

## Background Summary & Skills

- Over 10 years of industry experience influencing the global user experience in R&D and Consumer Product Development at leading technology companies.
- Experienced speaker, published author, and patent holder.
- Effective advocate and leader for public libraries in communities; as Chair of the Palo Alto Library Commission, responsible for creating the vision for Palo Alto Libraries.
- Knowledgeable and experienced in a variety of library contexts, ranging from library education, to user needs in business environments, academic libraries, public libraries, and special libraries.

## Education

**Ph.D., Library and Information Science, 1996**  
**University of California, Los Angeles**

- **Dissertation:** "The Effect of Domain Knowledge on Elementary School Children's Search Behavior on an Information Retrieval System: The Science Library Catalog." Advisor: Dr. Christine Borgman.

**MILS, Masters of Information and Library Science, 1990**  
**University of Michigan, Ann Arbor**

- **Thesis:** "The Role of Citation Analysis in Evaluating Chemistry Journals"

**BA, Political Science/International Relations (*Magna Cum Laude*), 1988**  
**University of California, Los Angeles**

## Academic Experience

**Professor and Director, School of Library & Information Science**  
**San Jose State University, San Jose, CA. August 2010-Present.**

- Director of the Silicon Valley Global e-Campus, a fully online master's degree program and the largest accredited Library and Information Science degree program in the world.
- Coordinator of the Gateway PhD Program with the Queensland University of Technology.

**Adjunct Professor, Information School (*Information Management Issues in Organizations*)**  
**University of Washington, Seattle, WA. Summer 2002.**

**Assistant Professor, School of Information Resources and Library Science**  
**University of Arizona, Tucson, AZ. 1995-1998.**

- Taught graduate courses in: Information Seeking Behavior, Information Resources Development, Information Resources Evaluation
- Taught a distant education course, using early technologies.
- Published findings in peer-reviewed journals.
- Mentored graduate students; served on Ph.D. dissertation committees.
- Developed and submitted proposals for research projects that were awarded funding.

**Adjunct Assistant Professor, Library Science Program (*Introductory Reference*)**  
CSU-Fullerton – Branch of San Jose State University Program, Fullerton, CA.  
Summer 1993.

**Teaching Associate, Graduate School of Education and Information Studies (*Online Searching*).**  
University of California, Los Angeles, CA. 1993.

**Teaching Associate, Graduate School of Education and Information Studies (*Information in Society*).**  
University of California, Los Angeles, CA. 1992.

**Adjunct Assistant Professor, Library Science Program (*Introductory Reference*)**  
CSU-Fullerton – Branch of San Jose State University Program, Fullerton, CA.  
Summer 1991.

## **Industry Experience**

**Lead User Researcher**  
LinkedIn, Mountain View, CA. March 2010-June 2010.

- Grow and build a research culture leading to growth of the research team to address global user, market, sales and business development, and other research needs.
- Create, drive, and execute global research plans to inform and impact current and future LinkedIn experiences, releases, product vision, and roadmap.

**Senior User Experience Lead, MSN.com**  
Microsoft, Mountain View, CA. May 2008 – March 2010.

*MSN Global User Research Manager, Future Directions and Research Team*

- Create, drive, and execute global user research plans to inform and impact current and future MSN products and services releases and product vision and roadmap – impacting 600 million users worldwide.
- Apply a multiplicity of qualitative and quantitative research methods to inform product development and future product releases, including longitudinal, usability, competitive, ethnographic, survey, customer insight research, and instrumented/experimentation data analysis.
- Manage and mentor user researchers in 3 locations across the United Kingdom and the United States.
- Responsible for defining, planning, and executing user research to inform the first major redesign of the MSN homepage in 10 years (<http://preview.msn.com>), performing research pre-launch in 6 countries using a range of qualitative and quantitative methodologies, resulting in positive reviews in the press and post-launch. “Clutter-free, Twittified, Bing-ed (and also Apple-icious)... it is a major shift for the portal site” ([All ThingsD](#), 11/3/2009).

*MSN User Experience Manager, Social & Community Platforms/Personalized Portals*

- Set user experience (UX) vision and priorities for MSN products and services,

including MSN Social and Community Platforms (message boards, inline comments, ratings, reviews, expert blogs, polls, profiles, question/answer experiences, social activity feeds), MSN Toolbar, MSN Mobile platform, My MSN, and execute.

