# Randolph G. Bias, Ph.D., CHFP

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**Education:**
Ph.D., Human Experimental Psychology, University of Texas at Austin, Austin, TX, 1978
B.S., with honors, Psychology, Florida State University, Tallahassee, FL, 1973

**Certification:**
Certified Human Factors Professional, Board of Certification in Professional Ergonomics

**Honor Society:**
Phi Alpha Phi

**Professional Societies:**
HFES (Human Factors and Ergonomics Society)
UPA (Usability Professionals' Association)
ACM SIGCHI (Assoc. of Computing Machinery SIG in Computer-Human Interaction)
ASIST (American Society for Information Society and Technology)

**Professional Experience:**
The University of Texas at Austin School of Information
9/2013 – Present:  Professor
1/2003 – 8/2013:  Associate Professor
7/2014 – Present:  Co-Director, Information eXperience (IX) Lab
8/2005 – 6/2014:  Director, Information eXperience (IX) Lab
8/2004 – 12/2007:  Faculty Affiliate, UT-Austin IC² Institute Digital Media Collaboratory
1/2001 – 12/2002:  Adjunct Faculty

Florida Institute for Human & Machine Cognition
6/2013 – 12/2013:  Visiting Research Scientist
8/2014:  Visiting Research Scientist

Austin Usability, Inc.
1/2000 – 12/2002:  Co-founder and Chief Usability Officer

BMC Software, Inc.
5/99 – 4/01:  Manager, Customer Advocacy
5/96 – 5/99:  Manager, Usability Engineering

IBM Corporation, and Tivoli Systems
7/84 – 4/96:  Advisory Human Factors Scientist

Huston-Tillotson University
9/94 – 6/95:  Visiting Faculty Member (on Faculty Loan from IBM)

Texas State University
9/93 – 1/94:  Instructor (part-time), School of Science, Department of Computer Science

Bell Telephone Laboratories
6/81 – 6/84:  Member of Technical Staff

Rutgers University
9/83 – 6/84: Instructor (part-time), Dept. of Psychology

The University of Texas at Austin
9/78 – 6/79, and 9/80 – 6/81: Instructor, Dept. of Psychology

Texas Department of Health
7/79 – 8/80: Statistician III


## Awards/Grants/Honors:

- 2014: Research Grant Proposal – An investigation project over a modular open source smart farming platform implementation. Submitted to the FCT (Fundação para a Ciência e a Tecnologia). PI: Andre Rocha. R. G. Bias, co-investigator.
- 2014: Research Grant Proposal – ImThere -- Immersive Video Experiences in the City. Submitted to the FCT (Fundação para a Ciência e a Tecnologia). PI: Teresa Chambel. R. G. Bias, co-investigator.
- 2014: Research Grant Proposal – FALCO: Functional Aerial Companions. Submitted to the FCT (Fundação para a Ciência e a Tecnologia). PI: Fernando Nabais. R. G. Bias, co-investigator.
- 2014: Research Grant Proposal submitted to TxDOT: Development of an Innovative Business and Engineering Knowledge Systems (IBEKS) to Support V2X and Other TxDOT Business and Engineering Knowledge Needs. R. G. Bias, Researcher.
- 2014: Interactive Digital E-health Game (IDEG) for heart failure self-management. Research Proposal submitted to the American Nursing Fund. PI: Kavita Radhakrishnan. R. G. Bias, co-investigator.
- 2014: Unrestricted research grant, Emerson Process Management, $25,000
- 2014: Usability engineering of product user interfaces, MicroEdge, $47,000
- 2013/2014: Usability engineering of product user interfaces, SumTotalSystems, $5000
- 2013/2014: Usability engineering of OpenText's web content management software, $7500
- 2013/2014: University of Texas at Austin, Faculty Research Assignment.
- 2013: White paper submitted to Naval Research Laboratories, with Robert Hoffman and Brian Moon, to study and develop the Concept Mapping Usability Evaluation method
- 2012/2013: Usability engineering of OpenText's web content management software, $15,000
- 2012/2013: Texas Office of Court Administration, usability evaluation of website, $10,000
- 2012/2013: University of Texas faculty travel award, $1200
- 2012/2013: School of Information Dean's Travel Grant, $1500
- 2011/2012: Nominated (not selected) to the University of Texas at Austin Academy of Distinguished Teachers
- 2011/2012: Usability engineering of OpenText's web content management software, $15,000
- 2011/2012: Unrestricted research gift. Emerson Process Management, $33,000.
- 2010/2011: Usability engineering of OpenText's web content management software, $30,000
- 2010/2011: University of Texas faculty travel award, $1200
- 2010/2011: School of Information Dean's Travel Grant, $1500
- 2010: Texas State Library and Archives Commission, usability support contract, $23,775
- 2009/2010: Usability engineering of Vignette web content management software. $30,000
- 2008/2009: School of Information John P. Commons Teaching Fellowship, $7000
- 2008/2009: Texas Office of Court Administration, interagency agreement to provide usability support for the development of a web-based application to support electronic filing. $21,900
- 2008/2009: Usability engineering of Vignette's web content management software. $30,000
- 2008/2009: Nominated (not selected) for Professor of the Year award by the UT-Austin Senate of College Councils.
- 2008: Co-PI, NSF, Studying Design Intent for Software Evolution and Maintenance. PI Dewayne Perry. $452,329
- 2008: Co-PI, NSF, CI-TEAM Implementation: Educating a Competitive, Cyberinfrastructure Savvy Engineering and Construction Workforce. PI William O'Brien. $1,000,000
- 2007/2008: Texas Exes Teaching Award, School of Information, $1000
- 2005/2006: IBM, Faculty Award, $40,000
- 2005/2006: School of Information John P. Commons Teaching Fellowship, $5000
- 2005: UT-Austin IC² Institute, summer support, $7500

