

# Diego Gómez-Zará

Ph.D. Candidate in Technology and Social Behavior

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## ACADEMIC APPOINTMENT

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- **Pontificia Universidad Católica de Chile** Santiago, Chile  
*Adjunct Assistant Professor — School of Communications* 2013 – present

## EDUCATION

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- **Northwestern University** Evanston, IL  
*Ph.D. in Technology and Social Behavior* 2016 – 2021
- **Pontificia Universidad Católica de Chile** Santiago, Chile  
*Master of Science in Computer Science* 2011 – 2012
- **Pontificia Universidad Católica de Chile** Santiago, Chile  
*Bachelor in Industrial Engineering and Information Technologies* 2006 – 2010

## AWARDS

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- **Segal Design Institute — Northwestern University** Evanston, IL  
*Design Cluster Fellowship* 2018-19
- **Northwestern University** Evanston, IL  
*Graduate Fellowship* 2016-
- **Center for Work, Technology, and Organization — Stanford University** Palo Alto, CA  
*Workshop Ph.D. Scholarship* 2018
- **2017 Web Science Summer School** Saint Petersburg, Russia  
*Ph.D. Scholarship & Best Paper Result* 2017
- **Society of Young Network Scientists — 2017 NetSci** Indianapolis, IN  
*Symposium Ph.D. Scholarship* 2017
- **Becas Chile — CONICYT** Santiago, Chile  
*Doctoral Fellowship* 2016
- **Department of Computer Science — Pontificia Universidad Católica de Chile** Santiago, Chile  
*Partnership Award* 2013
- **School of Engineering — Pontificia Universidad Católica de Chile** Santiago, Chile  
*Student Commencement* 2013

## PUBLICATIONS

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- Gómez-Zará, Andreoli, S., DeChurch, L. A., & Contractor, N. S. (2019). Discovering collaborators online: Assembling interdisciplinary teams online at an Argentinian University. *Cuadernos.info* (44)
- Gómez-Zará, D., Paras, M., Twyman, M., Ng, J., DeChurch, L. A., & Contractor, N. S. (2019, May). Who Would You Like to Work With?: Use of Individual Characteristics and Social Networks in Team Formation Systems. In *CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2019)*, May 4–9, 2019, Glasgow, Scotland UK. ACM, New York, NY, USA, 15 pages. <https://doi.org/10.1145/3290605.3300889>
- Gómez-Zará, D., Boon, M., & Birnbaum, L. (2018, March). Who is the Hero, the Villain, and the Victim?: Detection of Roles in News Articles using Natural Language Techniques. In *23rd International Conference on Intelligent User Interfaces* (pp. 311-315). ACM. <https://doi.org/10.1145/3172944.3172993>
- Gavilanes, R. O. G., Gómez, D., Parra Santander, D., Trattner, C., Kaltenbrunner, A., & Graells, E. (2015, August). Language, twitter and academic conferences. In *Proceedings of the 26th ACM conference on hypertext & social media* (pp. 159-163). ACM. <https://doi.org/10.1145/2700171.2791059>

- Parra, D., Trattner, C., Gómez-Zar4, D., Hurtado, M., Wen, X., & Lin, Y. R. (2016). Twitter in academic events: a study of temporal usage, communication, sentimental and topical patterns in 16 computer science conferences. *Computer Communications*, 73, 301-314. <https://doi.org/10.1016/j.comcom.2015.07.001>
- G3mez-Zar4, D., Julio, P., "Work Key development: an interdisciplinary work". In "Ordering Chaos: Management and process modeling on Communications Industry". Ediciones UC. Santiago, Chile. 2015. ISBN N° 978-956-14-1707-6