- Provide global research leadership, templates and direction to inform and influence products and services across MSN international markets.
- Manage and lead a high caliber UX team (designers, researchers) to drive product goals and user experience throughout the product cycle.
- Hire, manage, and mentor full-time and agency/vendor user experience designers and researchers.
- Responsible for the design and research of the new Facebook, Windows Live, and Twitter experience on the re-designed MSN homepage.

#### **User Experience Research Lead, Hotmail and Windows Live Web Communications**

**Microsoft, Mountain View, CA. September 2006 – May 2008.**

- Served as the Research Lead during the user experience development during the major re-design of MSN Hotmail to Windows Live Hotmail. User experience received top accolades for best web mail service by the Wall Street Journal's Walt Mossberg and PC World.
- Drove research plans and metrics for Windows Live Web Communications products, including Hotmail, Calendar, Contacts, Web Messenger, and Gallery.
- Managed user experience researchers and contractors, and the research budget.
- Performed variety of research studies including field, lab, survey, heuristic, and applied results to improve Windows Live Web Communications suite of products.

#### **User Experience Research Lead, Customer Design Center**

**Microsoft, Mountain View, CA. October 2004 – August 2006.**

- Drove research plans and metrics for a variety of Windows Live consumer internet products and platforms including for mobile (Windows Live Mobile), TV (MSNTV), and PC (e.g., Windows Live Toolbar, Windows Live Gallery).
- Managed user experience researchers, contractors, and vendors, as well as the research budget.
- Performed variety of research studies including field, lab, survey, heuristic, and international research studies (e.g., Japan, China), and applied results to improve Windows Live products.

#### **Information Research Program Director**

**HP Labs, Palo Alto, CA. July 1998 – October 2004.**

- Built a research program to conduct research about the scientific and engineering research processes.
- Established an Advisory Board composed of HP Labs researchers and managers worldwide to set strategic direction and to serve as a sounding board for the program.
- Managed a company-wide project to sponsor the UCLA Surveying the Digital Future Project over a 3-year period by building a data repository, facilitating

data usage by business units, and influencing data collection process.

- Contributed to major redesign of the Library's web site, based on understanding of client information needs.
- Provided user studies consulting services to HP Labs research projects, including Immersive Telepresence project.
- Developed a long-term usability assessment plan, implemented user and usability testing on information portal site, and recommended and developed content and information architecture improvements.
- Created and implemented a tool to facilitate idea and knowledge sharing within HP.
- Led staff hiring teams for information technology, marketing/communications, and reference manager positions.

## **Library Experience**

Acting Technical Services Library Manager, Global Library & Information Services @ Palo Alto Research Library  
HP Labs, Palo Alto, CA. May 2001-September 2001.

Litigation Librarian  
O'Melveny & Myers, Los Angeles, CA. June - October 1991.

Reference Assistant, Undergraduate Library  
University of Michigan, January 1989 - May 1990.

Library Associate, Chemistry Library  
University of Michigan, September 1988 - June 1990.

Assistant Law Librarian  
Rosen, Wachtell & Gilbert, March - July 1988.

Library Assistant, Reserve Book Room  
University of California, Davis, September 1984 - June 1985.

## **Other Research and Consulting Experience**

Faculty Coordinator, Library Institute for Public Librarians, Arizona Department of Library Archives and Public Records, May 1996.

Consultant, Arizona Department of Library Archives and Public Records, "Needs Assessment of Arizona Libraries," 1995-1997.

Consultant, Knowledge Adventure, November 1994.

Consultant, O'Melveny & Myers, December 1993.

Consultant, Getty Art History Information Program: "*Art and Architecture Thesaurus* User Study," December 1991 - June 1992.

Research Assistant, Science Library Catalog Project directed by Dr. Christine Borgman, Graduate School of Education and Information Studies, University of California, Los Angeles, September 1991- December 1994.

Research Assistant, directed by Dr. Mary Niles Maack, Graduate School of Education and Information Studies, University of California, Los Angeles, September 1990- December 1992.

Project Coordinator, Minority Financial Aid Programs, Reference Service Press, Summer 1987.

