

# Bruce Ferwerda

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## Education

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<b>PhD</b> in Technical Science (summa cum laude) Johannes Kepler University (Linz, AT)	2013 - 2016
<b>MSc</b> in Human-Technology Interaction Eindhoven University of Technology (Eindhoven, NL)	2010 - 2012
<b>BEng</b> in E-Technology University of Applied Sciences, HvA (Amsterdam, NL)	2006 - 2009
Quantitative Research Methods University of California, Irvine (Irvine, CA, USA)	2015 - 2015
Cognitive Science Yonsei University (Seoul, KR)	2012 - 2013
Distributed & Ubiquitous Computing Waseda University (Tokyo, JP)	2011 - 2012
Artificial Intelligence Radboud University (Nijmegen, NL)	2010 - 2010
IP DeSeRTS (Erasmus Mundus Program) University of Applied Sciences, EVTEK (Espoo, FI)	2008 - 2008

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## Professional Experience

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Postdoctoral Researcher, Department of Computational Perception Johannes Kepler University (Linz, AT)	2016 - Present
Researcher, Department of Computational Perception Johannes Kepler University (Linz, AT)	2013 - 2016
Visiting Researcher, Donald Bren School of Informatics and Computer Sciences University of California, Irvine (Irvine, CA, US) host: Alfred Kobsa	2015 - 2015
Researcher, Human Computer Interaction Lab Yonsei University (Seoul, KR)	2012 - 2013
Associate Researcher, Cognitive Science Lab Yonsei University (Seoul, KR)	2012 - 2013
UX Designer MeasureWorks (Almere, NL)	2012 - 2013
Visiting Researcher, Ambient Intelligence Group Waseda University (Tokyo, JP) host: Tatsuo Nakajima	2011 - 2012
Engineer Interactive Artwork Studio Roosegaarde (Waddinxveen, NL)	2009 - 2010
Intern Studio Roosegaarde (Waddinxveen, NL)	2009 - 2009

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## Publications

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18. Ferwerda, B., & Schedl, M. (2016) Personality-Based User Modeling for Music Recommender Systems. *ECML-PKDD 2016 (Riva del Garda, IT)*. Acceptance rate: 20%.
17. Ferwerda, B., Graus, M., Vall, A., Tkalčič, M., & Schedl, M. (2016) The Influence of Users' Personality Traits on Satisfaction and Attractiveness of Diversified Recommendation Lists. *RecSys 2016 (Boston, MA, US)*. Acceptance rate: 27%.
16. Ferwerda, B., Vall, A., Schedl, M., & Tkalčič, M. (2016) Exploring Music Diversity Needs Across Countries. *UMAP 2016 (Halifax, NS, CA)*. Acceptance rate: 27%.
15. Ferwerda, B., & Schedl, M. (2016) Investigating the Relationship Between Diversity in Music Consumption Behavior and Cultural Dimensions: A Cross-Country Analysis. *UMAP 2016 (Halifax, NS, CA)*. Acceptance rate: 27%.
14. Skowron, M., Ferwerda, B., Tkalčič, M., & Schedl, M. (2016) Fusing Social Media Cues: Personality Prediction from Twitter and Instagram. *WWW 2016 (Montreal, QC, Canada)*. Acceptance rate: 16%.
13. Ferwerda, B., Schedl, M., & Tkalčič, M. (2016) Personality Traits and the Relationship with (Non-) Disclosure Behavior on Facebook. *WWW 2016 (Montreal, QC, Canada)*. Acceptance rate: 16%.
12. Ferwerda, B., Schedl, M., & Tkalčič, M. (2016) Using Instagram Picture Features to Predict Users' Personality. *MMM 2016 (Miami, FL, USA)*. Acceptance rate: 37%.
11. Ferwerda, B., Schedl, M., & Tkalčič, M. (2015) Predicting Personality Traits with Instagram Pictures. *RecSys 2015 (Vienna, AT)*. Acceptance rate: 26%.
10. Ferwerda, B., Schedl, M., & Tkalčič, M. (2015) Personality & Emotional States: Understanding Users' Listening Needs. *UMAP 2015 (Dublin, IE)*. Acceptance rate: 28%.
9. Tkalčič, M., Ferwerda, B., Hauger, D., & Schedl, M. (2015) Personality Correlates for Digital Concert Program Notes. *UMAP 2015 (Dublin, IE)*. Acceptance rate: 28%.
8. Ferwerda, B. (2015) The Soundtrack of My Life: Adjusting the Emotion of Music. *CHI 2015: Collaborating with Intelligent Machines (Seoul, KR)*.
7. Ferwerda, B., Yang, E., Schedl, M., & Tkalčič, M. (2015) Personality Traits Predict Music Taxonomy Preferences. *CHI 2015 (Seoul, KR)*. Acceptance rate: 23%.
6. Ferwerda, B., & Schedl, M. (2014) Enhancing Music Recommender Systems with Personality Information and Emotional States: A Proposal. *UMAP 2014 (Aalborg, DK)*. Acceptance rate: 29%.
5. Tkalčič, M., Ferwerda, B., Schedl, M., Liem, C., Melenhorst, M., Odić, A., & Košir, A. (2014) Using social media mining for estimating theory of planned behaviour parameters. *UMAP 2014 (Aalborg, DK)*. Acceptance rate: 29%.
4. Ferwerda, B., Schedl, M., & Tkalčič, M. (2014) To Post or Not to Post: The Effects of Persuasive Cues and Group Targeting Mechanisms on Posting Behavior. *SocialCom 2014 (Stanford, CA, US)*. Acceptance rate: 9.9%.
3. Choi, J., Ferwerda, B., Hahn J., Kim J., & Moon, J. Y. (2013) Impact of Social Features Implemented in Open Collaboration Platforms on Volunteer Self-Organization: Case Study of Open Source Software Development. *WikiSym + OpenSym 2013 (Hongkong, HK)*.
2. Lee, M. J., Ferwerda, B., Choi, J., Hahn, J., Moon, J. Y., & Kim, J. (2013) GitHub Developers Use Rockstars To Overcome Overflow of News. *CHI 2013 (Paris, FR)*. Acceptance rate: 26%.
1. Ferwerda, B., Choi, J., & Kim, J. (2013) 사회적 코딩 플랫폼에서의 탐색 및 참여에 대한 연구: GitHub 사례를 중심으로. *KHCI 2013 (Gangwon, KR)*.

