

Taha Hassan

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RESEARCH INTERESTS

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

Virginia Tech Blacksburg, VA
Ph.D., Computer Science Aug 2016 - June 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

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

Conference Proceedings/Journals (Published)

- [CSCW'24] Hassan, T., Edmison, B., Cox, L., Louvet, M., Williams, D., Knijnenburg, B., & McCrickard, D.S. Simplify, consolidate, intervene: Facilitating institutional support with mental models of learning management system use. Accepted at 2024 ACM Conf. on Computer-Supported Cooperative Work, San Jose, Costa Rica.

- [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 (Published)

- [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, Posters and Demos (Published, 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)*.

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.** et al. Design challenges and opportunities in institutional support for higher education. In preparation for *2025 ACM Conference on Computer-Supported Cooperative Work*.

COMMUNITY SERVICE

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

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

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

REFERENCES

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