Project Coordinator, Women Financial Aid Programs, Reference Service Press,

Summer 1986.

Project Assistant, ABC-Clio, Summer 1984.

## Patents

“Extensible and Application-Adaptable Toolbar for Web Services”, US Patent Application 20090271735, October 29, 2009.

“Electronic Mail Inbox with Focused E-Mails According to Categories”, US Patent Application 20090089798, April 2, 2009.

“Pending and Exclusive Electronic Mail”, US Patent Application 20090089381, April 2, 2009.

“Efficient message communication in mobile browsers with multiple endpoints”, US Patent Application 20080242324, October 2, 2008.

“Mobile Device User Interface”, US Patent Application 20080059896, March 6, 2008.

## Publications

### Articles, Papers, and Books

Hirsh, S.G., and Anderson, C. When “real names” create real problems: Exploring user choice of identity in different online contexts. Submitted to The Association for Computing Machinery Special Interest Group on Computer Human Interaction (ACM SIGCHI) CHI’10 Annual Conference.

Anderson, C., Hirsh, S. G., and Mohr, A. (2008). Wheels around the world: Windows Live mobile interface design. In *CHI '08 Extended Abstracts on Human Factors in Computing Systems* (Florence, Italy, April 05 - 10, 2008). ACM CHI '08, 2113-2128.

Hirsh, S. & Dinkelacker, J. (2004). Seeking information in order to produce information: An empirical study at Hewlett Packard Labs. *Journal of the American Society for Information Science & Technology*, 55 (9), 807-817.

Hirsh, S. (2004). Domain knowledge and children’s search behavior. In: *Youth Information Seeking Behavior: Theories, Models and Issues*. Edited by Mary K. Chelton and Colleen Cool. Scarecrow Press. pp. 241-270.

Hirsh, S. & Dinkelacker, J. (2003). Impact of a Corporate Merger on the Information Seeking Behaviors of Research Practitioners. *Proceedings of the 66<sup>th</sup> American Society for Information Science & Technology Annual Meeting*, Volume 40, 78-84.

Gore, P. & Hirsh, S.G. (2003). Planning your way to a more usable web site. *Online Magazine* May/June, Volume 27 (3), 20-27.

Hirsh, S.G. (2001). Building a global corporate library portal: Usability results and design implications. *Proceedings of the 64th American Society for Information Science & Technology Annual Meeting*, Volume 38, 268-280.

Hirsh, S.G. (2000). Information Needs, Information Seeking, and Communication in an Industrial R&D Environment. *Proceedings of the 63<sup>rd</sup> American Society for Information Science Annual Meeting*, Volume 37, 473-486.

Hirsh, S.G. (1999). Children's relevance criteria and information-seeking on electronic resources. *Journal of the American Society for Information Science*, 50 (14), 1265-1283.

- Hirsh, S.G. (1999). Information seeking at different stages of the R&D research process. *Proceedings of SIGIR'99*, 22nd International Conference on Research and Development in Information Retrieval, University of California, Berkeley, 285-286.
- Hirsh, S.G. (1998). Relevance determinations in children's use of electronic information systems: A case study. *Proceedings of the 61<sup>st</sup> American Society for Information Science Annual Meeting*, Volume 35, 63-72.
- Hirsh, S.G. (1997). How Do Children Find Information on Different Types of Tasks? Children's Use of the Science Library Catalog. *Special Issue: Children and Digital Libraries. Library Trends*, 45 (4), 725-745.
- Borgman, C.L., Hirsh, S.G., & Hiller, J. (1996). Rethinking Online Monitoring Methods for Information Retrieval Systems: From Search Product to Search Process. *Journal of the American Society for Information Science*, Special Issue on Current Research in Online Public Access Systems, 47 (7), 568-583.
- Walter, V.A., Borgman, C.L., & Hirsh, S.G. (1996). The Science Library Catalog: A Springboard for Information Literacy. *School Library Media Quarterly*, 24 (2), 105 -110.
- Hirsh, S.G. (1996). Complexity of Search Tasks and Children's Information Retrieval. *Proceedings of the 59th American Society for Information Science Annual Meeting*, Volume 33, 47-51.
- Borgman, C.L., Hirsh, S.G., Walter, V.A., & Gallagher, A.L. (1995). Children's Searching Behavior on Browsing and Keyword Online Catalogs: The Science Library Catalog Project. *Journal of the American Society for Information Science*, 46 (9), 663-684.
- Hirsh, S.G., & Borgman, C.L. (1995). Comparing Children's Use of Browsing and Keyword Searching on the Science Library Catalog. *Proceedings of the 58th American Society for Information Science Annual Meeting*, Volume 32, 19-26.
- Hirsh, S.G. (1995). The Effect of Domain Knowledge on Elementary School Children's Search Behavior on an Information Retrieval System: The Science Library Catalog. *Conference on Human Factors in Computer Systems, CHI'95 Conference Companion*. Denver, CO. New York: The Association for Computing Machinery, 55-56.
- Goldstein, S.E. (1992). The Role of Citation Analysis in Evaluating Chemistry Journals: A Pilot Study. *Advances in Library Administration and Organization*, 10, 97-112.
- King, N.S., Goldstein, S.E., & Williams, L.A. (1990). MEDLINE and PsycLIT on CD-ROM: A Survey of Users in an Academic Medical Library. *Medical Reference Services Quarterly*, 9 (Spring), 43-58.
- Schlachter, G.A., with S.E. Goldstein (1989). *The Directory of Financial Aids for Minorities 1989-1990*. Redwood City, CA: Reference Service Press.
- Schlachter, G.A., with S.E. Goldstein (1987). *The Directory of Financial Aids for Women 1987 - 1988*. Redwood City, CA: Reference Service Press.

