

Elizabeth Lane Lawley: Curriculum Vita

Professor, School of Interactive Games & Media
Rochester Institute of Technology
152 Lomb Memorial Drive
Rochester, New York 14623
(585) 598-4947 • ell@mail.rit.edu • <http://lawley.rit.edu/>

EDUCATION

- 1992-99 **University of Alabama, School of Library & Information Studies
Tuscaloosa, Alabama**
Ph.D. in Information Science.
Recipient of the 2000 James D. Ramer Outstanding Dissertation Award
- 1986-87 **University of Michigan, School of Information & Library Studies
Ann Arbor, Michigan**
M.L.S. in Information Technology
- 1980-1984 **University of Michigan, College of Literature, Science, & The Arts
Ann Arbor, Michigan**
A.B. in American History, 1984

PROFESSIONAL POSITIONS

- 1997-
present **Rochester Institute of Technology**
Professor, School of Interactive Games & Media (2011-present).
Visiting Professor, RIT Croatia - Dubrovnik (2013)
Founder and Director, Lab for Social Computing (2005-present)
Associate Professor, Departments 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 Scholar
Selected as a Fulbright Scholar for the 2015 spring semester. The Fulbright application process involves extensive peer review of applicants' credentials and scholarly work. My Fulbright was a teaching award, focused on adapting our university's game design and development classes for a Croatian audience, and developing new courses for an international study abroad semester focused on games and tourism to be offered in Dubrovnik.
- 2006-present
Microsoft Research, FUSE Group
Social Computing Symposium Curator
Curate the annual Social Computing Symposium, which brings together 70-90 researchers and practitioners in social computing for a two-day intensive workshop.
- 2005-06
Microsoft Research, Community Technologies Group
Visiting Researcher – Sabbatical Year
Provided internal consulting on social features for search-related products at Windows Live. Development and implementation of a casual game for improving social ties within enterprise environments. Coordination of annual Social Computing Symposium.
- 1992-2012
Internet Training & Consulting Services
Owner/Director
Provided training and consulting on Internet-related topics to businesses, military bases, government agencies, libraries, and schools
- 1996-97
University of Alabama College of Communication
Adjunct Associate Professor, Journalism
Taught undergraduate and graduate classes in new media.
- 1989-92
Congressional Information Service (Bethesda, Maryland)
Computer Support Supervisor
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.
- 1987-89
Library of Congress
Government & Law Bibliographer, Congressional Research Service
Accepted into LC's management training program in 1987, then into a position as a bibliographic researcher in CRS in early 1988.

FUNDED RESEARCH

- 2011-14 **Just Press Play (\$350,000)**
Principal Investigator and Game Producer
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.
- 2008-09 **Picture the Impossible (\$50,000)**
Principal Investigator and Game Producer
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.
- 2003-07 **NSF Grant # EIA-0305973 : Understanding Gendered Attrition in Departments of Information Technology (\$323,000)**
Principal Investigator
A multi-year qualitative study assessing gendered attrition in programs of Information Technology (IT). The first NSF-funded work in RIT's Department of Information Technology.

PUBLICATIONS

Books and Chapters

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)

Peer-Reviewed Papers & Presentations

Lawley, E (2016) "Game Design and Tourism: Two Fields that Play Well Together!" Meaningful Play Conference, East Lansing, MI [accepted but not yet presented]

Lawley, E. (2016) "Picture the Impossible: Designing, Deploying, and Evaluating a Community-Based Game" Meaningful Play Conference, East Lansing, MI [accepted but not yet presented]

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. (2013). "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.

Instructional Materials

2000, 2002: Developed test bank of questions and slides to accompany Prentice-Hall's Business Data Communications 4th & 5th Editions

INVITED INTERNATIONAL PRESENTATIONS

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

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

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/>)

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

Australian Library & Information Association, January 2009, Sydney, Australia
Keynote Address: Libraries as Happiness Engines.

7th Woibex Women in Business Conference, Dubai, UAE, March 2005,: Keynote address: Women and Technology

INVITED U.S. PRESENTATIONS

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)

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

Internet Librarian 2011, Monterey, CA, October 2011. Keyonte address: “The Great Gamification Debate.”

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

Serious Gamification Summit, 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>)

AdAge Creative and Technology, London, UK, November 2010. “‘Somewhat Neglected’: The vast untapped market for social computing innovations”.

Internet Librarian 2010, Monterey, CA, October 2010. Keynote Address: “Adding Value Through Visualization.”

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

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." .

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

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

"Beyond the Magic Circle". Panel at State of Play, New York Law School, New York, NY

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

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

Social Computing Symposium, Redmond, WA, August 2008. Conference organizer.

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

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

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

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

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

Hanscom AFB, Boston, MA, June 2008. Presentation to civilian employees on "Social computing for personnel recruitment and retention."

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

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

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

Internet Librarian 2007, Monterey, October 2007. Closing keynote on Gaming and Libraries.

Microsoft Research Social Computing Symposium, Redmond, WA, September 2007. Conference organizer.

ALA Gaming in Libraries Symposium, Chicago, July 2007. Keynote on Gaming and Libraries

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

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

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

Manitoba Library Association, Winnipeg, May 2007. Keynote Address: Gaming & Libraries, Workshop on Folksonomies

Webcom 2007, Montreal, May 2007. Keynote Address: Social Media Tools for Business Success.

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

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

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

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

Microsoft Research Social Computing Symposium, Redmond, WA, September 2006. Conference organizer.

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

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

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?"

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

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

Social Software in the Academy Workshop II (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."

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.

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

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

Microsoft Research Social Computing Symposium 2004: Invited participant at this limited-attendance academic/industry meeting.

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.

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. (This presentation served as the basis for the NSF ITWF grant proposal funded in 2003.)