

Rick Wash

Assistant Professor
School of Journalism, and the
Department of Telecommunications, Information Studies, and Media
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Research Interests

Understanding and designing social software systems to influence user behavior. I also study the design of social media systems and information security systems.

Appointments

Assistant Professor. [Department of Telecommunications, Information Studies, and Media](#) and the [School of Journalism](#), Michigan State University. 2010-

Visiting Assistant Professor. [Department of Telecommunications, Information Studies, and Media](#), Michigan State University. 2009-2010

Education

PhD, School of Information, *University of Michigan*, 2009

Masters of Science, Computer Science, *University of Michigan*, 2005

Bachelors of Science, Computer Science, *Case Western Reserve University*, 2002

Fellowships, Research Grants, and Major Awards

National Science Foundation, "CT-ER: Incentive Centered Technology Design for Home User Security." CNS 0716196, Jeffrey MacKie-Mason PI. 2007-2009. Budget: \$200,000.
Unofficial co-PI

National Science Foundation IGERT Fellowship, 2002-2004

Gary M. Olson Outstanding PhD Student Award. School of Information, University of Michigan. 2008

Research Grants under Submission

National Science Foundation, "Socio-technical Design of Crowdfunding Websites." Rick Wash, PI. Budget \$399,511.

National Science Foundation, "Personalizing Incentives to Support Social Media Contribution." Gary Hsieh, PI. Rick Wash, Co-PI. Budget \$638,792

National Science Foundation, "TC:Collaborative:Small:Influencing Mental Models of Security." Rick Wash, PI MSU. Emilee Rader, PI Northwestern. Total Budget: \$499,781; MSU Budget: \$258,194

Dissertation

Motivating Contributions for Home Computer Security." Rick Wash. University of Michigan, 2009.

Chair: Jeffrey K. MacKie-Mason

Journal Articles

Theodore Loder, Marshall van Alstyne, and Rick Wash. "An Economic Response to Unsolicited Communications." *Advances in Economic Analysis and Policy*, vol. 6, no. 1 (2006). <http://www.bepress.com/bejeap/advances/vol6/iss1/art2>.

Conference Proceedings

- Donghee Yvette Wohn, Cliff Lampe, Nicole Ellison, Rick Wash, and Jessica Vitak. "The "S" in Social Network Games: Initiating, Maintaining, and Enhancing Relationships" *Proceedings of the 44th Annual Hawaii International Conference on System Sciences*, Kauai, HI. Computer Society Press. (June 2010)
- Rick Wash. "Folk Models of Home Computer Security." *Symposium on Usable Privacy and Security (SOUPS)* (2010).
- Cliff Lampe, Rick Wash, Alcides Velasquez, and Elif Ozkaya. "Motivations to Participate in Online Communities." *ACM Conference on Human Factors in Computing (CHI)* (2010).
- Emilee Rader and Rick Wash. "Influences on Tag Choices in del.icio.us." *Proceedings of the ACM Conference on Computer Supported Cooperative Work (CSCW)* (2008).
- Rick Wash and Jeffrey MacKie-Mason. "Security When People Matter: Structuring Incentives For User Behavior." *Proceedings of the International Conference on Electronic Commerce (ICEC)* (2007).
- Rick Wash and Emilee Rader. "Public Bookmarks and Private Benefits: An Analysis of Incentives in Social Computing." *Proceedings of the American Society for Information Science and Technology (ASIS&T) Annual Meeting* (2007).
- Rick Wash, Libby Hemphill, and Paul Resnick. "Design Decisions in the RideNow Project." *Proceedings of the ACM Conference on Supporting Group Work (GROUP)* (2005).
- Theodore Loder, Marshall Van Alstyne, and Rick Wash. "An Economic Solution to the Spam Problem." *Proceedings of the ACM Conference on Electronic Commerce (EC)* (2004).