#### **Technical and Consulting Reports**

- Hirsh, S., Sellen, A., & Brokopp, N. (2004). *Why HP People Do and Don't Use Videoconferencing Systems*. HP Labs Technical Report [HPL-2004- 140\(R.1\)](#). 38

pages.

- Hirsh, S. & Dinkelacker, J. (2003). *Seeking information in order to produce information: An empirical study at Hewlett Packard Labs*. HP Labs Technical Report [HPL-2003-76](#). 22 pages.
- Hirsh, S. & Dinkelacker, J. (2003). *Impact of a Corporate Merger on the Information Seeking Behaviors of Research Practitioners*. HP Labs Technical Report [HPL-2003-75](#). 11 pages.
- Gore, P. & Hirsh, S.G. (2003). *Planning your way to a more usable web site*. HP Labs Technical Report [HPL-2003-57](#). 13 pages.
- Dinkelacker, J., & Hirsh, S.G. (2002). *Observations on a Trans-Oceanic Collaboration: Anecdotes from an HP Labs Initiative*. HP Labs Technical Report [HPL-2002-105](#). 20 pages.
- Hirsh, S.G. (2001). *Building a global corporate library portal: Usability results and design implications*. HP Labs Technical Report, [HPL-2001-280](#). 17 pages.
- Hirsh, S.G. (1999). *Exploring Information Needs and Information Seeking Behavior in HP Labs*, Internal HP Labs Technical Report (HPL-1999-89). 46 pages.
- Hurt, C.D., Seavey, C.A., & Hirsh, S.G. (1997). *Needs Assessment for Arizona Libraries*. Arizona Department of Library, Archives and Public Records. 81 pages.
- Hirsh, S.G. (1996). *Arizona Library Institute Final Report*. Arizona Department of Library, Archives and Public Records. 50 pages.
- Borgman, C.L., & Hirsh, S.G. (1993). *Final report to UCLA International Studies and Overseas Programs, Research Methods for Online Monitoring of User Behavior in Information Technologies. Research trip to Australia*. 35 pages.
- Borgman, C.L., & Goldstein, S.E. (1992). *Art and Architecture Thesaurus User Study: Final Report*. Getty Art History Information Program. 100 pages.

## Presentations

- “Stepping into the Future: Vision for the School of Library and Information Science.” Keynote Speaker, California Library Association 2010 Annual Conference. Sacramento, California. November 2010.
- “Ready to Meet the Future: Preparing Graduates for Success in a Rapidly Changing Field.” Invited Speaker, UCLA Information School Colloquium. Los Angeles, California. October 2010.
- “Forum on Technology and Community Libraries.” Invited Panel Speaker. Palo Alto, California. September 2010.
- “Social media trends: Implications for Identity, Careers, and Education.” Illuminate Users Conference. San Jose State University, San Jose, California. September 2010.
- “Social media trends.” Eyes on the Future: Trends in Information Technology Panel (Organizer). American Society for Information Science & Technology Annual Meeting, Vancouver, Canada. November 2009.
- “Taking Advantage of Blurred Boundaries: The Value of Social Media for Consumers.” Invited Keynote Speaker, Townsend School of Business Accelerated MBA Speaker Series, Dowling College, New York. September

2009.

