

# Priyank Chandra

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## Education

University of Michigan, Ann Arbor PhD, School of Information (Advisor: Prof. Joyojeet Pal) Thesis: Informality and Consumption: Navigating a Technology Marketplace in India	Michigan, USA 2013 – 2019 (Expected)
Indian Statistical Institute - Delhi MS in Quantitative Economics	New Delhi, India 2007 - 2009
Visvesvaraya Technological University BE in Electronics & Communication	Bangalore, India 2002 – 2006

## Summary

As an HCI/UX researcher, my research - qualitative and quantitative - primarily focuses on technology use in low-resource communities. My doctoral thesis studies the persistence of traditional marketplaces in the face of online marketplaces in India.

## Skills

- UX Research: Ethnography, Qualitative, Quantitative, Experiments, Interviews, Surveys, Diary Studies, Longitudinal research
- Usability and Design: Prototyping, Personas & Scenarios, Journey Maps, A/B test, Usability Testing
- Programming Languages: Python, C/C++, Matlab, SQL
- Qualitative Data Analysis Software: NVIVO
- Statistical Software: Stata, SPSS, SAS, R, Excel, RapidMiner

## Professional Experience

<b>New York University – Abu Dhabi</b> <i>Visiting Researcher</i> <ul style="list-style-type: none"><li>• Qualitative study exploring how low-digital literate consumers navigate marketplaces with respect to purchasing technology goods</li></ul>	Bangalore, India October - December 2017
<b>Google UK, London, UK</b> <i>User Experience Research Intern</i> <ul style="list-style-type: none"><li>• Mixed-methods longitudinal diary study to investigate wayfinding behaviour and navigation needs of commuters in India</li></ul>	London, UK May - August 2017
<b>Technology for Emerging Markets group, Microsoft Research Labs, Bangalore, India</b> <i>Visiting Researcher</i> <ul style="list-style-type: none"><li>• Mixed-methods research (ethnographic study and quantitative analysis) to estimate prevalence of software piracy and study the software piracy ecosystem at a local marketplace in Bangalore, India</li></ul>	Bangalore, India June - August 2015
<b>University of Michigan, Ann Arbor, USA</b> <i>Graduate Student Research Assistant</i> <ul style="list-style-type: none"><li>• <b>Social Media:</b> Mixed-methods analysis of Twitter adoption by Indian Politicians<ul style="list-style-type: none"><li>○ Statistical and network analysis of Twitter adoption; Qualitative coding of tweets; Coding tweets using machine learning/NLP and crowdsourcing</li></ul></li></ul>	Ann Arbor, USA 2013-Current

<ul style="list-style-type: none"> <li>• <b>Accessibility:</b> Mixed-methods analysis of technology use amongst people with visual impairment <ul style="list-style-type: none"> <li>◦ Statistical analysis of survey data; qualitative coding of interviews</li> </ul> </li> <li>• <b>Software Piracy:</b> Mapping the software piracy ecosystem <ul style="list-style-type: none"> <li>◦ Scraping Bittorrent trackers to collect piracy statistics; conducting interviews and online ethnography to investigate the sharing of copyrighted files on Wikipedia Zero; parsing and qualitatively coding forum posts</li> </ul> </li> <li>• Co-founded a maker studio to support research in interdisciplinary computing and society research, focusing on interactive, intelligent, and distributed computing</li> </ul>	
<p><b>Tata Consultancy Services</b>  <i>Sr. Business Analyst</i></p> <ul style="list-style-type: none"> <li>• Executed Universe Estimation and Sample Design projects for market research</li> </ul>	Bangalore, India 2012 – 2013
<p><b>Mallya Aditi International School</b>  <i>Teaching Faculty/ Technology &amp; Assessment Coordinator</i></p> <ul style="list-style-type: none"> <li>• Assessed the impact of technology-assisted learning in classrooms</li> <li>• Designed and maintained interfaces to allow online interaction and collaboration between facilitators and students</li> </ul>	Bangalore, India 2010 – 2012
<p><b>Hewlett Packard</b>  <i>Business Analyst</i></p> <ul style="list-style-type: none"> <li>• Conducted market research and statistical analysis to determine the effectiveness and reach of the HP Certification programs</li> <li>• Initiated and managed automation protocols to create end-to-end systems to collect and collate data, process and run analyses, and dispatch reports</li> </ul>	Bangalore, India 2009 – 2010
<p><b>Indian Statistical Institute</b>  <i>Summer Internship</i></p> <ul style="list-style-type: none"> <li>• Microfinance in India – Assessed matching in self-help groups</li> </ul>	New Delhi, India 2008

