Lauren M. Kaplan, PhD

Mixed Methods AI User Researcher, Meta

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EDUCATION

PhD in Sociology, Goethe University, Frankfurt, Germany - *Magna cum Laude* (2013)
MA and Sociology, University of Miami, Miami, FL - *Cum Laude* (2009)
BA in Psychology and Sociology, University of Miami, Miami, FL - *Cum Laude* (2007)

RESEARCH SKILLS

Research Methods: Quantitative (Survey Design and Research, Multi-Level Modeling. Regression, Group Differences), Qualitative (Biographical Analysis, Content Analysis, Focus Groups), and User Research (Concept Testing, Personas, Market Research) Methods.

Domain Expertise: UX, Privacy, AI (Privacy Preserving Machine Learning, On Device, Open Source, Frameworks), AR/VR. Developer Experience and Community, Health, Homelessness, Diversity, Equity and Inclusion.

SELECT AFFILIATIONS

Meta (Formerly Facebook AI) - *Mixed Methods AI UX Researcher* **01/2021-present**
Department of Medicine, University of California, San Francisco - *Staff Researcher* **02/2020-01/2021**
Department of Medicine, University of California, San Francisco - *Technical Writer* **08/2017-02/2020**
ARG and School of Public Health, UC Berkeley - *NIAAA Postdoctoral Fellow* **2014-2016**
Department of Social Policy and Intervention, University of Oxford - *Postdoctoral Fellow* **2014**

RELEVANT RESEARCH EXPERIENCE

Privacy Preserving Machine Learning (PPML) Foundational Research (Mixed Methods)
***Research Lead,* Meta (2021)**

- Spearheaded all foundational research to set the foundation for people centric AI Privacy product experiences across Meta, with mind to multiple segments: consumers, media, policy, and academics.
- Designed and executed a mixed methods approach (n = 34 qual, n = 2,000 quant) to identify user needs for these segments as they apply to AI Privacy; findings defined privacy-first AI product strategy across Meta, marketing strategy, and go to market plans for personalized ads and AR/VR devices in Q3-Q4 2021 and prioritized PPML product opportunities (e.g. Ads, Smart Voice Control) across Meta product surfaces (e.g. Oculus, Stella) for 2022 and beyond.
- Socialized and disseminated insights, both internally and externally.

PyTorch Mobile On Device AI Community
***Research Lead,* Meta (2021)**

- Designed and executed qualitative (US) foundational research to understand the external On Device AI (e.g. Federated Learning and other AI/ML approaches deployed to mobile devices) landscape, developer needs, and AI framework gaps to inform product and engineering roadmaps.
- Managed vendor partners, recruited hard to reach population, created research plans, interview guides, workflow stimuli. reports, and socialized insights in company wide share outs.
- Informed PyTorch Mobile team on framework gaps, which influenced product launch, product roadmaps, and Open Source strategy.
- Insights were also used to justify additional headcount requests (300 engineers), which were granted.

COVID-19 Prevention for Older Adults Experiencing Homelessness
Quantitative Research Lead, UCSF (Nov 2020)

- Designed and executed survey research to understand COVID-19 prevention behaviors, testing, and impact of COVID-19 on older adults experiencing homelessness (hard to reach population with limited access to technology) to inform policy.
- Drove mixed methods approach (survey and interviews) adapted to constraints of COVID-19 (n = 192 quan, n = 37 qual) to identify opportunities to increase COVID-19 prevention behaviors and identify housing environments that could reduce exposure to COVID-19.
- Identified enablers and barriers to COVID-19 prevention and impacted homelessness policy (e.g. Project Room Key California's Project Roomkey) housing over 20,000 people experiencing homelessness in hotels to prevent COVID-19 transmission with $1.3 BB in funds to extend innovative housing interventions into California's long term homelessness strategy.

SELECTED PUBLICATIONS AND TALKS

- "How can companies help people understand privacy-enhancing technologies like on-device learning?" The Trust, Transparency and Control Labs (TTC Labs).
  Fairness in machine learning: Limitations and Opportunities. MIT Press. Contributed literature reviews, feedback, and editing.
- Enhancing grant-writing expertise in BUILD institutions: Building infrastructure leading to diversity | PLOS ONE
- "No More Silence: Monitoring Bias by Examining Word Usage in HIV/AIDS Crisis Dialogue Over Time" Oral Presentation, TextXD Dec 2019, UC Berkeley.
- Unmet Mental Health and Substance Use Treatment Needs Among Older Homeless Adults: Results from the HOPE HOME Study
- People Living with HIV in the USA and Germany: A Comparative Study of Biographical Experiences of Chronic Illness | SpringerLink. PhD Dissertation, published as a book with Springer VS.

SERVICE

- Reviewer in the 2021 UX Meta Research Summit and active in community building sessions.
- Lead UXR offsite session on Collaboration and Inclusion for Meta's AI Platform team.
- Partnered with DEI to refine strategy to build more inclusive UXR community at Meta
- Led UCSF partnership in Bay Area Summer Institutes in Computational Social Science 2020 & NLP collaboration offering digital archives from the HIV/AIDS epidemic (No More Silence).
- Designed and executed research leveraging No More silence (Word2Vec and LDA analysis), presented at TextXD 2019 to disseminate UCSF NLP insights and build community.
- UCSF Department of Medicine Shelter-In-Poetry Awardee poem also selected as an installation in the Garden Poetry Walk | Zuckerberg San Francisco General Hospital and Trauma Center

INTERESTS

Health, Social Computation, Diversity and Inclusion, Innovation, AI Democratization, Technology Policy and Governance, Entertainment, Music, Art, Writing, Finance, Equity, Social Mobility, Migration, Homelessness, Languages, Cooking, Positive Psychology, Nature