- 2005: Microsoft, A large-N study of ClearType© preference, $105,000
- 2005: Microsoft, supporting secondary research paper written by a Master's student, $3500
- 2004/2005: School of Information John P. Commons Teaching Fellowship, $4000
- 2004: Microsoft, The effects of ClearType© on programmer productivity, $100,000
- 2004: UT Faculty Travel Grant , HFES conference, New Orleans, $325
- 2004: Solicited donation to the iSchool from Ion Storm (local software company) for usability work done for them, with Master's student Shannon Lucas, $2000
- 2004: Dean's Fellowship, one course "buy out," Spring semester, approx. $18,000
- 2004/2005: IBM, Faculty Award, $40,000
- 2003: UT Faculty Travel Grant , ASIST conference, Long Beach, CA, $325
- 2003/2004: School of Information Alumni Teaching Fellowship, $4000

**Patent:**
"Telephone call center with method for providing customer with wait time updates," Attorney Docket No. 064198.0168, and assigned U.S. Application Serial No. 10/617,486, filed on July 11, 2003. R. G. Bias (University of Texas at Austin), P. Kortum (SBC Labs), B. A. Knott (SBC Labs), and R. R. Bushey (SBC Labs).

**Publications:**

Items that begin with two asterisks are first-authored by one of my students.

### Manuscripts in preparation:
Gillan, D. J., Sorge, J., & Bias, R. G. (In preparation.) The effect of a punishment contingency on submovements of target acquisition: Fine-tuning Fitts's Law. To be submitted to the *Journal of Experimental Psychology: Applied.*

### Manuscripts submitted:

### Publications and presentations:

### Books
Bias, R. G., & Mayhew, D. J. (Eds.) (2005). *Cost-Justifying Usability, 2nd Edition: Update for the Internet Age.* San Francisco: Morgan Kaufmann.

Bias, R. G., & Mayhew, D. J. (Eds.) (1994). *Cost-justifying usability.* Boston: Academic Press.

### Book Chapters
Gillan, D. J., & Bias, R. G. (2012). Usability science II. Measurement. In M. D. Coovert & L. F. Thompson (Eds), *The psychology of workplace technology.* Routledge/Psychology Press, New York.

** Richeson, A., Bertus, E., Bias, R. G., & Tate, J. (2011). Employing ROI methods in usability. In R. Proctor and K. Vu (Eds.), *The Handbook of Human Factors in Web Design, 2nd Edition.* CRC Press. 753–764.