#### INVITED PRESENTATIONS

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- G3mez-Zar4, D., & Contractor, N. S. (2018, December). *Exponential Random Graph Models: Uso de m3todos estad3sticos para el an4lisis de Redes Sociales*. Presentation at Facultad de Comunicaciones UC, Santiago, Chile.
- Contractor, N. S., G3mez-Zar4, D., & Andreoli, S. (2018, October). *Assembly required. Organizing in the 21st century*. Keynote at Universidad de Buenos Aires, Buenos Aires, Argentina.
- G3mez-Zar4, D., Andreoli, S., & Contractor, N. S. (2018, April). *¿C3mo conformar mejores equipos interdisciplinarios? La experiencia "My Dream Team" en CITEPLab.* Keynote at Universidad de Buenos Aires, Buenos Aires, Argentina.
- G3mez-Zar4, D., Parra, D., P3rez, C., Garc4a, C., & Contractor, N. S. (2018, January). *The Role of Social Movements in Twitter: Evidence from the Chilean Student Movement*. Keynote at ENLACE Speak Series, Northwestern University Kellogg School of Management, Evanston, IL.
- G3mez-Zar4, D., & Contractor, N. S. (2017, August). *Entorno My Dream Team (MDT). Sistemas de recomendaci3n y an4lisis de redes.* Presentation at Universidad de Buenos Aires, Buenos Aires, Argentina.
- G3mez-Zar4, D., & Contractor, N. S. (2017, August). *Exponential Random Graph Models for Social Network Analysis*. Keynote at the SocVis Research Group at Pontificia Universidad Cat3lica de Chile, Santiago, Chile.

#### CONFERENCE PRESENTATIONS

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- G3mez-Zar4, D., P3rez, C., Parra, D., & Contractor, N. S. (2019, May). *The role of organizations and individuals in connective action: A Social Network Analysis of a Social Movement's Frames promoted in Twitter*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, USA.
- G3mez-Zar4, D., Paras, M., Schechter, A., DeChurch, L. A., & Contractor, N. S. (2019, January). *Using relational event modeling for understanding team formation mechanisms in teams assembled online*. Paper presented at NetSciX, Santiago, Chile.
- G3mez-Zar4, D., Andreoli, S., DeChurch, L. A., & Contractor, N. S. (2018, October). *How can we assemble better interdisciplinary teams? The "My Dream Team" experience at the Universidad of Buenos Aires at MESO Conference*. Paper Presented at Contemporary Developments on Media, Culture and Society: Argentina and America Latina, Buenos Aires, Argentina.
- G3mez-Zar4, D., Ng, J., Twyman, M., Andreoli, S., DeChurch, L. A., & Contractor, N. S. (2018, July). *Social Cognition and Team Assembly: Competence, Warmth, or Embeddedness*. Paper presented at the Interdisciplinary Network for Group Research (INGROUP) Annual Meeting, Bethesda, MD.
- G3mez-Zar4, D., Ng, J., Twyman, M., DeChurch, L. A., & Contractor, N. S. (2018, March). *Social Cognition and Team Assembly: Competence, Warmth, or Embeddedness*. Paper Presented at the ATLAS' Teams Research Incubator Weekend, Evanston, IL.
- G3mez-Zar4, D., Ng, J., Twyman, M., Andreoli, S., DeChurch, L. A., & Contractor, N. S. (2017, October). *Facilitating Effective Team Assembly: Leveraging Recommender Systems to Enable Successful Multidisciplinary Research Collaborations*. Poster presented at the Organizational Communication Mini Conference (OCMC), Athens, OH.