“Social and Community Behaviors in Five Countries: A Cross Cultural Analysis of MSN Next Gen Research Findings in UK, Korea, France, India, Brazil.” Invited Speaker, Microsoft Global Social Workshop, Microsoft Corporation, March 2009.

“Wheels around the world: Windows Live mobile interface design.” CHI '08 Conference, Florence, Italy, April 2008.

“Applying Ethnographic Methods to Inform Consumer Internet Products.” *Research into Practice: Studying Producers and Consumers in Social Computing Environments Workshop*. American Society for Information Science & Technology Annual Meeting, Milwaukee, WI. October 2007.

“Understanding Cultural Differences in the Use of Mobile Phones.” CHI Lecture Series, Center for Human-Information Interaction, University of Washington, May 2007.

“Lost in Translation? Applying information behavior research to system design.” American Society for Information Science & Technology Annual Meeting, Austin, TX. November 2005.

“Establishing a research agenda for studies of online search behaviors.” American Society for Information Science & Technology Annual Meeting, Austin, TX. November 2005.

“Search Trends and Implications for Libraries: How can users find what they need?” Digital Library Seminar Conference, Tilburg University, The Netherlands, August 2005.

“Alternative Careers – Stretching the boundaries of the Information Professional.” Menlo Park, CA. Special Libraries Association Panel, April 2005.

“Application of Usability Findings into Design.” Usability in Practice Panel (Organizer). American Society for Information Science & Technology Annual Meeting, Long Beach, CA, October 20, 2003.

“Information seeking behaviors of research practitioners in an R&D setting.” UCLA Department of Information Studies Colloquium Series, University of California – Los Angeles, Los Angeles, CA, March 2003.

“Impact of a Corporate Merger on the Information-Seeking Behaviors of Research Practitioners.” American Society for Information Science & Technology Annual Meeting, Long Beach, CA, October 20, 2003.

“Knowledge Sharing and Management: Law Librarians Workshop.” Daily Journal Legal Works 2002 Conference, Invited Panelist, San Francisco, California, April 2002.

“Building a global corporate library portal: Usability testing and design requirements.” American Society for Information Science & Technology Annual Meeting, Washington, DC, November 6, 2001.

“Privacy: Can it ever be protected on the Internet?” Comdex, Panel Presentation, Las Vegas, NV, November 2001.

“The Wireless World.” World Internet Project Congress Meeting, Plenary Discussion, Gävle, Sweden, August 2001.

“Idea Forum: Creating a dynamic knowledge sharing environment.” NASA Ames,

Mountain View, CA, June 2001.