** Huang, S. C., & Bias, R. G. (2010). A semiotic analysis of interactions between end users and information systems. In H. Isomäki & S. Pekkola (Eds.), *Reframing humans in information systems development.* New York: Springer.

Bias, R. G., Lucas, S., & Latham, T. (2007). The Hybrid User-Requirements Interface Evaluation (HURIE) Method. In C. Righi & J. James (Eds.), *User-centered design case studies.* San Francisco: Morgan Kaufmann.

** Williams, J. P., Bias, R. G., & Mayhew, D. J. (2007). Cost justification. In J. A. Jacko & A. Sears (Eds.), *The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications., 2nd Edition.* Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Mayhew, D. J., & Bias, R. G. (2004). Cost-justifying usability engineering for cross-cultural user interface design. In N. Aykin (Ed.), *Usability and internationalization of information technology.* Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Bias, R. G., Mayhew, D. J., & Upmanyu, D. (2003). Cost justification. In J. A. Jacko & A. Sears (Eds.), *The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications.* Mahway, NJ: Lawrence Erlbaum Associates, Inc.

Bias, R. G. (1994). The pluralistic usability walkthrough: Coordinated empathies. In *Usability Inspection Methods,* J. Nielsen and R. L. Mack (Eds.), New York: Wiley and Sons, Inc.

Foss, D. J., Bias, R. G., & Starkey, P. (1978). Sentence comprehension processes in the preschooler. In *Recent advances in the psychology of language: Formal and experimental approaches,* R. N. Campbell & P. T. Smith (Eds.), New York: Plenum Press.

### Refereed Journal Articles

Bias, R. G., Gillan, D. J., & Lewis, C. (In press.) The tortoise and the (soft)ware: Moore's Law, Amdahl's Law, and performance trends for human-machine systems. To appear in the *Journal of Usability Studies.*

Bias, R. G., Nixon, M., He, D., & Kim, H. (In press.) Employing a user-centered design approach to improve operator interfaces. To appear in the *IIE Transactions on Occupational Ergonomics and Human Factors, Special Issue on Special Issue on Human Factors in Advanced Applications for Process Control.*

**Huang, S.-C., Bias, R.G., & Schnyer, D. (In press.) How are icons processed by the brain? Neuroimaging measures of four types of visual stimuli used in information systems. *Journal of the Association of Information Science and Technology.* Article first published online: 15 May 2014. DOI: 10.1002/asi.23210.

Bias, R. G., Kortum, P., Sauro, J., & Gillan, D. (2013). Clothing the naked emperor. *interactions, 20*(6), November + December, New York: ACM.

Bias, R. G., and Hoffman, R. (2013). Where's the rigor in the field of usability analysis? *IEEE Intelligent Systems, 28*(6), 66-72.

Bias, R. G., Marty, P. F., & Douglas, I. (2012). Usability / User-centered design in the iSchools: Justifying a teaching philosophy. *Journal of Education in Library and Information Science.* 53 (4): 274-289.

Bias, R. G., Larson, K., Huang, S. C., Aumer-Ryan, P., & Montesclaros, C. (2010). An exploratory study of visual and psychological correlates of preference on onscreen subpixel-rendered text. *Journal of the American Society of Information Studies and Technology, 61:*4, 745-757.

Moore, M., Bias, R. G., Prentice, K., Fletcher, R., and Vaughn, T. (2009). Web usability testing with a Hispanic medically underserved population. *Journal of the Medical Library Association, 97*(2): 114–121.

Kortum, P., Bias, R. G., Knott, B. A., & Bushey, R. G. (2008). The effect of choice and announcement duration on the estimation of telephone hold time. *International Journal of Technology and Human Interaction, 4,* 29-53.

** Fuchs, B. E., Thomsen, C. M., Bias, R. G., & Davis, D. (2006). Behavioral citation analysis: A new look at a familiar tool. *College and Research Libraries, 67,* 4, 304 – 324.

** Huang, S. C., Chou, I., & Bias, R. G. (2006). Empirical evaluation of a popular cellular phone's menu system: Theory meets practice. *Journal of Usability Studies, 1,* 2, 91-108.

\*\* Nanavati, A. A., & Bias, R. G. (2005). Optimal line length in reading: A literature review. *Visible language,  39.* Providence: Rhode Island School of Design, 120-145.

