

Nalini Panchita Kotamraju

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RESEARCH INTERESTS

information and communication technologies (ICTs); consumption lifestyles and consumers; research methods; user-centered design and designers; technology, society and culture

CURRENT POSITION

Assistant Professor, University of Twente (Netherlands), Technical & Professional Communication, 2008 to present

EDUCATION

- Ph.D. **University of California at Berkeley (USA)**, Sociology, 2007
Thesis: *Living Like Me: Lifestyle, Social Background and Technology*
Committee: Claude S. Fischer (chair), Neil Fligstein, Christena Nippert-Eng, Peter Lyman
- M.A. **University of California at Berkeley (USA)**, Sociology, 2001
Thesis: *A Skill is Born: The Emergence of Web Design Skill*
- B.A. cum laude **Harvard University (USA)**, Social Studies, 1992
B.A. cum laude **Harvard University (USA)**, Women's Studies, 1992
Thesis: *Negotiating Identity: Multiracial People Challenge Discourse*

PROFESSIONAL EXPERIENCE (ACADEMIC)

- Lecturer, **University of California at Berkeley (USA)**, Sociology, 2007
- Visiting Scholar, **University of Surrey (UK)**, INCITE Incubator for Critical Inquiry into Technology & Ethnography, 2002

PROFESSIONAL EXPERIENCE (NON-ACADEMIC)

- **Sun Microsystems Inc.**, (Menlo Park, California, USA), Lead User Researcher (final title), Software User Experience Group 2001-9
- **NGO Forum on Women-Beijing '95** (Beijing, China & New York, New York, USA), Registration Coordinator, 1994-6
- **Stand for Children** (Washington DC, USA), Online Strategy Consultant, 1996-8
- **Amnesty International USA** (Chicago, Illinois, USA) Conference Organizer, 1994-5

PUBLICATIONS

Under Review

Kotamraju, N.P. & van der Geest, T. M. The tension between user-centred design and e-government. *Behaviour & Information Technology: Special Issue on Service Design* [submitted 28 February 2010]

Kotamraju, N.P. Playing Stupid, Caring for Users, and Putting on a Good Show: Feminist Acts in Usability Work. *Interacting with Computers* [submitted 1 June 2010]

Refereed Full Papers & Journal Articles

McGinn, J. & Kotamraju, N.P. (2008). Data-driven Personal Development. *ACM Conference on Human Factors in Computing Systems (CHI)*, Florence, Italy, 5-10 April

Kotamraju, N.P. (2002). Keeping Up: Web Design Skill and the Reinvented Worker. *Information Communication and Society*, 5, 1, 1-26

Kotamraju, N.P. (1999). The Birth of Web Site Design Skills - Making the Present History. *American Behavioral Scientist*, 43, 3, 464-474

Book Chapter

Kotamraju, N.P. (2003). Art versus code: The gendered evolution of web design skills. In P. Howard & S. Jones (Eds.), *Society Online: The Internet in Context* (pp. 189-200). Sage.

Refereed Short Papers, Workshop & Conference Papers

- Kotamraju, N.P. & van der Geest, T.M.[2010]. Limits of User-centred design: A case study of e-government. Proceedings of the 2010 Conference of the International Communication Association, Singapore.

Reports, Short Essays, Book Reviews

- Kotamraju, N.P. & van der Geest, T.M. (2009). PortNL. Pre-design User Research. B-Dossier/D2.2.1. Novay Institute, Netherlands.
- Van der Geest, T.M. & Kotamraju, N.P. (2009). PortNL User Acceptance Study Results. B-Dossier/D2.2.2. Novay Institute, Netherlands.
- Kotamraju, N.P. (2005). Review of *Smart Mobs: The Next Social Revolution* by Howard Rheingold. *Social Forces* 83 (4): 1765-1767
- Kotamraju, N.P. (2004). Gender and Feelings. *Contexts*. 3(4):8
- Kotamraju, N.P. (2004). Price Check on Condoms!" *Contexts*. 3(4): 10
- Kotamraju, N.P. (2004). The Values of Kids These Days." *Contexts*. 3(1): 8-9
- Kotamraju, N.P. (2004). Be All That You Can Be." *Contexts*. 3(1): 11
- Kotamraju, N.P. (2004). You Buy What You Think You Are." *Contexts*. 3(1): 12
- Kotamraju, N.P. (2003). Review of *Work in the New Economy* by Chris Benner. *Acta Sociologica* 46(4)
- Kotamraju, N.P. (2002). Reach Out and Write Someone." *Contexts*. 1(4): 10-11

