

DANIEL STEINBOCK

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SPECIALTIES & RESEARCH INTERESTS

Human-centered design research, ethnography, anthropology of embodied social interaction, sociocultural dimensions of technology use and interface, forecasting and modulating social impacts of disruptive technologies, facilitating multi-disciplinary teams

EDUCATION

- 2012 **Stanford University**
Ph.D. in Anthropology of Education (focus in Learning Sciences & Technology Design)
Advisors: *Roy Pea & Ray McDermott*
- 2008 **Stanford University**
M.S. in Engineering (focus in Human-Centered Design, Mechanical Engineering)
Advisors: *David Kelley & Bernard Roth*
- 2002 **University of California, Santa Cruz**
B.S. with Highest Honors in Computer Science (focus in HCI)

EMPLOYMENT

- Stanford University**, Stanford, CA 12/2014 - PRESENT
Lecturer, Seminar Leader
- Design Research Consulting**, Palo Alto, CA and Tokyo, Japan 10/2006 - PRESENT
Freelance and academic consultant for corporate and non-profit clients
(w/ Michael Barry & Anne Fletcher) (periodic)
- True Story Game**, Palo Alto, CA 1/2012 - PRESENT
Founder, Game Designer, Editor-in-Chief
- TagCrowd**, Palo Alto, CA 6/2006 - PRESENT
Founder, Software Engineer
- The Tech Museum of Innovation (freelance)**, San Jose, CA 11/2014 - 4/2015
Urban Design Researcher (w/ Knight Foundation & Gehl Architects)
- Keio University, Graduate School of Media Design**, Tokyo, Japan 9/2012 - 1/2014
Visiting Professor, Faculty Director of the Global Innovation Design Program
- Stanford University**, Stanford, CA 9/2005 - 6/2012
Graduate Researcher and Instructor (Design Program & School of Education)
- Hasso Plattner Institute of Design (d.school)**, Stanford, CA 4/2007 - 3/2008
Instructor, Founding Member of K12 Design Education Lab
- Lunar Logic**, Eugene, OR 9/2004 - 8/2005
Software Engineer & Consultant
- University of California, Computer Science Department**, Santa Cruz, CA 9/2001 - 6/2004
HCI Undergraduate and Postgraduate Researcher

TEACHING

- 2010-11, 2015-2016 **Needfinding (Design Research Methods)**, Graduate Program in Design, Stanford University
Required seminar section on Design Research for Product Design students. Fieldwork methods, qualitative data analysis, social science theory, user experience design and prototyping.
with Michael Barry, Anne Fletcher

- AUTUMN 2013 **Global Innovation Studio**, Graduate School of Media Design, Keio University
Cross-cultural design research. Tutored and supervised exchange students (from Pratt Institute) on semester-long research & prototyping on Japanese food culture and food systems.
- SPRING 2013 **Design Ethnography**, Graduate School of Media Design, Keio University
Ethnographic methods for human-centered designers. Observation, interviewing, needfinding, qualitative data analysis, and prototyping, with considerations for ethical and sustainable design.
- SPRING 2010-2012 **Understanding Learning Environments**, Education, Stanford University
Learning Design & Technology master's course on major 20th and 21st century theories of learning.
with Roy Pea & Ray McDermott
- AUTUMN 2011 **Cognition & Learning in Activity**, Psychology & Education, Stanford University
Graduate seminar on ethnographic studies of cognition in diverse cultural contexts.
with Roy Pea
- AUTUMN 2009 **Design Thinking Bootcamp**, Institute of Design (d.school), Stanford University
Teaching team for ethnographic investigation in corporate-sponsored design projects.
with David Baggeroer, Thomas Both, Jeremy Utley
- AUTUMN 2008 **Designing to Learn**, Hasso Plattner Institute of Design, Stanford University
Taught design students how to teach design-thinking to 7th graders in East Palo Alto, CA.
with Rich Crandall, Ugochi Acholanu
- SUMMER 2007 **K12 Innovation Lab**, Hasso Plattner Institute of Design, Stanford University
Designed curricula, tools, and learning spaces for teaching design thinking to K-8 students.
with David Kelley
- SPRING 2007 **Social Machines**, Computer Science & Education, Stanford University
Grad/undergrad seminar on social impact of digital media on learning, cognition and citizenship.
with Roy Pea
- Short Courses & Workshops**
- FEB & OCT 2015 Storytelling for Designers, Designer Fund, San Francisco, CA
- OCT 2014 Needfinding in the Wild design ethnography short course, Stanford University
- AUG 2013 Human-Centered Design undergraduate workshop, Pratt Institute
- APR & NOV 2013 Making Sense of Mess: Qualitative Data Analysis & Visualization, Keio University
- JAN 2013 Design Thinking for Social Entrepreneurs, Stanford VIA Programs, Tokyo
- OCT 2012 & 2013 User-Centered Design Process, Global Innovation Design Program, Keio University
- OCT 2012 & 2013 Video Interaction Analysis, Graduate School of Media Design, Keio University
- 2009 - 2015 The Dirty Dish Dilemma: altruism and agency in cooperative social systems, various venues
- AUT 2008 7th Grade Design Studio, East Palo Alto Academy, East Palo Alto, CA
- SUM 2007 1st, 4th and 7th Grade Design Thinking, Nueva School, Hillsborough, CA

