Elizabeth Lane Lawley, Ph.D

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Education

1999 **University of Alabama, School of Library & Information Studies**
Ph.D. in Information Science
Recipient of the 2000 James D. Ramer Outstanding Dissertation Award

1987 **University of Michigan, School of Information & Library Studies**
M.L.S. in Information Technology

1984 **University of Michigan, College of Literature, Science, & The Arts**
A.B. in American History

Professional Positions

1997-present **Rochester Institute of Technology, Rochester, NY**
Professor, School of Interactive Games & Media (2011-present).
Founder and Director, Lab for Social Computing, MAGIC Center (2005-present)
Associate Professor, School of Interactive Games & Media (2009-2011)
Associate Professor, Department of Information Technology (2004-2009)
Assistant Professor, Department of Information Technology (1997-2004)

2015 **United States Fulbright Teaching Scholar, Dubrovnik, Croatia**
I spent the spring semester developing and teaching game design and development classes for a Croatian audience, and developing new courses for a Dubrovnik-based study abroad semester focused on games and tourism.

2006-2016 **Social Computing Symposium Curator, Microsoft Research FUSE Labs**
Organized the annual Social Computing Symposium, which brought together 70-90 researchers and practitioners in social computing for a two-day invitation-only symposium.

2005-2006 **Visiting Researcher, Microsoft Research Community Technologies Group**
Provided internal consulting on social features for search-related products. Developed and implemented a casual game for improving social ties within enterprise environments.

1992-2012 **Owner, Internet Training & Consulting Services**
Provided training and consulting on Internet-related topics to businesses, military bases, government agencies, libraries, and schools.

1996-1997 **Adjunct Associate Professor of Journalism, College of Communication**
University of Alabama, Tuscaloosa
Taught classes in new media on the graduate and undergraduate levels.

1989-1992 **Computer Support Supervisor, Congressional Information Service**
Supervised CD-ROM User Support department. Developed CD-ROM user interfaces. Provided technical support to 250 employees. Designed and installed networks. Managed budgets for two departments.

Funded Projects

2011-2014 **Just Press Play ($350,000 gift from Microsoft Research)**
An achievement system designed to encourage undergraduate students to participate in and reflect on in extracurricular activities correlated with student success. Funded by Microsoft Research. Served as PI and game producer.

2008-2009 **Picture the Impossible ($150,000 gift, multiple sources)**
A seven-week alternate reality game developed for the Rochester, NY metropolitan area in conjunction with our local Gannett newspaper. The game introduced players to historical, cultural, and geographic aspects of the city, using web, mobile, and in-person activities. Funded jointly by Microsoft Bing, the Wilson Foundation, and in-kind contributions of salaries and resources from RIT and the newspaper. Served as PI and game producer.

2003-2007 **NSF #EIA-0305973 : Understanding Gendered Attrition in Departments of Information Technology ($323,000)**
PI on the first NSF-funded work in RIT's Department of Information Technology, a multi-year qualitative study assessing gendered attrition in programs of Information Technology (IT).

Peer-Reviewed Papers & Presentations

Lawley, E. (2018) "Game Design & Tourism: Conceptual Overlaps and Collaborative Opportunities." HUPG Conference 2018, Dubrovnik, Croatia.

Lawley, E. (2018) "City as Platform: Connecting Culture, Creativity, and Computing." Connected Learning Summit 2018, Cambridge, MA.

Lawley, E., Altizer, R., Fullerton, T., Phelps, A., and Steinkuehler, C. (2017) "Game Design & Development Curriculum: History and Future Directions." Foundations of Digital Games '17, Hyannis, MA.

Lawley, E. (2017) "Study Abroad: The Missing Piece in Game Design & Development Education." Education Summit, Game Developers Conference, San Francico, CA.