TEACHING EXPERIENCE

University of Twente (Netherlands), Department of Technical & Professional Communication

New courses created

Living in the Digital World. Master Course (2009-10)

New Media and Communication. Bachelor Course (2009-10)

Instructor

- New Media and Communication. Bachelor Course (2009-10)
- Communication Science, Pre-Master Course (2009-10, 2008-09)
- Academic Writing in English, Pre-Master Course (2009-10, 2008-9)
- Living in the Digital World. Master Course (2009-10)
- Interface and Interaction Design. Master Course (2008-9)

University of California, Berkeley (USA), Sociology

New courses created

Sociology of Consumption. Advanced Undergraduate Course (2006-7)

Lecturer

Sociology of Consumption. Advanced Undergraduate Course (2006-7)

Graduate Student Instructor

- Sociology of the Family. Undergraduate Course. Professor Arlie Hochschild (2004)
- Introduction to Sociology, Undergraduate Course. Professor Raka Ray (2001)

CONFERENCES & COLLOQUIA

Conference Presentations & Invited Colloquia

The Limitations of User-centered Design: The Case Study of e-Government (co-author Thea van der Geest)

- [2010] Association of Internet Researchers Conference (Aoir). Goteborg, Sweden, 21-23 October
- [2010] American Sociological Association (ASA). Annual Meeting, Atlanta, Georgia, USA, 14-17 August
- [2010] International Communication Association (ICA). Annual Meeting, Singapore, 22-26 June
- (2009) Participating in a Mediated World, KNAW (Royal Netherlands Academy of Arts & Sciences), Amsterdam, Netherlands, 27 November
- (2009). The Limitations of User-centered Design: The Case Study of e-Government, Prague ACM SIGCHI, Czech Technical University, 22 November. Keynote Presenter

Living the Digital Lifestyle

- (2009) Participating in a Mediated World, KNAW (Royal Netherlands Academy of Arts & Sciences), Amsterdam, Netherlands, 27 November.
- (2005) Association of Internet Researchers, Chicago, Illinois, USA, 5-9 October
- (2004) American Sociological Association Annual Meeting, San Francisco, California, USA, 14-17 August. Roundtable Presentation

What Does it Mean to Know Users?

- (2007) World Usability Day, Prague, Czech Republic, 8 November. Keynote Presenter.

Persona Creation and Data

- (2007) Innovation@Sun Conference, Monterey Bay, California, USA, 1-3 October. Invited Speaker.

Culture Jamming

- (2005) Re: activism, A Conference on 21st Century Activism and Technology, Budapest, Hungary, 14-16 October. Invited Panelist.

A Question of Class and Race: Mobile Phones and Pagers

- (2005), Stanford Mobile HCI Workshop. Stanford University, Stanford, California, USA, 17 May. Invited Speaker.

Pushers, Plumbers & Pediatricians: Symbolism of the Pager in the United States (1975-1995)

- (2003) American Sociological Association Annual Meeting. Atlanta, Georgia, USA, 15-19 August
- (2003) Center for Work, Technology, and Organization, Stanford University, Palo Alto, California, USA, 10. November.
- (2002) Society for the Social Study of Science, Milwaukee, Wisconsin, USA, 6-10 November
- (2002) Association of Internet Researchers Conference, Maastricht, Netherlands, 13-16 October
- (2002) Crossroads in Cultural Studies Conference, Tampere, Finland, 29 June-2 July
- (2002) Center for Information Society Studies, North Carolina State University, Raleigh, North Carolina, USA, 19 March. Invited Speaker

'It's Just Easier To Text. Really.': Young People and New Communication in the United Kingdom & the United States (co-authored with Dr. Nina Wakeford)

- (2002) Society for the Social Study of Science, Milwaukee, Wisconsin, USA, 6-10 November
- (2002) Association of Internet Researchers Conference 2002, Maastricht, Netherlands, 13-16 October

Keeping Up: Web Design Skill and the Reinvented Worker

- (2001) American Sociological Association Annual Meeting, Anaheim, California, USA 19-21 August
- (2000) Association of Internet Researchers: Internet Research 1.0: The State of the Interdiscipline, Lawrence, Kansas, USA, 14-17 September

