

Diego Gómez-Zar{a}

Ph.D. Candidate in Technology and Social Behavior

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ACADEMIC APPOINTMENT

- **Pontificia Universidad Cat{olica de Chile}** Santiago, Chile
Adjunct Assistant Professor — School of Communication 2013 – present

EDUCATION

- **Northwestern University** Evanston, IL
Ph.D. in Technology and Social Behavior — Advisor: Prof. Noshir Contractor 2016 – 2021
- **Pontificia Universidad Cat{olica de Chile}** Santiago, Chile
Master of Science in Computer Science — Advisor: Prof. Miguel Nussbaum 2011 – 2012
- **Pontificia Universidad Cat{olica de Chile}** Santiago, Chile
Bachelor in Industrial Engineering and Information Technologies 2006 – 2010

AWARDS & RECOGNITIONS

- **ACM CHI Conference on Human Factors in Computing Systems** Honolulu, HI
Best Paper Honorable Mention 2020
- **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
Ph.D. Travel Award 2018
- **2017 Web Science Summer School** Saint Petersburg, Russia
Ph.D. Scholarship & Best Paper Award 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 Cat{olica de Chile}** Santiago, Chile
Partnership Award 2013
- **School of Engineering — Pontificia Universidad Cat{olica de Chile}** Santiago, Chile
Student Commencement 2013

CONFERENCE PROCEEDINGS

- **G{omez-Zar{a}, D.**, Guo, M., DeChurch, L. A., & Contractor, N. S. (2020). The impact of displaying diversity information on the formation of self-assembling teams. In *CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2020)*, April 25–30, 2019, Hawaii, USA. ACM, New York, NY, USA, 13 pages. <https://doi.org/10.1145/3313831.3376654> - *Best Paper Honorable Mention Award*
- Alvarado Garc{ia}, A., Badillo-Urquiola, K., Barrera Machuca, M. D., Cibrian, F. L., Ciolfi Felice, M., Gayt{a}n-Lugo, L S., **G{omez-Zar{a}, D.**, Griggio, C. F., Silva-Prietch, S., Tejada, C., & Wong-Villacres, M. Fostering HCI Research in, by, and for Latin America. In *CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2020)*, April 25–30, 2019, Hawaii, USA. ACM, New York, NY, USA, 4 pages. <https://doi.org/10.1145/3334480.3381055>

- Ichhaporia, R., **Gómez-Zara, D.**, DeChurch, L., & Contractor, N. (2020). A Network Approach to the Formation of Self-assembled Teams. *Complex Networks and Their Applications VIII*, 969–981. Springer International Publishing. https://doi.org/10.1007/978-3-030-36683-4_77
- Harris, A. M., **Gómez-Zara, D.**, DeChurch, L. A., & Contractor, N. S., (2019). Joining together online: The trajectory of CSCW scholarship on group formation. In *Proc. ACM Hum.-Comput. Interact.* 3, CSCW, Article 148, 27 pages. <https://doi.org/10.1145/3359250>
- **Gómez-Zara, D.**, Chiuminatto, P., & Nussbaum, M. (2019). Using multimodal and hyperlinked representations of knowledge as academic writing aids. In *30th ACM Conference on Hypertext and Social Media (HT '19)*, September 17–20, 2019, Hof, Germany. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3342220.3343645>
- **Gómez-Zara, D.**, Paras, M., Twyman, M., Ng, J., DeChurch, L. A., & Contractor, N. S. (2019). 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-Zara, D.**, Boon, M., & Birnbaum, L. (2018). 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). 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>

JOURNAL ARTICLES

- **Gómez-Zara, D.**, Andreoli, S., DeChurch, L. A., & Contractor, N. S. (2019). Discovering collaborators online: Assembling interdisciplinary teams online at an Argentinian University. *Cuadernos.info*, (44), 21-41. <https://doi.org/10.7764/cdi.44.1575>
- Parra, D., Trattner, C., **Gómez-Zara, 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>

BOOK CHAPTERS

- **Gómez-Zara, 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

SKILLS

- **Statistical Methods:** Social network analysis, Exponential Random Graph Models, Mixed-effect Logistic regression models, Hierarchical lineal modeling, Structural equation modeling, Linear regressions, ANOVA analysis, Predictive analysis, Stochastic actor-based models, Relational event modeling, Agent based models
- **Computational methods:** Natural language processing, Sentiment analysis, Topic modeling, Clustering analysis.
- **Research skills:** Data collection, Data pre-processing, Experimental design, A/B Testing.
- **Programming Languages:** R, Python, Javascript, PHP, MySQL, Java, HTML, CSS, SQL, Lisp, LaTeX, Shell
- **Technologies:** GitHub, Linux, RStudio, NetLogo, NLTK, statnet, igraph, Matlab
- **Typesetting Tools:** L^AT_EX, Microsoft Office, Google Docs

INVITED PRESENTATIONS

- 2019, December. *A Network Approach to the Formation of Self-assembled Teams*. Presentation at the Northwestern Institute on Complex Systems (NICO), Evanston, USA.
- 2018, December. *Exponential Random Graph Models: Uso de métodos estadísticos para el análisis de Redes Sociales*. Presentation at Facultad de Comunicaciones UC, Santiago, Chile.
- 2018, October. *Assembly required. Organizing in the 21st century*. Keynote at Universidad de Buenos Aires, Buenos Aires, Argentina.
- 2018, April. *¿Cómo conformar mejores equipos interdisciplinarios? La experiencia “My Dream Team” en CITEPLab*. Keynote at Universidad de Buenos Aires, Buenos Aires, Argentina.
- 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, USA.
- 2017, August. *Entorno My Dream Team (MDT). Sistemas de recomendación y análisis de redes*. Presentation at Universidad de Buenos Aires, Buenos Aires, Argentina.
- 2017, August. *Exponential Random Graph Models for Social Network Analysis*. Keynote at the SocVis Research Group at Pontificia Universidad Católica de Chile, Santiago, Chile.

