Jared J. Lorince

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Education

Joint Ph.D. Program in Cognitive Science and Cognitive Psychology
Indiana University, Bloomington, 2016 (expected)
Advisory committee: Peter Todd, Fil Menczer, Ted Castronova, Rob Goldstone

B.A. in Cognitive Science
University of California, Berkeley, 2009

Research Experience

StumbleUpon.com, San Francisco, CA

Data scientist, July 2015 - Present

Data science intern, April 2015 - July 2015

Indiana University, Department of Psychological & Brain Sciences, Cognitive Science Program

Graduate student researcher, Adaptive Behavior and Cognition Lab, August 2010 - Present
Faculty advisor: Prof. Peter Todd

Graduate student researcher, "Heuristica" project, August 2011 - March 2015

Yahoo! Labs, Sunnyvale, CA

Research scientist student, User Intent Analysis Group, July 2011 - March 2012

Sonoma State University, Department of Psychology

Research assistant, August 2009 - February 2010

UC Berkeley, Department of Psychology

Research assistant, Computational Cognitive Science Lab, August 2008 - May 2009
Faculty advisor: Prof. Tom Griffiths

Research assistant, Concepts & Cognition Lab, August 2008 - May 2009
Faculty advisor: Prof. Tania Lombrozo

Universidad Complutense de Madrid, Facultad de Psicología

Research assistant, EQUIAL ("Language acquisition research team"), March 2008 - July 2008
Faculty advisor: Dra. Susana López Ornat

Peer-Reviewed Publications

Lorince, J. & Todd, P. M. (in press). Music Tagging and Listening: Testing the Memory Cue Hypothesis in a Collaborative Tagging System. In Jones, M. N. (Ed.), *Big Data in Cognitive Science: From Methods to Insights* (pp. xxx-xxx). New York, NY: Psychology Press (Taylor & Francis).

Lorince, J., Zorowitz, S., Murdock, J., & Todd, P. M. (2015). The Wisdom of the Few? "Supertaggers" in Collaborative Tagging Systems. *The Journal of Web Science*, *1*(1), pp. 16-32.

Lorince, J., Joseph, K., & Todd, P. M. (2015). Analysis of music tagging and listening patterns: Do tags really function as retrieval aids?. In *Proceedings of the 8th Annual Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2015)* (pp. 141-152). Springer International Publishing.

Lorince, J., Zorowitz, S., Murdock, J., & Todd, P. M. (2014). "Supertagger" behavior in building folksonomies. In *Proceedings of the 6th Annual ACM Web Science Conference (WebSci 2014)* (pp. 129-138). ACM.

Lorince, J., Donato, D., & Todd, P. M. (2014). Path Following in Social Web Search. In *Proceedings of the 7th Annual Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2014)* (pp. 119-127). Springer International Publishing.

Lorince, J., & Todd, P. M. (2013). Can simple social copying heuristics explain tag popularity in a collaborative tagging system? In *Proceedings of the 5th Annual ACM Web Science Conference (WebSci 2013)* (pp. 215-224). ACM.

Mullinix, G., Gray, O., Colado, J., Veinott, E., Leonard, J., Papautsky, E. L., . . . , *Lorince, J.*, et al. (2013). Heuristica: Designing a serious game for improving decision making. In *Proceedings of the 2013 IEEE Games Innovation Conference (IGIC)* (pp. 250-255). IEEE.

Veinott, E. S., Leonard, J., Papautsky, E. L., Perelman, B., Stankovic, A., *Lorince, J.*, et al. (2013). The effect of camera perspective and session duration on training decision making in a serious video game. In *Proceedings of the 2013 IEEE Games Innovation Conference (IGIC)* (pp. 256-262). IEEE.

Talks/Presentations

Lorince, J., Joseph, K., & Todd, P. M. Do tags really function as retrieval aids? International Conference on Computational Social Science (ICCSS2015). Helsinki, Finland. 10 June 2015.

Lorince, J., Joseph, K., & Todd, P. M. Analysis of music tagging and listening patterns: Do tags really function as retrieval aids? Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2015). Washington, D.C. 3 April 2015.

Lorince, J., Zorowitz, S., Murdock, J., & Todd, P. M. "Supertagger" Behavior in Building Folksonomies. ACM Web Science Conference (WebSci 2014). Bloomington, IN. 25 June 2014.

Lorince, J. & Todd, P. M. Identifying Canonical Music Listening Patterns on Last.fm. Computational Approaches to Social Modeling (ChASM 2014) Workshop at Websci 2014. Bloomington, IN. 23 June 2014.

Lorince, J., Donato, D., & Todd, P. M. Path Following in Social Web Search. Social Computing, Behavioral-Cultural Modeling and Prediction Conference (SBP 2014). Washington, D.C. 3 April 2014.

Lorince, J., Donato, D., & Todd, P. M. From Spatial Search to Information Search: Can Users Benefits from the Web Search Paths of Others? Midwest Cognitive Science Conference (MWCSC 2012). Bloomington, IN. 7 May 2012.

Posters

Lorince, J. & Todd, P. M. (2014, May). Metadata and Memory Cues in Collaborative Tagging: Music Listening and Tagging on Last.fm. Poster Presented at the 4th Annual Midwest Cognitive Science Science Conference, Dayton, Ohio.