## Publications

### Peer-Reviewed Papers:

#### Marketplaces and HCI:

- Pal, J., **Chandra, P.**, et al. (2018). Digital Payment and its Discontents: Street shops and the Indian Government's Push for Cashless Transactions. In Proceedings of the 2018 SIGCHI conference on human factors in computing systems. ACM.
- **Chandra, P.** (2017). Informality and Invisibility: Traditional Technologies as Tools for Collaboration in an Informal Market. In Proceedings of the 2017 SIGCHI conference on human factors in computing systems. ACM. (*Honorable Mention*)
- **Chandra, P.**, Ahmed, S.I., Pal, J. (2017). Market Practices and the Bazaar: Technology Consumption in Urban ICT Markets in the Global South. In Proceedings of the 2017 SIGCHI conference on human factors in computing systems. ACM.

#### Social Media and Politics:

- Gonawela, A., Pal, J., Thawani, U., Vlugt, V.V., Out, W., & **Chandra, P.** (2018) Attack or Insult: Populist Style and Antagonistic Messaging on Twitter of Donald Trump, Narendra Modi, Nigel Farage, and Geert Wilders. In Proceedings of the European Conference on Computer Supported Cooperative Work (ECSCW) (2018). Springer.

- Chakraborty, S., Pal, J., **Chandra, P.**, and Romero, D. (2018). Political Tweets and Mainstream News Impact in India: A Mixed Methods Investigation into Political Outreach. 1st ACM SIGCAS Conference on Computing and Sustainable Societies (COMPASS 2018)
- Pal, J., **Chandra, P.**, et al. (2017). Innuendo as outreach: @narendramodi and the use of political irony on Twitter. International Journal of Communication. 11: 22.
- Pal, J., **Chandra, P.**, & Vydiswaran, V. V. (2016). Twitter and the Rebranding of Narendra Modi. Economic & Political Weekly, 51(8), 53.

#### **Virtual Communities:**

- **Chandra, P.** (2016). Order in the Warez, Scene: Explaining an Underground Virtual Community with the CPR Framework. In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems (pp. 372-383). ACM.

#### **Accessibility and Technology Design/Use:**

- Kameswaran, V., Marathe, M., and **Chandra, P.** (2018). Redefining the Landmark - Designing Navigation Tools for the Visually Impaired, at HCIxB, CHI 2018, Canada
- Pal, J., Viswanathan, A., **Chandra, P.**, et al. (2017). Agency in assistive technology adoption: Visual impairment and smartphone use in Bangalore. In Proceedings of the 2017 SIGCHI conference on human factors in computing systems. ACM.
- Kameswaran, V., Marathe, M., **Chandra, P.**, et al. (2017). Usability in the field: Reflections from an HCI4D project in rural West Bengal, at HCIxB, CHI 2017, USA
- Pal, J., **Chandra, P.**, et al. (2016). An Accessibility Infrastructure for the Global South, at ICTD 2016, Ann Arbor
- **Chandra, P.**, & Jones, J. (2015). Assistive Technologies and Autonomy in a Cyborg World. In Proceedings of the Seventh International Conference on Information and Communication Technologies and Development (p. 31). ACM.
- Pal, J., Youngman, M., O'Neill, T., **Chandra, P.**, & Semushi, C. (2015). Gender and accessibility in Rwanda and Malawi. In Proceedings of the Seventh International Conference on Information and Communication Technologies and Development (p. 5). ACM.

