

# Taha Hassan

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## RESEARCH INTERESTS

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I work on issues of trust in the user experience of information systems, especially in informally-negotiated and protected contexts. I focus on how editorial human-AI trust is assessed and preserved in the domains of higher education, religio-spiritual storytelling, and social news.

My research leverages a mix of quantitative methods (analysis of variance, multivariate regression, dimensionality reduction) and qualitative methods (surveys, user-studies, interviews, focus groups).

## EDUCATION

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**Virginia Tech** Blacksburg, VA  
*Ph.D., Computer Science* Aug 2016 - Apr 2024  
*Advisor: Donald Scott McCrickard*  
*Thesis: The Contours of Prerogative: AI Trust, Editorial Intent, and Institutional Support in Higher Education*

**Virginia Tech** Blacksburg, VA  
*MS (Non-Thesis), Computer Science* Aug 2013 - Dec 2015  
*Advisor: Naren Ramakrishnan*

**Lahore University of Management Sciences** Lahore, Pakistan  
*BS, Electrical Engineering* Aug 2008 - May 2012  
*Advisor: Nauman Zaffar*

## TEACHING

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**Virginia Tech** Blacksburg, VA  
*Instructor of Record (CS 3724: Intro. to Human-Computer Interaction)* Spring 2023  
*Instructor of Record (CS 1064: Intro. to Programming in Python)* Summer 2021

**Virginia Tech** Blacksburg, VA  
*Graduate Teaching Assistant (CS 5724: Usability Engineering)* Summer 2022  
*Graduate Teaching Assistant (CS 1064: Intro. to Prog. in Python)* Summer 2020

## RESEARCH

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### Conference Proceedings/Journals

- [CHI'24] Kotut, L.J., Haisum, N., **Hassan, T.**, Haqq, D., & Saaty, M. (2022). Griot-style methodology: Longitudinal study of navigating design with unwritten stories. In *Proceedings of the 2024 ACM Conference on Human Factors in Computing Systems, O'ahu, Honolulu, Hawai'i*.

- **[CHIPlay’22]** Saaty, M., Haqq, D., Beyki, M., **Hassan, T.**, & McCrickard, D.S. (2022). Pokémon Go with social distancing: Social media analysis of players’ experiences with location-based games. In *Proceedings of the 2022 ACM Annual Symposium on Computer-Human Interaction in Play, Bremen, Germany*. [**Acceptance Rate: 29%**]
- **[UMAP’21]** **Hassan, T.**, Edmison, B., Stelter, T., & McCrickard, D.S. (2021). Learning to trust: Understanding editorial authority and trust in recommender systems for education. In *Proceedings of the 29th ACM Conference on User Modeling, Adaptation and Personalization, Utrecht, the Netherlands* (pp. 24-32). [**Acceptance Rate: 24.1%**]
- **[ITiCSE’20]** **Hassan, T.**, Edmison, B., Cox, L., Louvet, M., Williams, D., & McCrickard, D. S. (2020). Depth of Use: An Empirical Framework to Help Faculty Gauge the Relative Impact of Learning Management System Tools. In *Proceedings of the 2020 ACM Conference on Innovation and Technology in Computer Science Education, Trondheim, Norway* (pp. 47-53). [**Acceptance Rate: 27.5%**]
- **[TSG’13]** **Hassan, T.**, Javed, F., & Arshad, N. (2013). An empirical investigation of VI trajectory-based load signatures for non-intrusive load monitoring. In *IEEE Transactions on Smart Grid* (5(2), pp. 870-878).

### Book Chapters

- **[Learning Design and Technology]** Williams, D., Cox II, L., Ellis, M., Edmison, B., **Hassan, T.**, Bond, A., Warnick, Q., Clark, V., Yaffe, D., Domino, M. & Haqq, D. (2022). Data-informed learning design in a Computer Science course. In *Learning Design and Technology* (Springer).

### Workshop Papers and Posters (Lightly Reviewed)

- **[WWW’19]** **Hassan, T.**, & McCrickard, D.S. (2019). Trust and trustworthiness in social recommender systems. In *Companion Proceedings of the 2019 World Wide Web Conference* (pp. 529-532).
- **[ASONAM’19]** **Hassan, T.**, Edmison, B., Cox, L., Louvet, M., & Williams, D. (2019). Exploring the context of course rankings on online academic forums. In *Proceedings of the 2019 IEEE/ACM Conference on Advances in Social Network Analysis and Mining* (pp. 553-556).
- **[WebScience’19]** **Hassan, T.** (2019). On bias in social reviews of university courses. In *Companion Proceedings of the 10th ACM Conference on Web Science* (pp. 24-32).
- **[MLRec’17]** **Hassan, T.**, Arshad, N., Dahlquist, E., & McCrickard, D.S. (2017). Collaborative filtering for household load prediction given contextual information. In *Proceedings of the SIAM Workshop on Machine Learning in Recommender Systems (in conjunction with SDM’17)*.