Gillan, D. J., & Bias, R. G.  (2002).  Usability science I:  Foundations.  *International Journal of Human-Computer Interaction, 13*, 351-372.

Bias, R. G., & Gillan, D. J.  (1997).  Human error:  But which human.  *Disaster Recovery, 10*, Issue 3.

Gillan, D. J., & Bias, R. G.  (1994).  Use and abuse of metaphor in human-computer interaction.  In the *Proceedings of the IEEE International Conference on Systems, Man, and Cybernetics*, San Antonio, October, 1434-1439.

Bias, R. G.  (1991).  Walkthroughs:  Efficient collaborative testing.  *IEEE Software, 8* (5), 94-95.

Waters, F. C., Bias, R. G., & Smith-Kerker, P. L.  (1987).  AIX usability enhancements and human factors.  *IBM Systems Journal, 26*, 383-394.

Bias, R. G., McCusker, L. X., & Hillinger, M. L.  (1982).  Generation(s) of phonological codes:  A response to Guttentag.  *Psychological Bulletin, 91*, 369-371.

McCusker, L. X., Gough, P. B., & Bias, R. G.  (1981).  Word recognition inside out and outside in. *Journal of Experimental Psychology:  Human Perception and Performance, 7*, 538-551.

McCusker, L. X., Hillinger, M. L., & Bias, R. G.  (1981).  Phonological recoding and reading. *Psychological Bulletin, 89*, 217-245.

Bias, R. G., & McCusker, L. X.  (1980).  Phonological recoding in lexical decision at recognition threshold.  *Journal of Reading Behavior, 12*, 5-21.

Bias, R. G., & Roser, N. L.  (1979).  The role of experimental psychology in reading instruction. Reading World, XVII, 2, 114-124.

### *Other Articles*

Bias, R. G., Kortum, P., Sauro, J., & Gillan, D.  (2013.)  Clothing the naked emperor:  The unfulfilled promise of the science of usability.  *interactions, vol. xx.6*, November-December.

\*\* Liu, D., Lease, M., Kuipers, R., & Bias. R.  (2012).  Crowdsourcing for usability testing. Technical report, School of Information, University of Texas at Austin, March. arXiv:1203.1468.

Bias, R. G.  (2010).  Book review of *Research Methods for Human Computer Interaction*, P. Cairns & A. L. Cox (Eds.)  *Journal of the American Society of Information Science and Technology, 61*:1, 204-205.

Bias, R. G.  (2010).  Book review of *Reading and Writing the Electronic Book: Synthesis Lectures on Information Concepts, Retrieval, and Services,* Catherine C. Marshall, and *The Case for Books: Past, Present and Future*, Robert Darnton.  *Journal of the American Society of Information Science and Technology, 61*,12, 2588–2591.

Bias, R. G., Bodin, B. K., Burns, S. A., Nanavati, A. A., Chung, D., & Maynard, A. M.  (2005).  User interface design, transaction measurement, and usability engineering for remote devices.  IBM Center for Advanced Studies, Austin, February.

Bias, R. G.  (2003).  The School of Information.  *Alcalde.* September.

Bias, R. G.  (2002).  Foreword.  In K. Vredenburg, S. Isensee, & C. Righi,  (Eds.), *User-centered design: An integrated approach.*  Englewood Cliffs, NJ:  Prentice-Hall.

Bias, R. G.  (1996).  Lassoing user data with feedback loops.  *Software Quality Matters, 4*, 9-10.

Bias, R. G., & Reitmeyer, P. B.  (1995).  Usability support inside and out.  *interactions, 2*, April, 29-32.

Bias, R. G. (1992). Top 10 ways to muck up an interface project. *IEEE Software*, November, 95-96. Reprinted in the National Information Technology Center Newsletter, Vol. 1, Issue 2.

Smith-Kerker, P. L., & Bias, R. G. (1988). Two bits, four bits, six bits, a color: Subjective quality of color images. IBM Technical Report TR 51.0431, October.

Bias, R. G. (1986). Intuition: Not "if" but "when." *Creativity, 5*, 11.

Bias, R. G., & Gibson, G. A. (1986). Development human factors support of OS/2, Extended Edition, Database Manager product development. IBM Technical Report, September.