CONFERENCE PRESENTATIONS

- Gómez-Zar4, D., Guo, M., DeChurch, L. A., & Contractor, N. S. (2019, October). *The diversity paradox: How perceived diversity affects group formation*. Paper presented at the Organizational Communication Mini Conference (OCMC), Urbana, IL, USA
- Gómez-Zar4, D., P4rez, 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.
- Gómez-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.
- Gómez-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.
- Gómez-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.
- Gómez-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, USA.
- Gómez-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., USA
- 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., USA

- 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., G4mez-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.
- G4mez-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., G4mez-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.
- G4mez-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.
- G4mez-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.
- G4mez-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. & G4mez-Zar4, D. (2017, May). *Mejorando la calidad en la producci4n de noticias mediante la sistematizaci4n 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., G4mez-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., & G4mez-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., G4mez-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.
- G4mez-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., G4mez-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

- **Northwestern University:**
 - "Computing Everywhere!": 2019 & 2020 Social Networks Session (Instructor)

- **Kellogg's Executive Program:** 2018 & 2019 "Leading Into the Future" session by Prof. Noshir Contractor and Prof. Paul Leonardi (Teaching assistant)
- **IEMS 341:** 2019: "Social Network Analytics" by Prof. Noshir Contractor (Teaching assistant)
- **MSiA 490:** 2018 "Special Topics: Social Network Analytics" by Prof. Noshir Contractor (Teaching assistant)
- **MSC 492:** 2018 & 2019 "Understanding and Leveraging Networks" by Prof. Noshir Contractor (Teaching assistant)
- **2018 Summer Institute in Computational Social Science:** (Teaching 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, 2015, & 2016 Mobile Apps Workshop (Instructor)
 - **IIC 1102:** 2013, 2014, & 2015 Hypermedia In Knowledge Exchange (Instructor)
 - **DNO 1002:** 2013 Summer Mobile Apps Workshop (Instructor)
 - **IIC 2154:** 2011 Proyecto de Especialidad (Teaching assistant)
 - **ICS 1800:** 2010 & 2011 Introducción a las Política Públicas (Teaching assistant)
 - **IIC 2763:** 2010 Adopción de Tecnologías de Información (Teaching assistant)

PROJECTS

- **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 the general public. They were recorded and published on the university's web site. <http://pasion.uc.cl>.

PROFESSIONAL EXPERIENCE

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

ACADEMIC TRAINING

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

SERVICE

- **ACM CSCW**
Steering Committee 2019-
- **Northwestern NuTango** Evanston, IL
President 2017-
- **Northwestern InfoSocial Graduate Conference** Evanston, IL
Publicity Chair 2017-18
- **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

- **Conferences:** ICA 2019, CSCW 2018-19-20, INGRoup 2018, ICWSM 2018
- **Journals:** International Journal of Information Technology & Decision Making, Cuadernos.info

COURSES TAKEN - PH.D. LEVEL

- **Social Network Analysis:** Prof. Noshir S. Contractor
- **Social Media Mining:** Prof. Alok Choudhary
- **Designing and Constructing Models with Multi-Agent Languages:** Prof. Uri Wilensky
- **Machine Learning:** Prof. Douglas Downey
- **Introduction to Natural Language Processing:** Prof. Lawrence A. Birnbaum
- **Artificial Intelligence Programming:** Prof. Christopher K. Riesbeck
- **Computational Social Science:** Adam R. Pah
- **Predictive Analytics I:** Prof. Ajit C. Tamhane
- **Special Topics Research Seminar: Design Research:** Prof. Elizabeth Gerber

REFERENCES

- **Prof. Noshir Contractor:** nosh@northwestern.edu
- **Prof. Leslie DeChurch:** dechurch@northwestern.edu
- **Prof. Lawrence Birnbaum:** l-birnbaum@northwestern.edu
- **Prof. Nicholas Diakopoulos:** nad@northwestern.edu
- **Prof. Pablo Boczkowski:** pjb9@northwestern.edu
- **Prof. Jeremy Birnholtz:** jeremyb@northwestern.edu
- **Prof. Elizabeth Gerber:** egerber@northwestern.edu
- **Prof. Denis Parra:** dparras@uc.cl
- **Prof. Miguel Nussbaum:** mn@ing.puc.cl
- **Prof. Pablo Chiuminatto:** pchiuminatto@uc.cl
- **Prof. Juan Carlos De La Llera:** jllera@ing.puc.cl
- **Prof. Eduardo Arriagada:** earriagada@uc.cl

LINKS

- **GitHub:** <https://www.github.com/dgzara>
- **LinkedIn:** <https://www.linkedin.com/in/diego-Gómez-Zar%C3%A1/>
- **Twitter:** <https://www.twitter.com/dgzara>