AWARDS, HONORS & DISTINCTIONS

- 2005 **Quillen Graduate Fellowship**, Stanford University
- 2003 **Summer School Fellowship**, Santa Fe Institute for Complex Systems Studies
- 2002 **Valedictorian, Dean's Research Award, College Honors**, UC Santa Cruz, Porter College
- 2002 **Highest Honors in Computer Science**, and highest ranked exit examination, UC Santa Cruz
- 1997 **Regents Scholar**, University of California full-ride merit scholarship

PUBLICATIONS

Inexplicable Silence: An uncomfortable analysis of the social silences, Steinbock, D.. ICLS 2014: *Proceedings of the International Conference for the Learning Sciences 2014*, Boulder, CO.

Playful Family Mathematics Learning Design, Jimenez, O., Goldman, S., Hedrick, B., Pea, R., Blair, K. P., Steinbock, D.. DML 2012: *Proceedings of the Digital Media and Learning Conference 2012*, San Francisco, CA.

Repertoires of Collaborative Practice, Barron, B., Martin, C. K., Mercier, E., Pea, R. D., Steinbock, D., Walter, S., Mertl, V.. *Proceedings of the NSF Science of Learning Centers Annual Meeting 2009*, Washington, DC.

Repertoires of Collaborative Practice: Theoretical introduction and background, Barron, B., Martin, C. K., Mercier, E., Pea, R. D., Steinbock, D., Walter, S., Mertl, V.. CSCL 2009: *Proceedings of the Conference on Computer Supported Collaborative Learning*, Rhodes, Greece.

Mindful of Process: Scaffolds for Collaboration Discourse in Design Education, Daniel Steinbock. ICLS 2008: *Proceedings of the International Conference for the Learning Sciences*, Utrecht, Netherlands.

Visualizing Identity to Facilitate Learning in Collaboration, Daniel Steinbock, Joey J. Lee, Roy Pea. ISLC 2008: *Proceedings of the Conference for NSF Science of Learning Centers*, Pittsburgh, PA.

Wearable Tag Clouds: Visualizations to Support New Collaborations, Daniel Steinbock, Roy Pea, Byron Reeves. CSCL 2007: *Proceedings of the Conference on Computer Supported Collaborative Learning*, New Brunswick, NJ.

Smartocracy: Social Networks for Collective Decision Making, Marko Rodriguez, Daniel Steinbock, Jennifer Watkins, Carlos Gershenson, Johan Bollen, Victor Grey, Brad deGraf. HICSS 2007: *IEEE Hawaii International Conference on Systems Science*, Waikoloa, Big Island, HI.

Snurf: Social Networks for News Media Distribution, Marko Rodriguez, Jennifer Watkins, Daniel Steinbock, Carlos Gershenson. Los Alamos Nat'l Lab Tech. Report LA-UR-06-2244, March 2006.

The Anatomy of a Large Scale Collective Decision Making System, Marko Rodriguez, Daniel Steinbock. Los Alamos National Lab Technical Report LA-UR-06-2139, March 2006.

Societal-Scale Decision Making Using Social Networks, Marko Rodriguez, Daniel Steinbock. NAACSOS 2004: *North American Association for Computational Social and Organizational Science Conference Proceedings*. Pittsburgh, PA. [featured in Complexity Digest 2004.51, World Changing June 26, 2005, Nanotechnology Now July 1, 2005]

Group Holographic Modeling for Societal-Scale Decision-Making Systems, Marko Rodriguez, Daniel Steinbock. NAACSOS 2004: *North American Association for Computational Social and Organizational Science Conference Proceedings*, Pittsburgh, PA.

When Dissent Is Good: The Interplay Between Reputation and Social Networks in an Artificial Society, Daniel Steinbock, Elena Zinchenko, Joshua Miller, R. Jack Thomas. CSSS 2003: *Santa Fe Institute Complex Systems Summer School Proceedings*, Santa Fe, NM.

Collective Intelligence Quantified for Computer-Mediated Group Problem Solving, Daniel Steinbock, Craig Kaplan, Marko Rodriguez, Juana Diaz, Newton Der, Suzanne Garcia. University of California, Santa Cruz Technical Report UCSC-CRL-02-28, July 2002.

PATENTS & INVENTIONS

Artificial Sense of Direction for Personal Navigation, Daniel Steinbock, Benjamin Jackson, Jon Berkowitz. Panasonic Inc. and Stanford Univ. Office of Technology Licensing. Disclosure, June 2007.

Social Semantic Networks for Distributing Contextualized Information, Marko Rodriguez, Daniel Steinbock, Jennifer Watkins. Stanford University & Los Alamos Nat'l Lab, LAD2006-115, Dec 2006.