Bias, R. G. (1986). Abbreviations in computer systems: A review and a strategy. IBM Technical Report, April.

Bias, R. G. (1985). The human factors game. *Contemporary Psychology, 30*, 710-711.

### Refereed Conference Presentations

** Liu, D., Bias, R. G., Lease, M., & Kuipers, R. (2012). Crowdsourcing for usability testing. Annual meeting of the American Society of Information Science and Technology, Baltimore, October.

** Meyerson, J., Bias, R. G., & Galloway, P. (2012). Applying a user-centered design framework in archival repositories. Annual meeting of the American Society of Information Science and Technology, Baltimore, October.

** Park, J. H., & Bias, R. G. (2012). Understanding human multitasking behaviors through a lens of Goal-Systems Theory. Paper presented at the annual meeting of the Association for Library and Information Science Education, Dallas, January.

Bias, R. G. (2011). The importance of rigor in usability studies. In *Usability Studies: Rigor or Rigor Mortis*, R. G. Bias Chair. Annual Meeting of the HCI-International, Orlando, July.

Bias, R. G. (2010). A curriculum for usability professionals (and why we need one). Proceedings of the 3rd International Conference on Applied Human Factors and Ergonomics (AHFE), July, Miami.

Bias, R. G., & Huang, S. C. (2010). Remote, remote, remote, remote usability testing. *Proceedings of the Society for Technical Communication Summit,* May, Dallas.

Moore, M. J., & Bias, R. G. (2010). What lessons can we generalize from evaluation and usability of a health website designed for lower literacy health consumers? Division of Chemical Information, American Chemical Society, August, Boston MA.

Bias, R. G. (2008). Panelist. *Discount Testing by Amateurs: Threat or Menace?* Steve Krug (Chair). Usability Professionals' Association annual meeting, Baltimore, June.

Bias, R..G. (2007). Panelist.. *Looking into the crystal ball: The future of usability*, William Albert (Chair). Usability Professionals' Association annual meeting, Austin, June.

Dillon, A., Kleinman, L., Choi, G. and Bias, R. (2006). Visual search and reading tasks using ClearType® and regular displays: two experiments. *Proceedings of CHI 2006*, New York: ACM Press, 503-511.

Bias, R. G., Williams, J. P., Chung, D., & Burns, S. A. (2005). Experimental study of the effects of Microsoft's ClearType® on programmer productivity. Paper presented at the annual meeting of the Human Factors and Ergonomics Society, Orlando, November.

Chang, M., Leggett, J., Furuta, R., Kerne, A., Williams, J. P., Burns, S., & Bias, R. G. (2004). Collection understanding. *Proceedings of the ACM & IEEE Joint Conference on Digital Libraries* (JCDL), 334-342.

Dillon, A., Kleiman, L., Bias, R., Choi, G., and Turnbull, D. (2004). Reading and searching electronic documents: An experimental study of regular and enhanced screen displays. Paper presented at the annual meeting, of the American Society of Information Science and Technology. November, Providence, RI.

Knott, B. A., Kortum, P., Bushey, R. R., & Bias, R. G. (2004). The effect of music choice and announcement duration on subjective wait time for call center hold queues. In the *Proceedings of the Human Factors and Ergonomics Society 48th Annual Meeting* (740 - 744). Santa Monica, CA: HFES.

Bias, R. G. (2003). Panelist. Accessibility: Building virtual curbcuts, Sharron Rush (chair). South by Southwest Interactive, Austin, TX, March.

Bias, R. G. (2003). Panelist. My manager said "Yes" to usability: Now what?, Whitney Quesenberry (chair). 50th Annual Meeting of the Society of Technical Communications, Dallas, TX, May.

Bias, R. G. (2003). The dangers of amateur usability engineering. In S. Hirsch (chair), Usability in practice: Avoiding pitfalls and seizing opportunities. Annual meeting of the American Society of Information Science and Technology, October, Long Beach.

Bias, R. G. (2002). Panelist, Measuring ROI for usability, S. Rosenbaum (chair). Session at the UPA Annual Conference, Orlando, July.

Keough, K. A., & Bias, R. G. (2001). Usability triage for international web sites. In the *Proceedings of the 9th International Conference on Human-Computer Interaction.* August, New Orleans.

