

Shaomei Wu

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RESEARCH INTERESTS

- **Computational Social Sciences:** Understand marginalized populations and their experiences online and offline through quantitative and qualitative methods.
- **AI & HCI:** Design human-centric AI to deliver tangible benefits to marginalized populations.
- **Accessibility:** Push the envelope of accessibility beyond checklists and government requirements.

EDUCATION

- **Cornell University** Ithaca, NY
Doctor of Philosophy, Information Science 2007 - 2012
Dissertation: *The Dynamics of Information Diffusion on On-line Social Networks*
Advisory committee: Michael Macy, Jon Kleinberg, Dan Cosley
- **University of California, Santa Barbara** Santa Barbara, CA
Master of Science, Computer Science 2005 - 2007
- **Tsinghua University** Beijing, China
Bachelor of Science and Engineering, Computer Science 2001 - 2005

WORK EXPERIENCE

- **Facebook** Menlo Park, CA
Staff Research Scientist Mar 2013 - Nov 2021
 - **Instagram Equity:** Tech leading various efforts in identifying platform equity gaps and building new products for Black users on Instagram
 - **Facebook AI:** Founding and leading the *AI for inclusion* initiative to build AI technologies that benefit marginalized and low-resourced communities through participatory design, rapid prototyping, and in-the-wide user studies.
 - **Core Data Science:** Driving research and engineering innovations on accessibility (e.g. [Automatic Alt-text on Facebook](#)); modeling networked behaviors such as app adoption, sharing of misinformation, and user churning
- **Cornell University** Ithaca, NY
Graduate Research Assistant Dec 2011 - Aug 2012
 - **Social Dynamics Lab:** Study the evolution of social movements, such as the Arab Spring, on social media platforms.
- **Google** Various Locations
Research and Engineering Intern Jul 2006 - Dec 2011
 - **Google.org:** Work on Google Person Finder and Crisis Alerts. Sep 2011 - Dec 2011
 - **Google Research:** Study the dynamics of user arrival and departures in a large social network. Jun 2011 - Aug 2011
 - **Google New York:** Build classifiers to categorize and rank user generated data (MyMaps). May 2009 - Aug 2009
 - **Google New York:** Build localized business classifiers for categorical search on Google Maps. May 2008 - Aug 2008
 - **Google Kirkland:** Build ML classifiers to identify hub pages for instant crawler. Jun 2007 - Aug 2007
 - **Google China:** Study online community structures and develop community detection algorithms. Jul 2006 - Sep 2006
- **Yahoo Research** New York, NY
Research Intern May 2010 - Oct 2010
 - **Human Social Dynamics Group:** Work with Duncan Watts to study communication patterns in Twitter.
- **Microsoft Research Asia** Beijing, China
Research Intern Jul 2004 - Jul 2005
 - **System Research Group:** Design and implement a large-scale, low-latency peer-to-peer routing protocol.

PUBLICATIONS

- Shaomei Wu, Lindsay Reynolds, Xian Li, Francisco (Paco) Guzman. 2019. [Design and Evaluation of a Social Media Writing Support Tool for People with Dyslexia](#). In *Proc. of the ACM CHI Conference on Human Factors in Computing Systems (CHI '19)*
- Cole Gleason, Patrick Carrington, Lydia B Chilton, Benjamin M Gorman, Hernisa Kacorri, Andrés Monroy-Hernández, Meredith Ringel Morris, Garreth W Tigwell, and Shaomei Wu. 2019. [Addressing the Accessibility of Social Media](#). *CSCW 2019 Extended Abstract*
- Lindsay Reynolds, Shaomei Wu. 2018. [“I’m Never Happy with What I Write”: Challenges and Strategies of People with Dyslexia on Social Media](#). In *Proc. of the 12th International AAAI Conference on Web and Social Media (ICWSM)*. **Best Paper Runner-up**
- Yuhang Zhao, Shaomei Wu, Lindsay Reynolds, Shiri Azenkot. 2018. [The Effect of Computer-Generated Descriptions on Photo-Sharing Experiences of People with Visual Impairments](#). In *Proc. of the ACM Conference on Computer-Supported Cooperative Work & Social Computing (CSCW '18)*
- Yuhang Zhao, Shaomei Wu, Lindsay Reynolds, Shiri Azenkot. 2018. [A Face Recognition Application for People with Visual Impairments: Understanding Use Beyond the Lab](#). In *Proc. of the ACM CHI Conference on Human Factors in Computing Systems (CHI '18)*

- **Shaomei Wu**, Jeffrey Wieland, Omid Farivar, Julie Schiller. 2017. [Automatic Alt-text: Computer-generated Image Descriptions for Blind Users on a Social Network Service](#). In *Proc. of the 20th ACM Conference on Computer-Supported Cooperative Work & Social Computing (CSCW '17)*. **The 14th most cited CSCW paper published from '16 - '21 (Google Scholar)**.
- Violeta Voykinska, Shiri Azenkot, **Shaomei Wu**, and Gilly Leshed. 2016. [How Blind People Interact with Visual Content on Social Networking Services](#). In *Proc. of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing (CSCW '16)* **The 20th most cited CSCW paper published from '16 - '21 (Google Scholar)**.
- Isabel Kloumann, Lada Adamic, Jon Kleinberg, and **Shaomei Wu**. 2015. [The Lifecycles of Apps in a Social Ecosystem](#). In *Proc. of the 24th International World Wide Web Conference (WWW '15)*.
- **Shaomei Wu**, Lada Adamic. 2014. [Visually Impaired Users on an Online Social Network](#). In *Proc. of The ACM CHI Conference on Human Factors in Computing Systems (CHI '14)*.
- **Shaomei Wu**, Atish Das Sarma, Alex Fabrikant, Silvio Lattanzi, and Andrew Tomkins. 2013. [Arrival and Departure Dynamics in Social Networks](#). In *Proc. of the 6th ACM International Conference on Web Search and Data Mining (WSDM '13)*.
- **Shaomei Wu**, Chenhao Tan, Jon Kleinberg, and Michael Macy. 2011. [Does Bad News Go Away Faster?](#). In *Proc. of the 5th International AAAI Conference on Weblogs and Social Media (ICWSM '11)*.
- **Shaomei Wu**, Jake M. Hofman, Winter A. Mason, and Duncan J. Watts. 2011. [Who Says What to Whom on Twitter](#). In *Proc. of the 20th International World Wide Web Conference (WWW '11)*. **Over 1000 citations by 2019**.
- **Shaomei Wu**, Shenwei Liu, Dan Cosley, and Michael Macy. 2011. [Mining Collective Local Knowledge from Google MyMaps](#). In *Proc. of the 20th International World Wide Web Conference (WWW '11)*.