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## Skills

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- Quantitative research methods
  - Qualitative research methods
  - Experiment design
  - User-centric evaluation
  - User modeling
  - Prototyping
  - Statistical analyses (SPSS, R, Mplus)
  - PHP, HTML, CSS, Python
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## Research Interest

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- Human Computer Interaction (UXD, UID, UCD)
  - Persuasive technologies
  - Personality and Affect
  - Information Retrieval
  - Decision Making and Consumer Behavior
  - Social Psychology
  - User modeling & Personalization
  - Recommender Systems
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## Teaching

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- Research Methods 1 (theory)
  - Research Methods 2 (practice)
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## Awards & Grants

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- Austrian Science Fund (2013 – 2016)
  - Marshall Plan Grant (2015)
  - JKU Grant for Conducting Research (2015)
  - JKU Study Grant for Engineering and Natural Sciences (2015)
  - Outstanding Foreign Scholarship (2012, 2013)
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## Program Committee (PC) & Reviewer (R)

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- CHI (R)
  - CHI PLAY (R)
  - CSCW (R)
  - C&C (R)
  - DIS (R)
  - iConference (R)
  - EICS (R)
  - EMPIRE (PC)
  - IUI (R)
  - IxD&A Journal (R)
  - MobileHCI (R)
  - PAN@ICWSM (PC)
  - RecSys (R)
  - SOAP (PC)
  - SUI (R)
  - TVX (R)
  - UMAP (PC)
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## Workshops

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- International Workshop on Personalized Interfaces: What/How Should They Be Tailored To?
  - International Workshop on Emotions and Personality in Personalized Systems
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## Invited Talks

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- The University of Hong Kong (Hong Kong, Hong Kong), Division of Information and Technology Studies (2016)
  - Hong Kong Baptist University (Hong Kong, Hong Kong), Department of Computer Sciences (2016)
  - National Taiwan University (Taipei, Taiwan), Institute of Communication Engineering (2016)
  - Academia Sinica (Taipei, Taiwan), Research Center for IT Innovation (2016)
  - National Chengchi University (Taipei, Taiwan), Department of Computer Science (2016)
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- University of California, Irvine (Irvine, USA), School of Information & Computer Sciences (2015)
  - Johannes Kepler University (Linz, Austria), Department of Computer Sciences (2013)
  - Yonsei University (Seoul, South-Korea), School of Business (2012)
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## Miscellaneous Skills

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- Dutch - Native
- English - Fluent
- German - Moderate
- Thai - Moderate
- French - Basic
- Korean - Basic