Bias, R. G. (2000). Express yourself:: Designing for 5 billion users. In *Designing information and communication appliances in the new millennium* (Panel), D. J. Gillan, Chair. In the *Proceedings of the 44th Annual Meeting of the Human Factors and Ergonomics Society,* San Diego, August.

Bias, R. G., & Keough, K. A. (2000). Usability triage for web sites. In the *Proceedings of the 6th Conference on Human Factors and the Web: Doing Business on the Web.* June, Austin, TX.

Bias, R. G. & Gillan, D. J. (chairs) (1998). Whither the science of human-computer interaction? A debate involving researchers and practitioners. In the *Proceedings of the 42nd Annual Meeting of the Human Factors and Ergonomics Society*, p. 526. Santa Monica, CA: HFES.

Bias, R. G. (1997). Free usability data. Interact 97, the 5th IFIP Conference on Human-Computer Interaction. Sydney, July.

Bias, R. G. (1997). Panelist. In S. Bloomer (chair), Positioning usability in an organization: Can usability really help organizations achieve their business objectives? Interact97, the 5th IFIP Conference on Human-Computer Interaction. Sydney, July.

Bias, R. G. (chair) (1994). User interface navigation: And a model for explicit research-practice interaction. In the *Proceedings of the 38th Annual Meeting of the Human Factors and Ergonomics Society*, Santa Monica: Human Factors & Ergonomics Society, 255.

Bias, R. G., Gillan, D. J., & Tullis, T. S. (1993). Three usability enhancements to the human factors - design interface. In *Human-Computer Interactions: Software and Hardware Interfaces, Proceedings of the Fifth International Conference on Human-Computer Interaction,* G. Salvendy & M. J. Smith (Eds.), Amsterdam: Elsevier, 169-174.

Bias, R. G., Lanzetta, T. L., & Scanlon, J. S. (1993). Consensus requirements: Low- and high-tech methods for discerning system requirements from groups of users. *Proceedings of the IEEE International Conference on Systems, Man, and Cybernetics*, Le Touquet, France, October, 191-196.

Fath, J. L., & Bias, R. G. (1992). Taking the "task" out of task analysis. *Proceedings of the 36th annual meeting of the Human Factors Society*, Santa Monica: Human Factors Society, 379-383.

Gillan, D. J., & Bias, R. G. (1992). The interface between human factors and design. *Proceedings of the 36th annual meeting of the Human Factors Society,* Santa Monica: Human Factors Society, 443-447.

Bias, R. G. (1990). Pay me now or pay me later – but how much? *Proceedings of the Human Factors Society 34th Annual Meeting*, 832-833.

Bias, R. G., & Alford, J. A. (1989). Factoring human factoring, in IBM. *Proceedings of the IEEE International Conference on Systems, Man, and Cybernetics*, Cambridge, Mass., November, 1296-1300.

Bias, R. G., & DeRidder, M. L. (1989). Human factoring an OS/2 application. *IBM Personal Systems Developer*, Fall, 93-97.

Bias, R. G., & Smith-Kerker, P. L. (1986). The mainstreamed human factors psychologist in the development of the IBM RT PC. *Proceedings of the IEEE International Conference on Systems, Man, and Cybernetics*, 153-158.

Bias, R. G. (1979). Phonological recoding of words in isolation and in prose. Paper presented at the Southwestern Psychological Association, San Antonio, April.

Bias, R. G., & McCusker, L. X. (1978). Letter delay and word recognition latency. Paper presented at the Southwestern Psychological Association, New Orleans, April.

Bias, R. G. (1977). Phonological form. Paper presented at the Southwestern Psychological Association, Ft. Worth, April.

Bias, R. G., & McCusker, L. X. (1976). Phonological recoding of words in isolation and in prose. Paper presented at the Southwestern Psychological Association, Albuquerque, April.

Bias, R. G., Starkey, D. P., & Foss, D. J. (1975). Children's comprehension of sentences containing relative clauses. Paper presented at the Midwestern Psychological Association, Chicago, May.

Bias, R. G., & Rohrman, N. L. (1974). Processing ambiguous sentences and nominalizations. Paper presented at the Southeastern Psychological Association, Hollywood, FL, April.