### Research Under Review and in Preparation

- **[CSCW’24]** **Hassan, T.**, et al. The contours of prerogative: On trustworthy editorial arrangements in recommendation of learning resources. Major revision at *2024 ACM Conference on Computer-Supported Cooperative Work*.

- [CSCW'24] **Hassan, T.**, Edmison, B., Cox, L., Louvet, M., Williams, D., Yaffe D., Broniak, B., & McCrickard, D.S. Simplify, consolidate, intervene: Facilitating institutional support with mental models of learning management system use. Under review at *2024 ACM Conference on Computer-Supported Cooperative Work*.
- [CSCW'24] **Hassan, T.** et al. Design challenges and opportunities in institutional support for higher education. In preparation for *2024 ACM Conference on Computer-Supported Cooperative Work*.

## COMMUNITY SERVICE

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### Program Committee Member (LBR + Demos)

*ACM Conf. on User Modeling, Adaptation and Personalization* [UMAP] 2022-2024

### Reviewer

*ACM Conference on Computer-Supported Cooperative Work* [CSCW] 2023-2024

*ACM Technical Symposium on Computer Science Education* [SIGCSE] 2019-2023

*ACM Conf. on Innov. and Tech. in Computer Science Education* [ITiCSE] 2021-2023

*European Conference on Information Systems* [ECIS] 2024

### Student Volunteer

*ACM Conference on Recommender Systems* [RecSys] 2021-2023

*ACM Web Conference* [WWW] 2022

*ACM Tapia Conference on Celebration of Diversity in Computing* [TAPIA] 2022

## CONFERENCE AND WORKSHOP PARTICIPATION

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### Conference Talks (Full Paper Sessions)

- *ACM Conference on User Modeling, Adaptation, and Personalization, Utrecht, the Netherlands (Session: Trust)* [UMAP'21] 2021

- *ACM Conference on Innovation and Technology in Computer Science Education Trondheim, Norway (Session: Tools and Assessments)* [ITiCSE'20] 2020

### Conference Talks (Short Papers, Posters and Workshops)

- *IEEE/ACM Conference on Advances in Social Media Analysis and Mining (Poster)* [ASONAM'19] 2019

- *ACM Web Conference (Workshop: FATES on the Web)* [WWW'19] 2019

- *ACM Conf. on Web Science (Workshop: Handling Web Bias)* [WebSci'19] 2019

### Attendance

*ACM Conf. on Human Factors in Computing Systems* [CHI] 2022

*ACM Tapia Conf. on Celebration of Diversity in Computing* [TAPIA] 2022

*ACM Conf. on User Modeling, Adaptation, and Personalization* [UMAP] 2021-2022

*ACM Conf. on Recommender Systems* [RecSys] 2021-2022

*ACM Conf. on Innov. and Tech. in Computer Science Education* [ITiCSE] 2020-2021

*ACM Web Conf.* [WWW] 2019

*ACM Conf. on Web Science* [WebSci] 2019

*IEEE/ACM Conf. on Advances in Social Network Analysis/Mining* [ASONAM] 2019

*SIAM Conf. on Data Mining* [SDM] 2017

## PROFESSIONAL EXPERIENCE

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|---|--|
| <b>Technology-enhanced Learning and Online Strategies (TLOS), Virginia Tech</b><br><i>Graduate Research Assistant, Learning Systems Group</i> | Blacksburg, VA<br><i>2016-Present</i>  |
| <b>Illumina, Inc.</b><br><i>Data Science Intern</i>   | San Diego, CA<br><i>Summer 2018</i>    |
| <b>Collins Aerospace</b><br><i>Data Science Intern</i>  | Cedar Rapids, IA<br><i>Summer 2017</i> |
| <b>Lahore University of Management Sciences</b><br><i>Research Associate, Energy Systems Group</i>  | Lahore, Pakistan<br><i>2012-2013</i>   |

## REFERENCES

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|---|-----------------------------------|
| <b>D. Scott McCrickard</b><br><i>Associate Professor, Department of Computer Science, Virginia Tech</i><br><i>Co-director, Human-Centered Design program, Virginia Tech</i> | mccricks@vt.edu                   |
| <b>Bob Edmison</b><br><i>Collegiate Assistant Professor, Department of Computer Science, Virginia Tech</i>  | kedmison@vt.edu                   |
| <b>Daron Williams</b><br><i>Director of Instructional Design, Technology-Enhanced Learning and Online Strategies (TLOS), Virginia Tech</i>                                  | debo9@vt.edu                      |
| <b>Ariel Cecchi</b><br><i>Managing Director, Behavioral Finance Consulting, Ltd.</i><br><i>(Formerly) Head of Research, Be-IQ, Ltd.</i>                                     | ariel.cecchi@behavioralfinance.ch |

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