- "HP Usability Study Findings and Web Design Recommendations." Wiley Library Advisory Board Meeting, New York, NY, May 2001.
- "Information needs, information seeking, and communication in an industrial R&D environment." American Society for Information Science Annual Meeting, Chicago, Illinois, November 15, 2000.
- "Corporate Brainpower: Knowledge management in HP," School of Information Management and Systems Symposium Series, University of California – Berkeley, Berkeley, CA, September 2000.
- "Corporate Brainpower: Using the HP intranet for rapid ideation and problem-solving," International Paper Innovation Council Meeting, Burlingame, CA, July 2000.
- "Creating and sharing ideas in HP Labs," Siemens Creativity Symposium, Palo Alto, CA, May 2000.
- "R<sup>2</sup>=IRP: Conducting research about research in HP Labs." HP Network Libraries Annual Meeting, San Diego, California, November 1999.
- "Knowledge Sharing and Creation in R&D Virtual Organizations." American Society for Information Science (ASIS) Annual Meeting, November 1999.
- "Relevance determinations in children's use of electronic information systems: A case study." American Society for Information Science (ASIS) Annual Meeting, October 1998.
- "Measuring Search Behavior for Different User Communities." HP Labs Chalk Talk, September 1998.
- "Information Research Program: An Overview." HP Labs Annual Library Review, August 1998.
- "Complexity of Search Tasks and Children's Information Retrieval." American Society for Information Science (ASIS) Annual Meeting, Baltimore, MD, October 1996.
- "Strategies for Searching the Internet," SIG Human-Computer Interaction Panel Presentation on Network-Centered Computer. American Society for Information Science (ASIS) Midyear Meeting, San Diego, CA, May 1996.
- "The Effect of Domain Knowledge on Children's Search Behavior," Invited Research Panel. Association of Library and Information Science Education (ALISE) Annual Meeting, San Antonio, TX, February 1996.
- "Comparing Children's Use of Browsing and Keyword Searching on the Science Library Catalog," American Society for Information Science (ASIS) Annual Meeting, Chicago, IL, October 1995.
- "Children's Search Behavior on the Science Library Catalog: Factors Affecting Children's Use of Browse and Keyword Search Methods," Graduate School of Education and Information Studies Annual Student Conference, University of California, Los Angeles, May 1995.
- "Modeling Children's Search Behavior on an Information Retrieval System: The Science Library Catalog," School of Library, Information, & Archival Studies, University of New South Wales, Sydney, Australia, September 1993.
- "From Hands-On Science to Information Retrieval: Tools for Young Scientists," American Library Association Conference, Association of Library Service to

Children (ALSC) Research and Development Committee program, New Orleans, LA, June 1993.

"Clustering Issues Related to Use of the Dewey Decimal Classification in the Science Library Catalog," California Cataloging Colloquium, University of California, Los Angeles, April 1992.

"Publication Patterns of Women Faculty in Library and Information Science," Center for Women's Studies' Graduate Student Research Conference, University of California, Los Angeles, April 1992.

### **Workshops**

Invited Speaker, "Application of Usability Findings into Design." University of Southern California Library System Professional Workshop, University of Southern California, Los Angeles, CA, March 2004.

Invited Participant, 2<sup>nd</sup> Annual ASIST SIGUSE Research Symposium "Measuring Search Behaviors: Current and Proposed Methods," ASIST Annual Meeting, Philadelphia, PA, November 2002.

Invited Participant, Pacific Bell / UCLA Initiative for 21st Century Literacies: Measuring the Digital Divide Public Policy Roundtable. University of California, Los Angeles. August 1-2, 2002.

Invited Speaker, "Needs Assessment of Arizona Libraries," School of Information Resources and Library Science Brown Bag Lecture Series, University of Arizona, Tucson, AZ, March 1997.

Invited Speaker, "Hearing the Right Question, Giving the Right Answer (Reference Techniques)," Maricopa County Library System Inservice Training Workshop, Maricopa County Library, Phoenix, AZ, November 1996.

Invited Speaker, "Children's Information Seeking Behavior," DLAPR sponsored Public Library Institute, University of Arizona, Tucson, AZ, May 1996.

Invited Speaker, "Selecting the Best Software for Children," Graduate School of Education and Information Studies, Department of Library and Information Science, University of California, Los Angeles, Mapping the Information Byways: The Technology Series, November 1994.

Invited Speaker, "Science Software for Children," Graduate School of Education and Information Studies, Department of Library and Information Science, University of California, Los Angeles, Information Tools for Young Scientists: An Intensive Training Institute for Children's Librarians, August 1994.

### **Guest Lectures**

"Children's Search Behavior on the Science Library Catalog: Research Methods," Research Methods graduate class, School of Library Science, University of Arizona, April 1996.

"Children's Use of Electronic Information Retrieval Systems," Information-Seeking Behavior graduate class, Graduate School of Education and Information Studies, University of California, Los Angeles, November 1994.

"Children and Computers," Human-Computer Communication undergraduate class,

Communications Studies Department, University of California, Los Angeles, November 1993.

"Current Research in Human-Computer Interaction," Human-Computer Communication graduate class, Graduate School of Education and Information Studies, University of California, Los Angeles, October 1992.

"Children's Information Seeking Behavior," Children's Information Services graduate class, Graduate School of Education and Information Studies, University of California, Los Angeles, March 1992.

"Cultural Diversity in Interface Design," Human-Computer Communication graduate class, Graduate School of Education and Information Studies, University of California, Los Angeles, October 1990.