Conference/Session Organizer Roles

- (2006) Deep Impact: Creating Strategies for "Meaningness" in Research Deliverables. (Co-organizer: Brian Rink, IDEO). Ethnography Praxis in Industry Conference (EPIC), Portland, Oregon, USA, 24-26 September
- (2002) Mobile Devices and the Cultural Worlds of Young People. (Co-organizer: Nina Wakeford, University of Surrey). Annenberg Center for Communication, University of Southern California, Los Angeles, California, USA, 10 October

Attendance at Invitation-Only Workshops & Conference

- (2009) Atmospheres of Participation Symposium, Goldsmiths, University of London, United Kingdom, 11 November
- (2005) Microsoft Research Social Computing Symposium. Redmond, Washington, USA, 24-26 April
- (2004) Wireless Communication Workshop: Inspirations from Unusual Sources. Ann Arbor, Michigan, USA, 27-29 August
- (2004) Street Talk: An Urban Computing Happening. Intel Research, Berkeley, California, USA, 16 July
- (2004) Microsoft Research Social Computing Symposium. Redmond, Washington, USA, 29-30 March
- (2004) Urban Mobilities Workshop. INCITE, University of Surrey, Guildford, United Kingdom, 14-15 January
- (2002) Illinois Institute of Design. ON/OFF. Managing Personal Accessibility in a Wired World Workshop. Chicago, Illinois, USA, 11 December

GRANTS, AWARDS & HONORS

- University of Twente Incentive Fund, 4500 Euros (2009)
- Outstanding Graduate Student Instructor, University of California, Berkeley (2005)
- National Science Foundation Minority Fellowship Recipient (1997-2000)
- University of California Graduate Degree Fellowship (1997, 1996)
- Harvard College Scholarship (1992, 1991, 1990, 1989)

UNIVERSITY & DEPARTMENT SERVICE

University of Twente (Netherlands)

- New Media and Communication Bachelor Curriculum Committee (2009-10)
- New Media and Communication Master Track Committee (2009-10)
- Communication Department Colloquium Series Committee (2009-2010)

PROFESSIONAL SERVICE

Professional Service

- Newsletter Editor, Communication and Information Technologies Section Council, American Sociological Association (2003-6)
- Graduate Student Editor, *Contexts Magazine*, American Sociological Association (2002-4)
- International Programme Committee Member, International Symposium on Electronic Arts (2004)

Reviewer – Funding Agencies

- National Science Foundation (NSF), Science & Technology Studies (2010, 2009)

- U.S.-Israel Binational Science Foundation (2009)

Reviewer – Journals & Publishers

- American Journal of Sociology (2006)
- International Journal of Human-Computer Studies (2008)
- Journal of Australian Studies (2008)
- Journal of Computer-Mediated Communication (2006)
- MIT Press (2005)
- New Media and Society (2008, 2005, 2004, 2002)
- Routledge (2009)
- The Information Society (2004)

Reviewers - Conferences

- Association of Internet Researchers (2010, 2009, 2005)
- CHI: ACM Conference on Human Factors in Computer Systems (2009)
- Ethnographic Praxis in Industry Conference (EPIC) (2007, 2006)
- International Professional Communication Conference (IPCC) (2010)

Memberships

- American Sociological Association
- Association of Black Sociologists (ABS)
- Association of Internet Researchers (AoIR)
- ACM's Special Interest Group on Computer-Human Interaction (SIG-CHI)
- Society for the Social Study of Science (4S)

MEDIA ACTIVITIES

- *San Diego Tribune*. Hardware's Softer Side. 3 April 2006
- *TheFeature Online*. Cellular Cruising for Casual Sex, 21 April 2004
- *Time Magazine for Kids*. Messaging Mania, 2 May 2003
- *American Demographics*. America Untethered, March 2003
- *Florida Times-Union*. Those cell phones are no longer part of the round at The Players, 27 March 2003
- *The New York Times*. Youth Will Be Served Wirelessly, 30 May 2002

PERSONAL INFORMATION

Languages: Native English speaker. Familiar with Dutch. Proficient in French.
Citizenships: United States of America, Netherlands

REFERENCES

- Professor Claude S. Fischer, Department of Sociology, University of California, Berkeley, USA, fischer1@berkeley.edu
- Professor Manuel Castells, USC Annenberg School for Communication, USA, castells@usc.edu
- Professor Christena Nippert-Eng, Social Sciences, Illinois Institute of Technology, USA, nippert@iit.edu
- Professor Neil Fligstein, Department of Sociology, University of California, Berkeley, USA, flights@berkeley.edu
- Dr. Nina Wakeford, Department of Sociology, University of London, Goldsmiths, United Kingdom, n.wakeford@gold.ac.uk