- Gómez-Zar4, D., Boon, M., & Birbaum, L. (2017, October). *Who is the Hero and Who is the Villain? Detection of Roles in News Articles by Using Sentiment Analysis*. Poster presented at the Computation + Journalism Symposium, Evanston, IL.
- Gómez-Zar4, D., Larson, L., Jones, B., DeChurch, L. A., & Contractor, N. S. (2017, May). *Leadership and Followership Emergence in Space Multiteam Systems*. Poster presented at the Web Science Summer School (WWSSS), Saint Petersburg, Russia.
- Gibson, Z. M., Anton, G., Vermeer, W., Gómez-Zar4, D., Bain, C., Brady, C., . . . Contractor, N. S. (2017, July). *Cultivating the conference culture: The role of diversity in interdisciplinary meetings*. Paper presented at the 1st North American Social Networks Conference, Washington, D.C.
- Gómez-Zar4, D., Vermeer, W., Gibson, Z., Bain, C., Anton, G., Brady, C., . . . Contractor, N. S. (2017, July). *The role of brokers in academic network building*. Paper presented at the 1st North American Social Networks Conference, Washington, D.C.
- Larson L. E., Gómez-Zar4, D., Jones B. R., DeChurch, L. A., & Contractor, N. (2017, July). *Social identity, social identification, and intergroup leadership*. In Brown, Tara (chair), *Dynamics at the boundaries is what matters*. Symposium presented at the Interdisciplinary Network for Group Research (INGRoup) Annual Meeting, Saint Louis, MO.
- Gómez-Zar4, D., Parra, D., Garc4a, C., & Contractor, N. S. (2017, June). *The role of social movement organizations and their leaders in Twitter: Evidence from the Chilean Student Movement*. Poster presented at the International School and Conference on Network Science (NetSci 2017), Indianapolis, IN.
- Gómez-Zar4, D., Parra, D., & Contractor, N. S. (2017, June). *Using relational event modeling to explain movements' emergence in Twitter: Evidence from the Chilean Student Movement*. Poster presented at the International School and Conference on Network Science (NetSci 2017), Indianapolis, IN.
- Gómez-Zar4, D., Parra, D., P4rez, C., Soto, A., Garc4a, C., & Contractor, N. S. (2017, May). *The role of social movement organizations in Twitter: Evidence from the Chilean Student Movement*. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.
- Fern4ndez, F.J. & Gómez-Zar4, D. (2017, May). *Mejorando la calidad en la producci3n de noticias mediante la sistematizaci3n de la rutina period4stica*. Paper presented at the annual Conference of the International Association for Media and Communication Research (IAMCR), Cartagena, Colombia.
- DeChurch, L. A., Larson, L., Jones, B., Gómez-Zar4, D., & Contractor, N. S. (2017, May). *Social identification and leadership emergence within and between teams*. Paper presented at the Interdisciplinary Perspectives on Leadership Symposium, Mykonos, Greece.
- DeChurch, L. A., Contractor, N. S., Niler, A., Mesmer-Magnus, J. R., Plummer, G., & Gómez-Zar4, D. (2017, February). *Shared cognition in multiteam systems: A NASA space analog study*. Poster presented at the Organization Science Winter Conference, Park City, UT.
- DeChurch, L. A., Larson, L., Gómez-Zar4, D., Jones, B. R., Contractor, N., & Johnson, J. (2017, January). *Leadership emergence in space multiteam systems*. Presented on a panel titled "Team, Training, and Performance Metrics" at the NASA Human Research Program Investigators' Workshop, Galveston, TX.
- Gómez-Zar4, D., Flores, P., Puente, S., & Pellegrini, S. (2015, October). *Work Key News: a web platform to support journalistic processes and editorial meetings*. Presentation at the Computation + Journalism Symposium, New York, NY.
- Fern4ndez, F.J., Gómez-Zar4, D., & Proust, V. (2015, September). *Appropriating the cyberspace: an immersive experience for college applicants*. Presented at the 5th European Immersive Education Summit (EiED2015), Universit4 Paris-Sorbonne, Paris, France.

## TEACHING

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- **Northwestern University:**
  - “**Computing Everywhere!**”: 2019 Social Networks Session (Instructor)
  - **Kellogg’s Executive Program:** 2018-19 “Leading Into the Future” session by Prof. Noshir Contractor and Prof. Paul Leonardi (Teacher Assistant)
  - **IEMS 341:** 2019: “Social Network Analytics” by Prof. Noshir Contractor (Teacher Assistant)
  - **MSiA 490:** 2018 “Special Topics: Social Network Analytics” by Prof. Noshir Contractor (Teacher Assistant)
  - **MSC 492:** 2018-2019 “Understanding and Leveraging Networks” by Prof. Noshir Contractor (Teacher Assistant)
  - **2018 Summer Institute in Computational Social Science:** (Teacher Assistant)
- **Pontificia Universidad Católica de Chile:**
  - **IIC 3130:** 2014-2015 World Wide Web’s Technologies and Applications (Instructor)
  - **COM 117:** 2015-2016 Interactive Media (Instructor)
  - **COM 029:** 2014-2016 Mobile Apps Workshop (Instructor)
  - **IIC 1102:** 2013-2015 Hypermedia In Knowledge Exchange (Instructor)
  - **DNO 1002:** 2013 Summer Mobile Apps Workshop (Instructor)
  - **IIC 2154:** 2011 Proyecto de Especialidad (Teacher Assistant)
  - **ICS 1800:** 2010-2011 Introducción a las Política Públicas (Teacher Assistant)
  - **IIC 2763:** 2010 Adopción de Tecnologías de Información (Teacher Assistant)