Refereed Workshop Presentations

- Lampe, C., Ellison, N., Vitak, J., Wohn, Y., & Wash, R. (2010). "Social Sensemaking: Propensity to use Facebook to reduce classroom equivocality." Paper to be presented at the *60th Annual Conference of the International Communication Association*, Singapore.
- Rick Wash and Emilee Rader. "Using Economic Modeling to Predict User Behavior." (2010) In *Understanding Online Behavior, a workshop at CHI 2010*.
- Rick Wash. "Incentive Design for Home Computer Security." In *iConference, Doctoral Colloquium* (2008).
- Rick Wash. "Mental Models of Home Computer Security." (July 2008). Extended Abstract in *SOUPS, The Symposium on Usable Privacy and Security, Poster Session*.
- Rick Wash and Jeff MacKie-Mason. "A Social Mechanism for Home Computer Security." (December 2008). *Workshop on Information Systems and Economics (WISE)*.
- Rick Wash and Jeffrey K. MacKie-Mason. "Incentive Design for Home Computer Security." (2008b). Presented at *iConference 2008 Poster Session*.
- Rick Wash and Emilee Rader. "Understanding del.icio.us Tag Choice using Simulations." In *iConference, Papers Track* (2008).
- Rick Wash. "Incentive Design for Home Computer Security." Extended Abstract In *ACM SIGCHI Conference on Computer-Human Interaction, Doctoral Consortium* (2007).
- Emilee Rader and Rick Wash. "Tagging with del.icio.us: Social or Selfish?" (Nov. 2006). Extended Abstract in *Computer Support Cooperative Work (CSCW) 06 Poster Session*.
- Rick Wash and Jeffrey MacKie-Mason. "Incentive Centered Design and Information Security." (Jul. 2006). Presented at the *First Workshop on Hot Topics in Security (HotSec 06)*.
- Theodore Loder, Marshall van Alstyne, and Rick Wash. "An Economic Solution to the Spam Problem." (Jan. 2004a). Presented at the *MIT Spam Conference*.

Theede Loder, Marshall van Alstyne, and Rick Wash. "An Economic Response to Unsolicited Communications." (Dec. 2004b). Presented at the *Workshop on Information Systems and Economics (WISE)*.

Jose Nazario, Jeremy Anderson, Rick Wash, and Chris Connolly. "The Future of Internet Worms." In *Blackhat Briefings* (2001).

Working Papers

Rick Wash and Cliff Lampe. "The Power of the Ask in Social Media." September 2010.

Alcides Velasquez, Rick Wash, Cliff Lampe, and Tor Bjornrud. "Active or Fled? Changes in How Users Satisfy Their Motivations Over Time." September 2010.

Cliff Lampe, Nicole Ellison, Jessica Vitak, Yvette Wohn, and Rick Wash. "Sensemaking in the Classroom: Social and psychological predictors of students' use of Facebook to reduce equivocality." September 2010. Under review.

Rick Wash and Jeff MacKie-Mason. "Using a Minimum Threshold to Motivate Contribution to Social Computing." (Jun. 2009). Part of my dissertation.

Rick Wash. "Content Provision under Digital Rights Management." (Dec. 2005).

Rick Wash. "Lecture Notes on Stream Ciphers and RC4." (Sep. 2001). Case Western Reserve University.

Invited Talks

Rick Wash. "Socio-technical Influence on Behavior in Social Media." At *Michigan State University, School of Journalism and Department of Telecommunications, Information Studies, and Media*. (2010)

Rick Wash. "Socio-technical Influence on Behavior in Social Media." At *University of North Carolina at Chapel Hill, School of Information and Library Science*. (2010)

Rick Wash. "Socio-technical Influence on Behavior in Social Media." At *Northwestern University, SONIC lab*. (2010)

Rick Wash. "Is 'Social Tagging' an Oxymoron? Understanding Incentives on del.icio.us." At *Drexel University, the iSchool at Drexel*. (2009)

Rick Wash. "Is 'Social Tagging' an Oxymoron? Understanding Incentives on del.icio.us." At *Michigan State University, Department of Telecommunication, Information Studies, and Media*. (2009)

Rick Wash. "Is 'Social Tagging' an Oxymoron? Understanding Incentives on del.icio.us." At *Massachusetts Institute of Technology, Media Lab*. (2009)

Rick Wash. "Is 'Social Tagging' an Oxymoron? Understanding Incentives on del.icio.us." At *Rutgers University, Department of Library and Information Science*. (2009)

Rick Wash and Jeffrey MacKie-Mason. "Incentive-Centered Design for Information Security." At *DIMACS Workshop on Information Security Economics* (2007).

Rick Wash and Jeffrey MacKie-Mason. "Incentive-Centered Design for Information Security." At *Ford Information Technology Seminar* (2007).