#### **Misc. Peer-Reviewed Notes and Workshop Papers:**

- You, S. and **Chandra, P.** (2018). Integrating Autonomous Vehicles into Everyday Life : From Theory to Practice, at the Conference on Autonomous vehicles in society: Building a research agenda, USA
- Marathe, M., **Chandra, P.**, et al. (2016) In search of missing pieces: A re-examination of trends in ICTD research, at ICTD 2016, USA
- **Chandra, P.** (2016). Across the Borders of Legality: Leveraging Pirate Infrastructures, at *HCI4D Across Borders*, CHI 2016, USA

#### **Papers currently under review:**

- Assistive Technologies and Software Piracy in a Cyborg World
- Rumors and Collective Sensemaking: Managing Ambiguity in an Informal Marketplace
- Taming the Amazon: The Domestication of Online Shopping in India

### **Graduate Level Teaching**

- SI 582 Introduction to Interaction Design, Fall 2018, University of Michigan, Ann-Arbor
- SI 622 Needs assessment and usability evaluation, Winter 2017, University of Michigan, Ann-Arbor
- SI 501 Contextual Inquiry and User Needs Assessment, Winter 2016, University of Michigan, Ann-Arbor
- SI 330 Data Manipulation, Fall 2015, University of Michigan, Ann-Arbor
- SI 500 Information in Social Systems, Fall 2014, University of Michigan, Ann-Arbor
- Course Design, Tom Stoppard's Arcadia: Order and Chaos, 2012, Srishti School of Art, Design and Technology

## Funding and Awards

### Fellowship and Research Grants

- Rackham One-Term Dissertation Fellowship (\$10200 + tuition, student and registration fees)
- Rackham International Research Award (\$6500)
- Rackham Summer/Spring Research Grant 2016 (along with Prof. Joyojeet Pal) (Awarded a .50 graduate student research assistantship)

### Co-curricular Grants

- Rackham Conference Travel Grant 2015, 2016, 2017
- UMSI Travel Grant 2015, 2016, 2017
- Rackham Graduate Student Research Grant 2015, 2017 (\$1500 + \$3000)
- ICTD Conference Grant 2015

### Awards

- Exposition 2016 – Inspiration, Innovation & Impact Award (Best Overall): Sophus Q&A App (\$2000)
- Exposition 2016 – Academic/Research Award: DoIIIT Together (\$2000)
- UPTEC Talent Search Scholarship

## Activities

### Panels and Workshops:

- **Chandra, P.**, Guberek, T., Martell, A. (2016), Bridging ICTD and Human Rights and Technology (HR-Tech), at ICTD 2016, Ann Arbor, USA
- **Chandra, P.**, Pal, J. (2015), Quantitative Research Methods workshop at CIS, Bangalore, India

### Invited Talks:

- **Chandra, P.** (2017), “Informality and Invisibility” at Digital Organisation and Society Theme Group Research Away Day, Royal Holloway University of London, UK
- **Chandra, P.** (2017), “Informal Technology Markets in the Global South” at London School of Economics, UK
- **Chandra, P.** (2015), “Informality and Systemic Flexibility in a Local ICT Market”, at Michigan Inaugural ICTD Symposium, Ann Arbor, Michigan, USA
- **Chandra, P.** (2015), “Piracy, Service Centers and Informal Markets - a mixed methods study”, at Microsoft Research Labs and CIS India, Bangalore, India

### Academic Projects and Term Papers:

- **Chandra, P.** (2009), Evolution of trust – Designing a coordination game to study the dynamics of trust
- **Chandra, P.** (2006), Simulating computational protein folding using genetic algorithms
- **Chandra, P.**, et al. (2006) Designing a low-cost indigenous AHRS (flight navigation) system for Unmanned Aerial Vehicles (at ADE, Bangalore under Varsha Agarwal, Scientist ‘D’)

### Service Activities

- Program Committee, CHI 2017 Late-Breaking Work
- Demo Chair, ICTD Conference, 2016
- Reviewer - ICTD Conference 2015, CSCW 2017, CHI 2017
- Volunteer - CHI 2017, ICWSM 2014
- Doctoral Executive Committee, School of Information (2014 – 2015)
- Diversity Committee, School of Information (2014 – 2015)
- President, Indian Statistical Institute Film Club (2007 – 2009)