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# DANIEL GRIFFIN, PH.D.

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## User Research Scientist

*Deriving strategic insights with research on search technologies and social behaviors.*

Ambitious Research Scientist offers 8 years' experience using qualitative research methods to study Human Computer Interaction, with a focus on search. Advances team research agenda to generate unique perspectives on web search practices in relation to social values that uncover user needs, motivations, and desired experiences. Supports cross-functional teams to identify and maximize opportunities to improve and personalize search tools and practices while addressing related privacy and security issues. Draws on wide-ranging academic teaching experience to simplify complex findings for multi-stakeholder audiences. Will relocate for the right opportunity.

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### EXPERIENCE

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**MICHIGAN STATE UNIVERSITY** **01/2023 – 05/2023**

**ASSISTANT PROFESSOR (FIXED TERM):** Designed new course for 30 undergraduates—with special focus on social science approaches to making sense of sociotechnical innovation in web search—through reviewing latest recommendations from research on pedagogy and web search. Successfully guided students through independent and group-based research and design projects for course capstone. Improved student writing and research skills via development and adaption of rubrics and feedback processes.

***Facilitated understanding of rapidly evolving AI tools relevant to course and future of work and academic conduct***

- Reviewed new papers, announcements, news reports, and social media commentary to understand technology
- Promoted critical engagement with new search experiences offered by OpenAI, Microsoft, Google, You.com, Perplexity AI, and Neeva, among others by designing in-class exercises
- Set final project prompts and Honors assignments guiding exploration on improved design and new tool delivery

**UC BERKELEY SCHOOL OF INFORMATION, BERKELEY, CA**

***Collaborated to write and publish first peer-reviewed research paper on Google's "Search Liaison" within 1 year***

- Extracted 6 months of tweets to-and-from Google Search Liaison using Python and Twitter Academic API
- Developed and iterated on analysis plan, qualitatively coding 167 Twitter conversations with co-author
- Presented draft at Data & Society Social Life of Algorithmic Harms Workshop for international & cross-disciplinary feedback

### KEY COMPETENCIES & SKILLS

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DATA SCIENCE • TEACHING • MENTORSHIP • QUERY FORMULATION • CONTEXTUAL WEB SEARCH TOOLS & PRACTICES • AI SAFETY & POLICY • DIGITAL DEMOCRATIZATION • DATA GOVERNANCE • DIGITAL PRIVACY & SECURITY • FUNDING ACQUISITION • MACHINE LEARNING, ARTIFICIAL INTELLIGENCE, DEEP LEARNING (SOCIAL, LEGAL, AND BUSINESS IMPLICATIONS)

**RESEARCH:** INTERVIEWING • USABILITY TESTING • GENERATIVE RESEARCH • DIGITAL ETHNOGRAPHY • SITUATED DOCUMENT ANALYSIS • QUALITATIVE CODING • DESIGN THINKING • SCENARIO THINKING

**TECHNICAL:** PYTHON, WEB DEVELOPMENT (JAVASCRIPT, HTML, CSS) • NATURAL LANGUAGE PROCESSING • VERSION CONTROL (GIT, GITHUB) • DATA VISUALIZATION

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### EDUCATION

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UC BERKELEY SCHOOL OF INFORMATION,  
BERKELEY, CA

**PH.D. IN INFORMATION SCIENCE**

**MASTER OF INFORMATION  
MANAGEMENT & SYSTEMS**

WHITWORTH UNIVERSITY, SPOKANE, WA  
**BACHELOR OF ARTS IN PHILOSOPHY**

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### OTHER RELEVANT EXPERIENCE

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**US ARMY** **04/2008 – 10/2013**  
INTELLIGENCE SERGEANT

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**08/2015 – 12/2022**

**CO-DIRECTOR, CENTER FOR TECHNOLOGY, SOCIETY & POLICY (08/2017 – 08/2019):** Co-directed multidisciplinary research and design center focused on supporting small fellowships to study emergent social and policy issues arising from development and adoption of technology.