Lorince, J. & Todd, P. M. (2013, May). Can simple social copying heuristics explain tag popularity in a collaborative tagging system? Poster Presented at the 5th Annual ACM Web Science Conference, Paris, France.

Lorince, J., Malviya, S., & Todd, P. M. (2012, July). Social information environments of collaborative tagging systems: Individual and group-level cognitive perspectives. Poster presented at the ABC Summer Institute on Bounded Rationality, Berlin, Germany.

McGlasson, C., *Lorince, J.*, Crandall, D., & Todd, P. M. (2012, June). Testing an Evolutionary Account of Color Preferences Using Online Photos. Poster presented at the 24th Annual Meeting of the Human Behavior and Evolution Society, Albuquerque, New Mexico.

Balzarini, R., Goode, C., *Lorince, J.*, Grenier, G., Plouffe, A., Pella A. & Smith, H.J. (2010, August). When Will Social Norms Persuade Group Members to Drink Less Alcohol? Poster presented at the annual meeting of the American Psychological Association, San Diego, California.

Lorince, J., Griffiths, T. & Lombrozo, T. (April, 2009). Exploring a bias towards unknown variables in causal attribution. Poster presented at California Cognitive Science Conference, Berkeley, CA.

Other peer-reviewed work

Lorince, J. , Joseph, K., & Todd, P. M. (2015). Do Tags Really Function as Retrieval Aids?. (Extended abstract presented at the International Conference on Computational Social Science)

Lorince, J. & Todd, P. M. (2014). Identifying Canonical Music Listening Patterns on Last.fm. (Extended abstract presented at the Computational Approaches to Social Modeling (ChASM) workshop at Web Science 2014)

McGlasson, C., *Lorince, J.*, Crandall, D. J., & Todd, P. M. (2013). Exploring the use of big data in color preference research. *Journal of Vision, 13*(9), 1167-1167. (Meeting abstract presented at VSS 2013)

Invited Talks

Lorince, J. Adaptive Decision Making, Social Knowledge Generation, & Fun with Big Numbers. Indiana University Student Organization for Cognitive Science (SOCS) Meeting. Bloomington, IN. 19 February 2014.

Lorince, J. Socially mediated decision making in a collaborative tagging system. Indiana University Department of Telecommunications Media Arts & Sciences Speaker Series. Bloomington, IN. 16 November 2012.

Lorince, J. Get out of the lab and into the game: Why there needs to be dialogue between game designers and behavioral scientists. The IU TED-like Salon. Bloomington, IN. 4 December 2011.

Lorince, J. & Ross, T. Play how you want (or not): How the crowd modifies/limits individual behavior in online games. Indiana University Department of Telecommunications Media Arts & Sciences Speaker Series. Bloomington, IN. 18 November 2011.

Skills

Statistical analysis, machine learning, and visualization: Proficient with Python scientific analysis stack (Pandas, Scikit-learn, Scipy, Numpy, Matplotlib, etc.), Graphlab Create, and Apache Spark

Web data mining and databases: Web crawler development; experience with various database systems (MySQL, Hive/HDFS, Redis)

Experimental design: Experience developing and testing hypotheses in various contexts, including data analytics questions using big data tools, in-lab psychological studies and online research using Amazon Mechanical Turk

Other skills: Multi-agent model design; topic modeling; report writing (LaTeX); basic web design tools (HTML, CSS, Javascript); other data analysis tools (R, Unix, Bash scripting)

Awards and Honors

Research fellowship, Templeton Foundation "What drives human cognitive evolution?" grant (2016)

National Science Foundation IGERT Fellowship, trainee in dynamics of brain-body-environment interaction in behavior and cognition, IU Bloomington (2010-2016)

Research fellowship, AFRL "Heuristica" grant for development of serious games for mitigating negative decision making biases (2011-2015)

Accepted to the ABC Summer Institute on Bounded Rationality, Berlin, Germany (2012)

Yahoo! Labs Faculty Research and Engagement Program grant recipient (2011)

Cognitive Science departmental citation winner, UC Berkeley (2009)

High honors in Cognitive Science, UC Berkeley (2009)

High distinction in general scholarship, UC Berkeley (2009)

Teaching

Teaching Assistant, Introduction to Cognitive Psychology, Department of Psychological & Brain Sciences, Indiana University (Fall 2015)

Associate Instructor, Experimental Methods in Psychology, Department of Psychological & Brain Sciences, Indiana University (Fall 2014)

Service

Reviewer:

- Transactions on Computer-Human Interaction, ACM
- Topics in Cognitive Science (TopiCS), Cognitive Science Society
- Behavioral Research Methods, The Psychonomic Society

Program Committee Member:

- Computational Approaches to Social Modeling Workshop at SocInfo 2016
- International Conference on Social Informatics (SocInfo 2016)
- International Conference on Computational Social Science (ICCSS 2015-2016)
- Computational Social Science Workshop (CSS 2014) at ECCS 2014
- 6th Annual ACM Web Science (WebSci 2014)
- Computational Approaches to Social Modeling Workshop at WebSci 2014

Publicity Committee:

- 6th Annual ACM Web Science (WebSci 2014).