Lawley, E (2016) "Game Design and Tourism: Two Fields that Play Well Together!" Meaningful Play Conference, East Lansing, MI

Lawley, E. (2016) "Picture the Impossible: Designing, Deploying, and Evaluating a Community-Based Game" Meaningful Play Conference, East Lansing, MI

Lawley, E. (2015) "Ingress Well Played: City as MMO." Games, Learning & Society Conference, Madison, WI

Lawley, E. & Henderson, T. (2014) "Encouraging Engagement with Visual Culture: Implementing Just Press Play in Malmo." Proposal accepted for and presented at the RIT/Malmö Symposium.

Lawley, E. et al (2014) "From gamified to game-inspired: Using games in higher ed settings." Games, Learning & Society Conference, Madison, WI

Lawley, E. & Phelps, A. (2I013). "You Know You're Going to Fail, Right?": Learning From Design Flaws in Just Press Play at RIT. Games, Learning & Society Conference, Madison, WI

Deterding, S., Björk, S., Nacke, L. E., Dixon, D., & Lawley, E. (2013). Designing Gamification: Creating Gameful and Playful Experiences. Proceedings of the 2013 annual conference extended abstracts on Human factors in computing systems. Presented at ACM CHI 2013, Paris, France.

Lawley, E. & Phelps, A. (2013). Just Press Play: Designing a Game Layer for Student Success. Proceedings of the 2013 annual conference extended abstracts on Human factors in computing systems. Presented at ACM CHI 2013, Paris, France.

Decker, A., & Lawley, E. L. (2013). Life's a game and the game of life. Proceeding of the 44th ACM technical symposium on Computer science education (pp. 233–238). Presented at the SIGCSE '13, Denver, CO: ACM Press. doi:10.1145/2445196.2445269

Harris, S., Martinez, R., Martin, C., Phelps, A, & Lawley, E. (2012) The Role of Quantitative Assessment in Just Press Play: A Pervasive Game Addressing College Retention Issues and the Overall College Experience. Games, Learning & Society Conference, Madison, WI.

Martinez, R., Martin, C., Harris, S., Squire, K., Lawley, E., Phelps, A. (2012) Just Press Play: Design Implications for Gamifying the Undergraduate Experience. Games, Learning & Society Conference, Madison, WI.

Watson, J., Stokes, B., Brinkman, D., Lawley, E., & Martinez, R. (2012). This Is Not An Orientation: Gameful Layers for the Freshman Experience. Game Developers Conference Education Summit, San Francisco, CA.

Lawley, E.L, Oyzon, E., & Phelps, A. (2011). "Just Press Play: Using Game Design and Narrative to Reshape the Undergraduate Student Experience." Games, Learning & Society Conference, Madison, WI.

Malaby, T.M,, Lawley, E.L.. et al. (2009). "The Academic Guild: The Interdisciplinary Value of Ongoing Pwnage." Games, Learning & Society Conference, Madison, WI.

Lawley, E. L. & Lawley, L. (2009). "From Game Mods to Math Models: Using Garry's Mod for Math, Physics, and Programming Problem-Solving." Games, Learning & Society Conference, Madison, WI.

Lawley, E. L. & Lawley, L. (2008). "Games as Gateway Drugs." Games, Learning & Society Conference, Madison, WI.

Lawley, E. L. et al (2007). "Families who game together…" Games, Learning & Society Conference, Madison, WI.

Lawley, E.L., Millen, D. (2006, November) Understanding Folksonomies: Technology and Trends in Collaborative Tagging. Tutorial presented at the ACM CSCW Conference, Banff, BC.

Lawley, E.L. (2006, May). Backchannels and the Active Audience. Presented at the Microsoft Research Social Computing Symposium, Redmond, WA

Lawley, E. L., Halavais, A., Paquet, S., Shirky, C., & Walker, J. (2004, June). Weblogs and cross-disciplinary communication. Paper presented at the Media Ecology Association.

Lawley, E. L. (2003, October). Cultural capital and dominance in the weblog economy. Paper presented at Association of Internet Researchers, Toronto, ON.

Lawley, E. & Henderson, T. (2003) 'Understanding Gendered Attrition in Departments of Information Technology.' ACM SIG-ITE Proceedings of the CITC4.