Rick Wash. "The Economics of Malevolence in Cyberspace." (Mar. 2005). Invited Talk at *Case Western Reserve University*.

Rick Wash. "The Security of Trusted Computing." (February 2004). Invited Talk at *Case Western Reserve University*.

Rick Wash. "The Digital Millenium Copyright Act." (February 2002). Given at the *CWRU Chapter of the ACM*.

Patents

12/543,583 Economic Solution to the Spam Problem. Inventors: Theodore C Loder, Marshall van Alstyne, Richard L Wash

Teaching Experience

- Instructor: JRN 492: *Special Topics: Computing and Journalism*. JRN, Michigan State University. Spring 2011.
- Instructor: TC 449: *Server-Side Web Development*, TISM, Michigan State University. Spring 2010
- Instructor: TC 861: *Information Networks and Technologies*, TISM, Michigan State University. Fall 2010
- Instructor: TC 458: *Project Management*, TISM, Michigan State University. Spring 2010.
- Instructor: TC 449: *Server-Side Web Development*, TISM, Michigan State University. Spring 2010.
- Facilitator, “*Getting Started: GSIs Teaching Graduate Students*.” GSI Teaching Orientation, University of Michigan. Fall 2007, Winter 2008, and Fall 2008
- Graduate Student Instructor: SI 540 *Understanding Networked Computing*, School of Information, University of Michigan. Fall 2006.
- Graduate Student Instructor: SI 502 *Choice and Decision Making*, School of Information, University of Michigan. Winter 2006.
- Graduate Student Instructor: EECS 381 *Advanced Object Oriented Programming*, Electrical Engineering and Computer Science, University of Michigan. Fall 2004.
- Teaching Assistant: ECES 381 *Intro to Operating Systems*, Computer Engineering and Science, Case Western Reserve University. Spring 2001.
- Teaching Assistant: ENGR 101 *Intro to Computer Science*, College of Engineering, Case Western Reserve University. Fall 1999.

Students

PhD Advisor

- Jacob Solomon. MSU MIS. 2010-Present

MA Committee Member

- Korey Scott. MSU TC Masters Project. 2010
- Ian Hewlett. MSU TC Masters Thesis. 2011
- Andrea Kulikowski. MSU TC Masters Thesis. 2011

Undergraduate Research Assistants

- Rachel Lipson. UMich NSF REU, Summer 2008

Scholarly Service

I am on the SOUPS 2011 Program Committee.

I was on the CHI 2010 Program Committee (Associate Chair, Interaction Beyond the Individual subcommittee)

I was Student Volunteer Coordinator for ACM E-Commerce 2006.

I was an external reviewer for:

- ▶ Journal of Electronic Commerce
- ▶ ICIS 2006
- ▶ ACM E-Commerce 2007 & 2008
- ▶ CHI 2008, 2009 & 2011
- ▶ iConference 2008
- ▶ CSCW 2008, 2010, & 2011
- ▶ WWW 2008
- ▶ ACM GROUP 2009.

University Service

MSU Social Media Seminar Series. Organizer, 2010-2011

MSU Journalism Research Committee 2010-2011

Previous Work Experience

- *Cigital Labs*. Research Intern. Summer 2001. Developed a research prototype intrusion detection system.
- *Microsoft*. Software Development Engineer in Test Intern. Summer 1999 and Summer 2000. Developed automated tests for Microsoft Commerce Server. Developed an automated stress testing system.

In The News

- Wall Street Journal 1/15/04. Article about my anti-spam research.
- Metromode “Defending the Net.” by Tanya Muzumdar. 3/6/2008 Article about my security research – <http://www.metromodemedia.com/features/TheNet0058.aspx>
- Misc My security research was featured research in announcing the STIET (NSF IGERT) renewal grant. http://www.umich.edu/~urecord/0708/Oct15_07/23.shtml and http://stiet.cms.si.umich.edu/sites/stiet.cms.si.umich.edu/files/DetroitFreePressonSTIET_Oct2007.pdf
- [STIET Newsletter](#) Fall 2008 – Article about my dissertation research and the the NSF grant that supports it. <http://stiet.cms.si.umich.edu/sites/stiet.cms.si.umich.edu/files/STIETNewsFall08.pdf>