#### **Poster Sessions**

"Information seeking at different stages of the R&D research process." *Proceedings of SIGIR'99*, 22nd International Conference on Research and Development in Information Retrieval, University of California, Berkeley, 285-286, August 1999.

"Doing Research Down Under: A National Science Foundation Travel Grant to Australia," International Work Experience Poster Session, Arizona Library Association, Annual Conference, Phoenix, Arizona, December 1996.

"Children's Browsing and Keyword Searching on the Science Library Catalog: The Effect of Domain Knowledge on Search Behavior," ACM Special Interest Group Information Retrieval (SIGIR), 18th International Conference on Research and Development in Information Retrieval, Seattle, WA, July 1995.

"Children's Search Behavior on the Science Library Catalog," Windows of Opportunity Symposium for Female Students in Computing, Washington, DC, May 1993.

#### **Grants and Contracts**

*Idea Forum: Brainstorming for New Business Opportunities (1999)*. HP Labs WBIRL (World's Best Industrial Research Lab) Internal Grant. \$25,000. Principal Investigators: Sandra G. Hirsh, Catherine Slater, Steve Joiner, and SY Wang.

*Relevance Determinations in Children's Use of Electronic Library Catalogs (1997-1998)*. Small Grant Program - Office of the Vice President for Research, University of Arizona. Principal Investigator: Sandra G. Hirsh. \$4,752. Award 425756.

*Collection Analysis Web Page (1997)*. Arizona Department of Library, Archives and Public Records. Principal Investigator: Sandra G. Hirsh. \$12,335. Award 431920. (Completed Project December 1997: Collection Development Training for Arizona Public Libraries, <http://www.dlapr.lib.az.us/cdt/index.htm>)

*Research Methods for Online Monitoring of User Behavior in Information Technologies (1993-1994)*. Travel grant, National Science Foundation and Department of Industry, Technology, and Commerce, Australia. Joint work with Prof. John Hiller, School of Computer Science and Engineering, University of New South Wales, Sydney, Australia. Principal Investigator: Christine

Borgman. Co-Investigator: Sandra Goldstein Hirsh.

## Honors and Awards

- JASIS Best Paper Award, Awarded by ASIS at 1996 Annual Conference, Baltimore, MD to: Borgman, C.L., Hirsh, S.G., Walter, V.A., & Gallagher, A.L. (1995). Children's Searching Behavior on Browsing and Keyword Online Catalogs: The Science Library Catalog Project. *Journal of the American Society for Information Science*, 46 (9), 663-684.
- CHI'95 Doctoral Consortium, ACM Special Interest Group Computer Human Interaction (SIGCHI), May 1995.
- UCLA Dissertation Year Fellowship, UCLA Chancellor's Award Program, 1994.
- UCLA Distinguished Scholar Award, UCLA Alumni Association Advisory and Scholarship Program, 1993.
- Department of Education, HEA Title II-B, Library Career Training Program Award, 1993-1994; 1991-1992.
- Doctoral Students to ALISE Conference Award, 1993.
- National Science Foundation, Windows of Opportunity: Symposium for Female Students in Computing, Washington, DC, 1993.
- Andrew Horn Professional Development Award, UCLA, 1990.
- University Fellowship, UCLA, 1990-1991.
- Registration Fee Grant, UCLA, 1990-1991.
- Student Staff to ALA, University of Michigan, 1990.

## Community Service

- Campaign Council Member, Palo Alto Library Foundation, Palo Alto, CA, 2010-Present.
- Advisory Board Member, Library Bond Measure Oversight Advisory Board (appointment), Palo Alto, CA, 2009-2014.
- Chair, Library Advisory Commission (appointment), Palo Alto, CA, 2005-2008.
  - Responsible for leading the Commission that established the vision and plan for Palo Alto libraries which was unanimously approved by Palo Alto City Council and ultimately approved by voters as Measure N in November 2008.
- Commissioner, Library Advisory Commission (appointment), Palo Alto, CA, 2002-2005.
- Greenmeadow Community Association Board, Member and Secretary, Palo Alto, CA, 2003-2005.
- Mitchell Park Library & Community Center Site Task Force, Palo Alto Community Representative, City of Palo Alto Public Libraries, Palo Alto, CA, 2001-2002.