Lawley, E. L. (2002). "Beyond Design: Towards a Web Application Development Curriculum." Conference on Information Technology 3, Rochester, NY.

Books

Lawley, E. L. (1994). "Choosing an Internet Trainer or Consultant." In *Internet Unleashed* (New York: SAMS)

Lawley, E. L. & Summerhill, C. A. (1993). *Internet Primer for Information Professionals*. (Westport, CT: Meckler)

Lawley, E L. (1990). *Microcomputer Management and Maintenance for Libraries*. (Westport, CT: Meckler).

Invited Presentations

Keynote Addresses (International)

Vertice Conference, Universidad San Francisco de Quito, Quito, Ecuador, March 2014: "Understanding Gameful Design"

MOOCs & Libraries Symposium, University of Toronto, October 2013: "Libraries & Gamification."

Australian Library & Information Association, January 2009, Sydney, Australia. "Libraries as Happiness Engines."

CARVI 2010: VII Congress on Virtual Reality Applications, Vitoria-Gasteiz, Spain, November 2010. "Picture the Impossible: An alternate reality game for community building."

Manitoba Library Association, Winnipeg, May 2007. "Gaming & Libraries"

Webcom 2007, Montreal, May 2007. "Social Media Tools for Business Success"

7th Woibex Women in Business Conference, Dubai, UAE, March 2005. "Women and Technology"

Keynote Addresses (United States)

Internet Librarian 2011, Monterey, CA, October 2011. "The Great Gamification Debate."

Internet Librarian 2010, Monterey, CA, October 2010. "Adding Value Through Visualization."

LITA Forum 2009, Salt Lake City, UT, October 2009. "Picture the Impossible: A Technical, Tangible, Social Community Game"

State University of New York Conference on Information Technology, May 2009, Oswego, NY. "Technical, Tangible, Social"

Internet Librarian 2008, Monterey, CA, November 2008. "Technical/Tangible/Social".

Computers in Libraries, Washington DC, March 2008. "Blurring Boundaries Between Virtual and Real".

Internet Librarian 2007, Monterey, October 2007. "Gaming and Libraries"

ALA Gaming in Libraries Symposium, Chicago, July 2007. "Gaming and Libraries"

Sirsi Dynix Executive Institute, Colorado Springs, February 2007. "Top Technology Trends"

Internet Librarian 2006 (October 22-25). "Social Computing and the Information Professional"

Internet Librarian (October 2005): "Top Technology Trends for Libraries"

C2: Connect & Collaborate!: "Social Networking and Collaboration Inside the Enterprise"

Invited Talks (Universities)

UCI School of Informatics Seminar Series, June 2017. "Games and Tourism: Two Fields That Play Well Together." (https://youtu.be/vxEuLodJnBc)

University of Bergen Invited Lecture, Bergen, Norway, March 2013: "Playful Pedagogy: Using Game Components to Change the Student Experience." (http://www.facebook.com/events/231143833690506/)

MIT Center for Civic Media Panel on Civic Games, Boston, November 2011. Panel participant. (http://civic.mit.edu/blog/mstem/event-writeup-civic-games)

University of Delaware, Newark, DE, May 2010. Invited presentation to faculty and students on "Picture the Impossible: A Community Game Design Partnership"

Invited Talks (Academic Conferences)

HUPG Conference: Sharing the Future of Cultural Heritage: Synergies between Heritage, Tourism and Digital Culture, Dubrovnik, April 2018. Panel on "Synergies between Heritage, Tourism and Digital Culture"

Macarthur Digital Media & Learning Conference, San Francisco, March 2012. Plenary session: "This is Not An Orientation: Gameful Layers for the Freshman Experience." (http://dmlcentral.net/sites/dmlcentral/files/resource_files/dml2012program.pdf)

Games in Education Conference, Troy, NY, August 2011. "Just Press Play: A gaming layer for student success."

Serious Gamification Summit, Wharton School/UPenn, Philadelphia, PA, August 2011. Closing Speaker.