## PROJECTS

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- **My Dream Team:** We developed a web-based team recommender tool with the goal of facilitating the assembly process of project teams. The platform provides the opportunity to better understand the assembly behaviors of people through the application of social science theories and the analysis of digital trace data.
- **Social Communications Lab:** Interdisciplinary research group working to advance media innovation and technology implementation. <http://socialcomlab.uc.cl>
- **Work Key:** A family of web applications focused on the management of journalistic stories, corporate communications, and Film&TV productions. This work was funded by FONDEF D08I1082.
- **NIDEA:** Worked with **Prof. Miguel Nussbaum** (Department of Computer Science) and **Prof. Pablo Chiuminatto** (School of Literature) **NIDEA** is a tool to create multimedia mind-maps based on documents uploaded by users. The application is available at <http://nidea.uc.cl>.
- **Hypermedia UC:** Digital magazine created by students from the course ‘Hypermedia In Knowledge Exchange’. Articles are available at <http://hipermedios.uc.cl>
- **KmCero FactChecking — Facultad de Comunicaciones UC:** A series of talks by professors who share their research projects to general public. They were recorded and published at the university’s web site. <http://pasion.uc.cl>.
- **Radio UC Elecciones FEUC — Facultad de Comunicaciones UC:** A dedicated web site was designed to display the results from students elections. It offers a complete series of graphs and maps. It was used twice, having more than 100,000 visits. Graphs and maps are available at <http://www.radiouc.cl/resultados>
- **Pasión UC:** A series of talks by professors who share their research projects to general public. They were recorded and published at the university’s web site. <http://pasion.uc.cl>.

## PROFESSIONAL EXPERIENCE

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- **Chilean Ministry of Housing and Urban Planning** Santiago, Chile  
*I.T. Internship* *2011*

## ACADEMIC TRAINING

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- **Northwestern University** Evanston, IL.  
*Center for Leadership Coaching Program* *2019*
- **Pontificia Universidad Católica de Chile** Santiago, Chile  
*Teaching Certificate Program* *2016 – 2017*
- **Stanford University** Palo Alto, CA.  
*Stanford Technology Venture Program* *2013*

## SERVICE

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- **Northwestern InfoSocial Graduate Conference** Evanston, IL  
*Publicity Chair* 2017-18
- **Northwestern NuTango** Evanston, IL  
*President* 2017-19
- **Federación de Estudiantes UC** Santiago, Chile  
*Consejero Territorial Ingeniería* 2011
- **Centro de Alumnos de Ingeniería UC** Santiago, Chile  
*Jefe de Comunicaciones (Communication Chief)* 2009
- **Jóvenes Sin Fronteras** Santiago, Chile  
*Webmaster* 2006-2008

## REVIEWER

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- **Conferences:** ICA 2019, CSCW 2018-19, INGRoup 2018, ICWSM 2018
- **Journals:** Cuadernos.info

## PROGRAMMING SKILLS

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- **Languages:** R, Python, Javascript, PHP, C++, MySQL, Java, HTML, CSS, SQL, Lisp, LaTeX
- **Technologies:** GitHub, Linux, RStudio, NetLogo, NLTK, ergm, Django, Matlab

## PROGRAMMING SKILLS

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- **GitHub:** <https://www.github.com/dgzara>
- **LinkedIn:** <https://www.linkedin.com/in/diego-Gómez-Zará/>
- **Twitter:** <https://www.twitter.com/dgzara>