BLOGS & OTHER PUBLICATIONS

- **Shaomei Wu**. 2018. [Using AI to help people with visual impairments share images on Facebook](#). *Facebook Research Blog*.
- **Shaomei Wu**, Lindsay Reynolds. 2018. [Designing a face recognition application for people with visual impairments](#). *Facebook Research Blog*
- **Shaomei Wu**. 2016. [How blind people interact with visual content on social networking sites](#). *Facebook Research Blog*
- **Shaomei Wu**, Darío García García, Manohar Paluri. 2016. [Under the hood: Building accessibility tools for the visually impaired on Facebook](#). *Facebook Engineering Blog*
- **Shaomei Wu**, Hermes Pique, Jeffrey Wieland. 2016. [Using Artificial Intelligence to Help Blind People 'See' Facebook](#). *Facebook Newsroom*

SELECTED PRESS COVERAGE

- Work on automatic alt-text featured in ["Facebook Just Launched AI-Powered Technology That Reads Photos to the Blind"](#), *Fortune*, April 5, 2016.
- Research on Twitter featured in ["The New York Times and Twitter"](#), *The New York Times*, March 29, 2011.
- Research on Twitter featured in ["The Twittersphere is Dominated By Less than One Percent of Twitter Users"](#), *Time*, March 29, 2011.
- Research on Twitter referenced in ["Jack Dorsey Rejoins Twitter: Returning to the Nest"](#), *The Economist*, March 29, 2011.
- Research on Twitter featured in ["The Truth About Twitter: It's The Evening News"](#), *Business Insider*, March 28, 2011.

PROFESSIONAL SERVICES

- **Associate Chair**: the ACM CHI Conference on Human Factors in Computing Systems (CHI) 2018, 2020, 2021, 2022
- **Senior Program Committee**: the International AAAI Conference on Web and Social Media (ICWSM) 2016 - 2022
- **Dataset Co-Chair**: ICWSM 2022
- **Tutorial Co-Chair**: ICWSM 2021
- **Workshop Co-Chair**: ICWSM 2019
- **Accessibility Challenge Co-Chair**: WebForAll (W4A) 2022
- **Doctorate Consortium Co-Chair**: W4A 2021
- **Panel of Judges**: W4A Accessibility Challenge 2020, 2021
- **Program Committee**: The Web Conference (TWC, formally WWW) 2019, 2021, 2022
- **Program Committee**: the International ACM SIGACCESS Conference on Computers and Accessibility (ASSETS) 2015 - 2021
- **Program Committee**: ICWSM 2013, 2014
- **Workshop Organizer**: *Addressing the Accessibility of Social Media Workshop @ CSCW 2019*
- **Reviewer**: the ACM Transactions on Accessible Computing, the ACM International Conference on Web Search and Data Mining (WSDM) (2012), CHI (2016, 2017, 2019), the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW) (2018, 2019, 2020, 2021), the ACM Symposium on User Interface Software and Technology (UIST) (2019), New Media & Society

TEACHING EXPERIENCE

• Cornell University

• Teaching Assistant

- **INFO 4302/6302**: Web Information Systems. *Spring 2011*
- **PSYCH/COGST/INFO 214/614**: Computational Cognitive Psychology. *Fall 2007*

• University of California, Santa Barbara

• Teaching Assistant

- **CS10**: Object Oriented Programming in Java. *Winter 2007*
- **CS276**: Graduate Networking. *Fall 2006*
- **CS290F**: Large-scale Networked Systems. *Spring 2006*
- **CS5JA**: Introduction to Computer Programming. *Winter 2006*
- **CS170**: Operating Systems. *Fall 2005*

MENTORING EXPERIENCES

- Siddharth Bajaj (MPS Student at Cornell Information Science)
- Jiang Jian (MPS student at Cornell Information Science)
- Violeta Voykinska (MPS student at Cornell Information Science, now Senior Design Researcher at Designit)
- Isabel Kloumman (PhD Intern, now Research Manager at Facebook)
- Yuhang Zhao (PhD Intern, now Assistant Professor at University of Wisconsin, Madison)
- Kinyetta Nance (PhD Intern, co-mentor, now Researcher at Twitter)
- Kelly Mack (Undergrad Intern, co-mentor, now PhD student at University of Washington)
- Rose Hong (Undergrad Intern, now senior at Harvard University)
- Michela Paganini (Postdoc Researcher at Facebook AI Research, now Research Scientist at DeepMind)
- Roman Rädle (Visiting Researcher at Facebook / Assistant Professor at Aarhus University, now Software Engineer at Facebook)
- Xinyue Zhang (Software Engineer at Facebook)
- Xinyu Li (Software Engineer at Facebook)
- Ming Sun (Applied Research Scientist at Facebook)

REFERENCES

A full list of references is available upon request.