator*. Published March 2007. Application #: 20070067155, Kind: A1, Class: 704009000. – This patent is for a form of automated language translation using multi-stage pattern recognition.

EXHIBITS

Boot, L., Gurzick, D., Smallwood, E. & Lynch, S. (2010) *Perception and the Art of Decision Making*. National Academy of Sciences. Installed on the National Mall, Washington, D.C. Oct. 24-26 for the Inaugural USA Science and Engineering Festival.

BOOK CHAPTERS

Gurzick, D., & White K. (2011 – in press). *Online Personal Networks in Computer Supported Collaborative Learning*. In Sean Goggins, Isa Janke (Ed.) CSCL@Work – Computer-Supported Collaborative Learning at the Workplace. Springer.

Young, A., Gurzick, D., & Quan-Haase, A. (2010). *Online multi-contextual analysis: (Re)connecting social network site users with their profile*. In Ben Kei Daniel (Ed.) Handbook of Research on Methods and Techniques for Studying Virtual Communities: Paradigms and Phenomena. IGI Global.

MEDIA MENTIONS

White, D. (2011). *Hood College Students and Professors Find Many Uses for Free iPads*. WHAG NBC Hagerstown: USA. Running time 2:02. (News cover story, aired multiple times.)

Ames, B. (2011). *iPads touch Hood*, in The Frederick News-Post. Frederick, MD. (Front page cover story for Sunday Edition)

Abell, J. (2011). *Web Cam Beginnings*. WBFF Fox 45 Baltimore: USA. Running time 3:15. (News cover story, aired multiple times.)

Stewart, J. (2007). *Bloggng: Businesses Gain Free Advertising and Immediate Feedback*, in The Frederick News-Post. Frederick, MD.

Bishop, T. (2005). *Selling the 'Holy Grail' of Artificial Intelligence*, in The Baltimore Sun. Baltimore, MD. p. 1-2d. (Cover story for the business section of Sunday edition.)

Bishop, T. (2004). *Hoping to be Heard*, in The Baltimore Sun. Baltimore, MD. p. 1a, 22-23a. (Front page cover story for Sunday edition.)

HONORS AND AWARDS

Hood College Fall Convocation Faculty speaker, presenting on the topic: "How to thrive in a digital age." 2011

Selected to participate in the Maryland Institute for Technology in the Humanities' (MITH) **Workshop on Developing APIs (Application Programming Interfaces) for the Digital Humanities**, 2011

Selected to participate in the **NSF Summer Research Institute of the Consortium for the Science of Socio-technical Systems (CSST)**, 2010

Graduate School Teaching Excellence Award Nominee – I was nominated twice by my students for the highest teaching award given by the graduate school at Hood College, 2008, 2010

Received the **Vinton G. Cerf Award for the best Student Authored paper** for the paper, "Towards a Design Theory for Online Communities" at the 4th ACM DESRIST Conference in Malvern, PA, 2009

Selected to participate in the **Junior Faculty Mentoring Session** and the Workshop on **The Science of Socio-Technical Systems in iSchools** at the iConference, Chapel Hill, NC, 2009

Doctoral consortium participant – Third International Conference on Design Science Research in Information Systems and Technology (DESRIST), Atlanta, GA, 2008

Design research summer school – Selected to participate in the weeklong NSF Science of Design workshop held at Carnegie Mellon University, Pittsburgh, PA, 2007

Mentored two students in the **NSF Summer Research Experiences for Undergraduates (REU)** program held at UMBC, 2006

Departmental Honors – Awarded to the top graduating student in Computer Science at Frostburg State University as voted by the faculty, 2000

AFFILIATIONS AND CERTIFICATIONS

Microsoft Certified Solution Developer (MCSD)
Microsoft Certified Professional in Site Building (MCP+SB)
Additional Microsoft certifications in Visual C#
Project Management Professional (P.M.P) *in progress*

PROFESSIONAL MEMBERSHIPS

Association of Information Systems (AIS), *member of special interest group on Human-Computer Interaction (SIGHCI)*
Association for Computing Machinery (ACM), *member of special interest group on Computer-Human Interaction (SIGCHI)*
American Society for Information Science & Technology (ASIS&T)
Association of Internet Researchers (AoIR)

SERVICE

Program Committee Member for the ACM CHI Works-in-Progress program, 2011, 2012

Webmaster for the ACM Conference on Supporting Groupwork (GROUP), 2010, 2012

Webmaster for the International Design Science Research Conference, 2009

Onsite Support for the ACM CHIMIT Conference (Baltimore, MD), 2009

Manuscript Reviewer

Granting Agencies:

NSF Panel Reviewer, 2010

Journals:

International Journal of Human Computer Studies (IJHCS), 2009

International Journal of Ubiquitous Learning, 2009

Journal of Information Systems Management (JISM), 2008

Communications of the ACM (CACM), 2007

Conferences:

ACM Symposium on Computer-Human Interaction for the Management of IT (CHIMIT), 2007

ACM Conference on Human Factors in Computing Systems (CHI), 2006, 2010, 2011, 2012

ACM Conference on Computer-Supported Cooperative Work (CSCW), 2006, 2011, 2012

ACM International Conference on Supporting Group Work (Group), 2005, 2009

ACM SIGCHI Symposium on Engineering Interactive Computing Systems (EICS), 2011

Hawaii International Conference on System Sciences (HICSS), 2010

IEEE WIC-ACM International Conference on Web Intelligence, 2006

International Conference on Collaboration Technologies and Systems (CTS), 2010, 2011

International Conference on Information Systems (ICIS), Special Interest Group in Computer-Human Interaction (SIGCHI), 2011

Association of Internet Research Conference (AoIR), 2008

Workshop on e-Business (WeB), 2008

Campus Activities (Hood College)

Campus Committees:

Graduate committee on faculty training for hybrid classroom/online course instruction

- Piloted the first MBA hybrid course (Fall 2009 Mgmt. of Information Systems)
- Piloted the first course with iPads in the classroom (Summer 2010 Mgmt. of Information Systems)

Hiring Committees:

Internship Coordinator for Career Services, 2011

Assistant professor in Finance, 2009

Assistant professor in Marketing, 2009

Assistant professor in Online Journalism, 2009 (external member to the English department)

Student Organization Advising

Faculty mentor to the Women's Volleyball team (part of SPURS - Students Providing Understanding ResourceS program), Fall 2011+

Faculty Advisor, Management Association, Fall 2011+

Faculty Advisor, Hood College Leadership Society, Fall 2011+

Campus Presentations

Session speaker on "Group Dynamics" for the Student Voice Leadership Conference, Fall 2011

Convocation speaker, presenting on the topic, "How to thrive in a digital age", Fall 2011

Panel speaker to Global Studies program: "Revolution in the Age of New Media: contextualizing the Popular Uprisings in the Middle East and North Africa", 2011

Community Outreach

Elected to the Board of Directors for Celebrate Frederick, a 503[c] non-profit involved in large scale programming for Frederick City (including Frederick's 4th and In the Streets), term 2012-2013

Information Booth for First Saturday event "Into the night" hosted by the Downtown Frederick Partnership and Sponsored by Hood College, 2011

Speaker to area high school students interested in Information Technology careers at the IT Career Pathways event, hosted by Carroll Community College, 2010

Employee Development

Attended Provost's Faculty Development Workshop on "Appreciative Advising", 2011

Attended HealthyU program on "Ethics: A Guide to Moral Decision Making", 2011

Campus Recruitment:

Speaker to potential students and their parents on "The Value of Liberal Arts to Professional Programs and Exploring Hood's Curriculum and Learning Experiences", Discover Hood Days, 2009, 2010

Faculty representative, Maryland College Tour (information sessions for college-advising high school guidance counselors)

Faculty representative, numerous undergraduate and MBA open houses, admitted students days

Featured in regional radio commercials and promotional web videos for the college

Prepared a letter to be mailed to the incoming freshman describing the iPad project at Hood College

Undergraduate Research

Honors paper committee chair for Ashley Birdsell, Dept. of Economics and Management, 2012

Honors paper committee member for Kendal Enz, Dept. of English, 2011

Faculty mentor to Margaret Patterson (Dept. of Social Work) for her presentation, "Fieldtrip: Supporting Reflective Thinking by Adolescents on Educational Issues in a Media-Rich Online Community" at the 2011 Undergraduate Research Celebration

Graduate Research

Thesis committee member for James Hatch, Dept. of Computer Science, 2011 (did not complete thesis due to medical reasons)

Guest Lectures

Guest lecturer on “Participatory Culture and Storytelling in New Media” to INST 302 (Impact of Computers on Society), Fall 2011

Two part lecture series on “The Business of Art” to Art 469 (Arts Management), Fall 2011

Guest lecturer on “The Human Relations Movement: Emotions” to MGMT 560 (Organizational Behavior), Spring 2010

Departmental Service

Manager for the undergraduate economics and management and MBA student and alumni email listservs

Program Advisor for Interdepartmental Major of Arts Management, Seth Rinker ('13)

Organized and ran the induction ceremonies for departmental honor societies of Sigma Beta Delta and Omicron Delta Epsilon, 2011

Chaperone, Management Association Spring Trip, Manhattan 2011

Accreditation:

Assisted in preparation of materials for departmental accreditation under the Association of Collegiate Business Schools and Programs (ACBSP). *In 2009 the department was accepted as a candidate for accreditation.* Currently co-champion in the preparation of materials for full accreditation.