### Refereed Posters
** Huang, S. C., Bias, R. G., Payne, T. L., & Rogers, J. B. (2009). Remote usability testing: A practice. Poster presented at the annual meeting of the ACM & IEEE Joint Conference of Digital Libraries, June, Austin, TX.

### Other Presentations
Bias, R. G. (2014). 19 ideas. Presentation made to the UT-Austin School of Information Research Colloquium, Austin, TX February 11.

Bias, R. G. (2013). (Almost) A lifetime at the research/practice nexus: Human information processing and UI design. Presentation made to the Florida Institute for Human and Machine Cognition, Pensacola, FL, June 13.

Bias, R. G. (2012). Where they gonna go? Designing user-centered Web applications for captive audiences. Keynote address to the University of Texas at Austin Web Professionals' organization, May.

Dillon, A., Bailey, D., & Bias, R. G. (2012). The new interplay of people, objects, and information. Presentation to the Austin Forum, Austin, TX, May.

Bias, R. G. (2010). Moore's Law, Amdahl's Law, and the Skinny Human Pipe: Usability Rocks! Presentation made to the University of Texas at Austin School of Nursing.

Rogers, J., & Bias, R. (2008). User-Centered Design of VCM. Vignette Village, Austin, TX, October.

Rogers, J., Payne, T., & Bias, R. (2007). Vignette content management usability testing: Before and after. Vignette Village, Dallas, TX, November.

Bias, R. G. (2005). Usability for organizations. Keynote address at Thomsen Group, St. Paul, Minnesota, May.

Bias, R. G., (2005). Usability: Why "they" don't get it and why "they" do. Keynote presentation to the second annual meeting of the Human Factors and Ergonomics Society of Houston, Houston, May. (Invited address.)

Bias, R. G. (2004). Your call is important to us: Minimizing the perceived length of wait times. iForum presentation to the University of Texas at Austin School of Information, November.

Bias, R. G. (2003). Ten things psychologists know that web site developers don't. Texas Psychology Alumni Conference. Austin, February.

Bias, R. G. (2001). Are your websites usable? How do you know? Presentation made to the PESO Working Group, Austin, November.

Bias, R. G. (2001). That's nice . . . but does it work? The role of usability in web and IT design. Presentation made to the Austin Technology Advisors Group, Austin, August.

Bias, R. G. (2000). Usability evaluation. Presentation to Landmark Graphics, Houston, October.

Bias, R. G. (1998). Cost-justifying usability. Presentation made to the IBM Ease of Use Champions meeting, Austin, January.

Bias, R. G., & Tatge, P. (1997). Usability: What it is, how to get it, and real world examples. Presentation made to the Houston chapter of the Society of Technical Communication, Houston, November.

Bias, R. G., & Kieboom, H. M. (1997). Cost-justifying your usability activities. Tutorial presented at Interact'97, Sydney.

Bias, R. G. (1997). Wake up to usability – "The next competitive frontier." Paper presented to the Hiser Group, Sydney, Australia, July.

Bias, R. G. (1997). Wake up to usability – "The next competitive frontier." Paper presented to in Melbourne, Australia, July.

Bias, R. G. (1997). Cost-justifying Usability, Austin Software Council, Austin, TX, November.

Bias, R. G., (1996). Usability Engineering. HFES-Bluebonnet Chapter, Austin, TX, August.

Bias, R. G. (1994). Are your products usable? How do you know? Society for Technical Communication, Austin Chapter, Austin, October.


**Teaching:**

### *Academia:*

### *Undergraduate:*
   Usability and User-Centered Design
-   Knowing: Acquiring and Sharing Information in the Information Age
-   Introduction to Psychology
-   Perceptual Psychology
-   Cognitive Psychology
-   The Psychology of Language
-   Statistics

-   Research Methods
-   The Psychology of Computers
-   Introduction to Psychology (Correspondence course, developed and taught.)