Microsoft Research Talk, Seattle, March 2011: "Student Achievement System" (http://research.microsoft.com/apps/video/default.aspx?id=145734)

Microsoft Research Social Computing Symposium, New York, NY, January 2010. "Picture the Impossible: A Technical, Tangible Social Community Game."

State of Play, New York Law School, New York, NY, August 2009. "Beyond the Magic Circle".

Microsoft Research Faculty Summit, July 2008. Opening plenary panel.

Games, Learning and Society, Madison, WI, July 2008. Talk on "Games as Gateway Drugs"

Games, Learning and Society, Madison, July 2007. Panel "Families Who Game Together."

Microsoft Research Faculty Summit, July 15-17, 2006. "The Social Side of Search."

NSF PI Meeting, April 2-4, 2006. Presented on work to date on our NSF Grant

Social Software in the Academy Workshop II. USC Annenberg Center. (May 2005): Invited participant in this workshop on social computing and curriculum topics.

Microsoft Research 2005 Social Computing Symposium (April 2005): Invited participant, and speaker on "digital backchannels."

Social Software in the Academy Workshop (October 2004): Moderator and organizer for workshop held at the USC Annenberg Center for Communication

Microsoft Research Social Computing Symposium 2004: Invited participant.

University at Buffalo "Gender Week" Program, 2002: "What's a nice girl like you doing in a place like this?": The female experience in information technology education.

Invited Talks (Industry Conferences)

AdAge Creative and Technology, London, UK, November 2010. "'Somewhat Neglected': The vast untapped market for social computing innovations".

Web 2.0 Expo, San Francisco, CA, May 2010. "Picture the Impossible: How an Online Game Can Change Your Offline Community."

Serious Games Summit, Game Developers Conference 2010, San Francisco,, CA, March 2010. "Picture the Impossible: Building a City-Wide ARG on a Shoestring Budget." .

Special Library Association, Seattle, WA, June 2008. Featured talks on "Gaming and Learning" and "Trends in Social Technology"

Supernova 2007, San Francisco, June 2007. Closing panel.

Blog Business Summit 2006 (October 25-27), panel on "Blogging Tools and Trends"

Milken Institute Global Conference, April 23-25. Spoke on a panel entitled "Blogs, Wikis, MMORPGs, and YASNS: Shaking Up Traditional Education."

SXSW/Interactive (March 2006): Speaker on three panels: "Book Digitization and the Revenge of the Librarians," "Beyond Folksonomies," and "Global and Local Social Play"

Syndicate Conference (December 2005): Speaker on "Searching the Syndisphere"

Corante/Berkman Symposium on Social Architecture (November 2005): Speaker on "Is Social Software a Mirror or a Lens?"

SXSW/Interactive (March 2005): Moderator, "Spam, Trolls, and Stalkers: the Pandora's Box of Community"

NVHA Innovations Conference on Social Network Media (March 2005): Speaker on "Social Publishing Tools" panel.

Supernova (June 2004): Participant in a panel on "Closing the Backchannel Loop."

SXSW/Interactive (March 2004): "Streetwise Librarians and the Revolution in Public Information."

O'Reilly Emerging Technologies Conference (February 2004): "Breaking Out of the Boys' Club: How Diversifying your Development Team Can Expand Your Market."

Internet Librarian 2003: keynote panel entitled "Top Technology Trends," and presented a separate session entitled "Beyond Blogging."

Supernova 2003: Wrap-up panel at the end of this conference on decentralization of communications, software, and media.

Invited Talks (Government & Business)

Hanscom AFB, Boston, MA, August 2009. "Cloud Computing for HR personnel"

New York Public Library, New York City, NY, September 2008. "Libraries as Happiness Engines".

Hanscom AFB, Boston, MA, June 2008. "Social computing for personnel recruitment and retention."

Minnesota Resource Sharing Cooperative, St. Paul, MN, April 2008. "Trends in Social Computing"

Google Tech Talk, Mountain View, November 2007, "The Evolution of Expertise."

UC Irvine Libraries, June 2007. "Technology and Libraries"