

COMMITMENTS (with [links](#) to some of my relevant publications)

Inclusion and diversity. Modes of paternalist thinking in technology development keep marginalized people and communities from having systems that meet their needs. From talking with farmers in rural Oregon, small business owners in urban Morocco, or women seeking sanctuary in suburban great rooms, I've helped technologists and strategists reimagine potential beneficiaries of their systems, and to understand what technologies *mean*, not just what they *do*.

Autonomy and empowerment. Infrastructures support, but they also constrain and even coerce. People are said not to value privacy due to their apparent willingness to be surveilled on the internet, or not to value active engagement in favor of passive consumption, when *instead they are suffering from learned helplessness*. Many technologies, like credit cards or gig economy platforms, promise freedom and empowerment, but actually produce and reproduce accepted dependency. But through equitable digital transformation, businesses (and co-ops) can shift power to and create conditions of mutual respect for those they serve.

Meeting people where they are. Ethnography requires repeatedly embedding oneself into social situations as a participant and a conversational peer (often as an outsider), to develop a systems-level understanding together with a respect for the messy realities of the real lives involved. When bringing this back from the field to the research audience, making insights actionable requires balancing *conformity to audience expectations* (perhaps for bullet points, personas, and scenarios) with *defamiliarizing and challenging these* (perhaps with satire, unexpected perspectives, or other methods to disarm and provoke).

EXPERIENCE

Scott Mainwaring Consulting. Independent researcher and analyst, 2014–present. I conduct and manage multi-method, multi-stakeholder research, design, and analysis from a critical, systemic, and lived-experience framework. I have expertise in in-depth, one-on-one, ethnographically informed interviewing, both in person and online. I've particularly focused on the *relationship of people with money and payments* as they live their financial lives, to identify barriers to financial inclusion and opportunities for technological innovation.

Human Centered Design & Engineering (Univ. of Washington) and Engineering Technology & Management (Portland State Univ.). Part-time lecturer, 2016–2020. Taught human centered design theory and practice in professional Masters programs, and seminars for students and faculty on topics in collaboration and design.

Intel Science and Technology Center for Social Computing. Co-founder and co-director, 2011–2013. Joint venture of Intel Labs, UC Irvine, Cornell Univ., NYU, Indiana Univ., and Georgia Tech. Nurtured multi-disciplinary research community to push the boundaries of human-computer interaction research, by *building on the social and cultural foundations of technology*. Included 20 faculty, 10 postdocs, 32 doctoral students, supported by \$2.5 million annual budget.

SKILLS

Ethnographic Fieldwork
Qualitative Methods
Multi-Method Research
Research Management
Research Communication
Stakeholder Collaboration
Teaching and Mentoring

EDUCATION

Stanford University

*Ph.D., Cognitive Psychology
(Cognitive Science focus)*

Harvard University

A.B., Computer Science

AFFILIATIONS

UC Irvine

School of Social Sciences
Research Associate

Univ. of Washington

Human Centered Design and
Engineering (HCDE)
Affiliate Assistant Professor

COURSES TAUGHT

Theoretical Foundations of Human Centered Design and Engineering (HCDE 501, Autumn 2018, Spring 2019, Fall 2020), Univ. of Washington

User Centered Innovation (ETM 556/656, Winter 2017) Portland State Univ.

HCDE Directed Research Groups, Univ. of Washington (with Prof. Charlotte Lee)

Cooperatives and Sociotechnical Design (HCDE 496, Spring 2021)

Creepy Technology (HCDE 496, Winter 2019)

Dealing with People Coming and Going: Turnover in Coordinated Action (HCDE 496, Fall 2016)

People and Practices Research and Interaction and Experience Research, Intel Labs. Research Scientist (2000–2002), Senior Research Scientist (2002–2013), Acting Director (2005–2006). Delivered insights from multi-method ethnographic explorations to inform new products and strategy across multiple business groups, and to extend Intel’s thought leadership in centering people and cultures in technology development. With academic partners and local experts, conducted fieldwork in China, Japan, South Korea, Russia, Morocco, Kenya, South Africa, the UK, and the US. PI for three-year study of monetary and payment innovation.

Interval Research Corporation. Member, Research Staff, 1994–2000. Ethnographer and designer within a vibrant community of researchers, technologists, artists, and entrepreneurs, funded by Paul Allen to explore the personal potential of technology. Research foci included online communities, information appliances, home media spaces, demographic opportunities around aging Baby Boomers, and interactive television services. Awarded patents on shared media-space systems. Served on internal institutional review board for human studies.

SELECTED PUBLICATIONS

Opportunities and Risks of Conversational AI for Credit Unions: Empathy and Intimacy in Automated Financial Customer Service, with Melissa K. Wrapp. Research report, Filene Research Institute, 2021.

Dongles. In William M. Maurer & Lana Swartz (Eds.), *Paid: Tales of Dongles, Checks, and Other Money Stuff*. MIT Press, 2017.

Leakiness and creepiness in app space: Perceptions of privacy and mobile app use, with Irina Shklovski*, Halla Hrund Skúladóttir, & Höskuldur Borgthorsson, ACM Conference on Computer-Human Interaction (CHI), 2014.

UbiComp’s colonial impulse, with Paul Dourish*. ACM Conference on Ubiquitous Computing (UbiComp), 2012.

Reassessing ICTs and development: The social forces of consumption, with Renee Kuriyan*, Kathi Kitner, & Dawn Nafus. Intel whitepaper released at WCIT (World Congress on Information Technology), 2010.

Navigating Future Moneyscapes (video and booklet), with Camellia George. Distributed at the Intel Technology and Research Pavilion, Intel Developers Forum San Francisco, 2008.

From meiwaku to tokushita!: Lessons for digital money design from Japan, with Wendy March & Bill Maurer. ACM Conference on Computer-Human Interaction (CHI), 2008. Best research note award.

Casablanca: Designing social communication devices for the home, with Debby Hindus*, Nicole Leduc, Anna E. Hagström, & Oliver Bayley. ACM Conference on Computer-Human Interaction (CHI), 2001.

* first author

PROFESSIONAL SERVICE (Examples)

Reviewer for Computer-Human Interaction (CHI), Computer Supported Cooperative Work (CSCW), Designing Interactive Systems (DIS), Ubiquitous Computing (UbiComp), and Ethnographic Praxis in Industry (EPIC) conferences

Workshops Co-Chair, CSCW 2011 (Hangzhou, China)

SELECTED TALKS

Money, Trust, and Inclusion vs. Blockchain. Oregon Connections Telecommunications Conference on Digital Inclusion, Hood River, OR, 2018.

ELIZA and Personhood. Symposium: The Human Face of Artificial Intelligence: Infrastructures, Narratives, Ethics. UC Irvine School of Social Sciences and School of Law, October 17, 2019.

Human-Centered Computing for the 21st Century (keynote). International Conference on Human-Centered Computing (HCC), Phnom Penh, 2014.

PROFESSIONAL MEMBERSHIPS

ACM Special Interest Group in Human-Computer Interaction (SIGCHI)

EPIC – Ethnographic Practice in Industry

FURTHER INFORMATION

Full vita: scott.mainzone.com/mainwaring-cv.pdf

LinkedIn profile: [linkedin.com/in/mainwaring](https://www.linkedin.com/in/mainwaring)