## Service

### Professional – National

- Conference Organizing Committee, American Society for Information Science & Technology, 2008-Present (Industry Track Chair)

- Advisor, ALA Editions, 2001-Present.
- Reviewer of Articles Submitted to the *Journal of the American Society for Information Science*, 1996-Present.
- Program Planning Committee, American Society for Information Science & Technology, 2001-2003, 2005-2009.
- Practitioners Track Chair, American Society for Information Science and Technology Annual Meeting, November 2005.
- American Society for Information Science & Technology 2003 Posters Chair, Member, 2002-2003.
- ACM SIGIR (Information Retrieval) Posters Review Committee, 2001.
- Panel Review Member, National Science Foundation Information Technology Research Panel Review for Preproposals over \$500,000. San Francisco, CA, February 2000.
- Organization Committee Member, Reference and Users Services Association, American Library Association, 1998-2000.
- *Reference and User Services Quarterly* (formerly *RQ*) Editorial Advisory Board, 1996-2000.
- Denali Press Award Committee, Member, Reference and Adult Services Division, American Library Association, 1994-1998.
- Doctoral Students Special Interest Group, Convener, Association for Library and Information Science Education, 1993-1994.
- Publications Committee, Chair, Reference and Adult Services Division, American Library Association, 1992-1993.
- Membership Committee, Member - Student Representative, American Library Association, 1990-1994.
- New Members Round Table, Member, Membership Promotion and Relations Committee, American Library Association, 1990-1991.
- Publications Committee, Member, Reference and Adult Services Division, American Library Association, 1989-1992.
- Publications Committee, Intern, Reference and Adult Services Division, American Library Association, 1988-1989.

#### **Advisory Boards**

- International Advisory Council, San Jose State University School of Library & Information Science, 2001-2010.

#### **Professional – Regional**

- Professional Development Committee Member, San Andreas Chapter, Special Libraries Association, 1999-2002.
- Principal Investigator, *Collection Development Training for Arizona Public Libraries* (<http://www.dlapr.lib.az.us/cdt/index.htm>), a training web site sponsored by the Arizona Department of Library, Archives and Public Records, December 1997.
- Secretary, Arizona Chapter of the American Society for Information Science, 1997-1998.

- Steering Committee, Arizona Chapter of the American Society for Information Science, 1995-1997.
- Cooperative Collection Development Committee, Member, Arizona Department of Library, Archives and Public Records, 1997-1998.
- Membership Committee, Member, California Library Association, 1991-1994.

### **University**

- Graduate Representative, Committee on Graduate Education, University of Arizona, 1997- 1998.
- SBS Outstanding Advisor Award Committee, Member, University of Arizona, 1997-1998.
- Fifth-Year Review Committee for Director of School of Library Science, University of Arizona, 1996-1997.
- Library Physical Master Planning Committee, Graduate Student Association Representative, University of California, Los Angeles, 1992-1993.
- Academic Senate Library Committee, Graduate Student Association Representative, University of California, Los Angeles, 1991-1992.
- Ph.D. Program Committee, Student Representative, Graduate School of Education and Information Science, University of California, Los Angeles, 1990-1992.
- Programs & Courses Committee, Ph.D. Student Representative, Graduate School of Education and Information Science, University of California, Los Angeles, 1990-1992.

### **Corporate**

- Mentoring Table Speaker, Silicon Valley Campus Women’s Conference, Microsoft, 2009.
- Facilitator, Silicon Valley Campus Women’s Mentoring Ring, Microsoft, 2008.
- Participant, Silicon Valley Campus Women’s Mentoring Ring, Microsoft, 2007.
- Chair, Conference Evaluation Committee, HP Women’s Conference, Atlanta, GA, 2000-2001.

## **Memberships**

### **Current:**

- ACM, Special Interest Group in Computer Human Interaction (SIGCHI), 2007-Present.
- ALISE, 2010-Present.
- American Library Association, 2010-Present.
- American Society of Information Science & Technology (ASIST), 1994- Present
- ARMA, 2010-Present.
- BayCHI, 2005-Present.

- California Library Association, 2010-Present.
- IFLA, 2010-Present.
- Special Libraries Association, 2010-Present.