**Secured \$319K via grant proposals and presentations demonstrating alignment with potential funder interests**

- Demonstrated the impact & potential of our programs by presenting compelling narratives of data analysis to secure \$273K in gifts & grants from Google, Facebook, and Charles Koch Foundation
- Coordinated with other campus centers around shared objectives to secure \$46K to directly support fellowship grantees from UC Berkeley's AFOG and Center for Long-Term Cybersecurity

**Advanced networking and educational mission of Center with organization of 9 key events**

- Coordinated with campus facilities, speakers, panelists, and judges on venues and scheduling
- Hosted event activities including Data for Good competition, Digital Security Crash Course, "Habeas Data" book talk and panel
- Publicized the center programming and fellow projects on social media resulting in the center being a draw for PhD applicants.

**Disbursed small grants to 43 research and design fellows engaging with emergent social and policy issues**

- Aligned timeline & project solicitation to support responsible research & design in masters programs capstone projects
- Collaborated with Co-Director and 3 other campus centers to allocate programming budget to ensure continuing operations
- Established focus areas to motivate fellows and identified proposals to recommend as jointly-funded fellows

**STEVE TRUSH CONSULTING, OAKLAND, CA 11/2018 – 02/2019**

**TECH. OVERSIGHT RESEARCHER, FOR INTEL ANTICIPATORY COMPUTING LAB:**

Studied tools and processes for technology impact assessments to understand of how cities will meet obligations for public oversight of surveillance technology laws.

**Advanced implementation of technology oversight using various techniques to elicit input from diverse sources**

- Ran interactive "Questioning Surveillance" Workshop for 25+ stakeholders ranging from Oakland & San Jose city officials, civil liberties and privacy advocates, journalists, industry representatives, Berkeley Law faculty, and community leaders to translate findings
- Analyzed 30+ interviews with subject-matter experts across the country, as well as local practitioners on legal requirements and assessment practices through collaborative rose, bud, thorn coding, and inductive clustering to identify broad implications

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**SELECTED PUBLICATIONS**

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**DANIEL GRIFFIN\*** AND EMMA LURIE\*, "SEARCH QUALITY COMPLAINTS AND IMAGINARY REPAIR: CONTROL IN ARTICULATIONS OF GOOGLE SEARCH". *NEW MEDIA & SOCIETY* (2022) \*EQUAL CONTRIBUTION

JAKE GOLDENFEIN AND **DANIEL GRIFFIN**, "GOOGLE SCHOLAR – PLATFORMING THE SCHOLARLY ECONOMY". *INTERNET POLICY REVIEW* (2022)

JENNA BURRELL, ZOE KAHN, ANNE JONAS, AND **DANIEL GRIFFIN**. "WHEN USERS CONTROL THE ALGORITHMS: VALUES EXPRESSED IN PRACTICES ON TWITTER." *COMPUTER-SUPPORTED COOPERATIVE WORK* (2019)

DEIRDRE K. MULLIGAN, AND **DANIEL GRIFFIN**. "RESCRIPTING SEARCH TO RESPECT THE RIGHT TO TRUTH". *GEORGETOWN LAW TECHNOLOGY REVIEW* (2018)

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**ENGAGEMENT**

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**INTERNATIONAL CONFERENCE KEYNOTE 1/2017**  
LILLE, FRANCE AT 2017 FORUM INTERNATIONAL DE LA CYBERSÉCURITÉ: CYBERSECURITY FUTURES 2020

**INTERNATIONAL OPINION PUBLICATION 8/2018**  
THE GUARDIAN: "IF GOOGLE GOES TO CHINA, WILL IT TELL THE TRUTH ABOUT TIANANMEN SQUARE?"

**DISS. RESEARCH PRESENTATION 12/2021**  
'UNICORN' TECH CO ENGINEERS & ANALYSTS

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**SERVICE**

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**JASIST PEER REVIEWER 12/2022 – 07/2023**  
[JOURNAL OF THE ASSOCIATION FOR INFORMATION SCIENCE AND TECHNOLOGY](#)

**PHD REP TO FACULTY 08/2018 – 08/2019**

**CITY OF BERKELEY DISASTER & FIRE SAFETY COMMISSIONER 02/2017 – 02/2018**  
OVERSAW BUDGET AND DISASTER PLANS; EVALUATED REQUEST FOR COMMENTS ON PROPOSED ORDINANCE FROM BERKELEY CITY COUNCIL ON "SURVEILLANCE EQUIPMENT USE AND COMMUNITY SAFETY ORDINANCE".