### *Graduate:*
-   Usability and User-Centered Design (two-week short course as part of the UT-Austin | CoLab program at the Universidade Nova de Lisboa)
-   Introduction to Usability
-   Advanced Usability
-   Usability Engineering and Information Architecture
-   Software Usability Engineering
-   Understanding Research
-   Introduction to Research Methods for Information Studies
-   Seeking Funding for Information Studies
-   Doctoral Research and Theory I & II
-   Independent Studies – 54
-   Capstones – 55
-   Master's reports/theses chaired – 4
-   Other master's reports/theses committees – 5
-   Doctoral committees chaired – 5
-   Other doctoral committees – 21

### *Industry:*
-   Bias, R. G.  Are your products usable?  How do you know?  Presentation made to Vignette Corporation, July 18, 2007.
-   Bias, R. G.  Cost-justifying usability.  Software Development 97, San Francisco.
-   Bias, R. G., & Kieboom, H.  Cost-justifying your usability activities.  Tutorial presented at Interact 97, the 5th IFIP Conference on Human-Computer Interaction.  Sydney, July, 1997.
-   Bias, R. G.  Designing and redesigning usable interfaces.  Australian Bureau of Statistics, Melbourne, Australia, July 21, 1997.
-   Tognazzini, B., & Bias, R. G.  Designing and redesigning human-computer interfaces, The University of Texas at Austin, February 7, 1996, and Rice University, February 8, 1996.
-   Bias, R. G.  Usable human-computer interfaces, The University of Texas at Austin, March 27-29, 1995.
-   Bias, R. G.  Designing and redesigning usable human-computer interfaces.  Rice University, March, 1995.
-   Bias, R. G., and Mandel, T.  Human interface evaluation and design.  The University of Texas at Austin, March, 1992.
-   Brooks, R., & Bias, R. G.  Human interface evaluation and design.  The University of Texas at Austin, February 27 – March 1, 1991.

## Service:

### *Advising and Student-related Service*
-   2012:  Co-ordinated "Women in technology" dinner with Dr. Mary Czerwinski, Microsoft Research, with 14 female iSchool MSIS candidates
-   2011:  Coordinated presentation from Drs. Aspray and Feinberg and myself to iSchool doctoral students about job hunting
-   2011:  Participated in the Liberal Arts Council's "Where are they now?" session, for undergraduates, April.
-   2011 and 2012:  Held extra office hours on main campus, for the convenience of my undergraduate students
-   2004-2009:  Faculty Sponsor, ASIST Student Chapter
-   2003/2004:  UT-Austin, Simkins Hall Faculty Fellow
-   2003 – 2012:  Maintained full complement of MSIS-candidate advisees
-   2003 – 2012:  Attended all orientation sessions except for two when I was out of town.
-   2003 – present:  Include my cell phone number on all syllabi.
-   1979:  Littlefield Dorm Faculty Fellow

### Professional Service:

- 2014: Hosted User Experience Design Consortium, 4/10/2014.
- 2013: Co-sponsored iSchool participation in the Microsoft-sponsored "Women-only Hackathon." April.
- 2013: Manuscript review for the *Journal of the American Society of Information Science & Technology*
- 2013: Manuscript review for *ACM Transaction on Computer-Human Interaction (ToCHI)*
- 2012: Hosted presentation at the iSchool by Dr. Dennis Wixon, Microsoft
- 2012: Usability evaluation of the website of the Bonefish and Tarpon Trust, April.
- 2012: Session organizer, HCI International Conference, 2013, July, Las Vegas
- 2012: Manuscript review for the *Journal of the American Society of Information Science & Technology*
- 2012: Member, Program Committee, iConference 2013
- 2011: With Di Liu, webcast a real-time crowdsourced usability test, as part of World Usability Day, November.
- 2011: Manuscript review for *Human Factors*
- 2011: Manuscript review for the *Journal of the American Society of Information Science & Technology*
- 2011: Program committee for ALISE (Association for Library and Information Science Education) conference
- 2011: Manuscript review for Human-Computer Interaction-International conference
- 2010: Paper review committee, ACM SIGCHI annual meeting (many years, including 2010)
- 2010: Member, Pecan Street Project, Austin, TX. Served as a member of the "Data Team," helping the Project study "green" energy ideas for the Mueller Neighborhood.
- 2010-present: National, Board Member, Board of Directors, Bonefish and Tarpon Trust, Key Largo, FL.
- 2005 – 2010: Member Editorial Board, *Journal of Usability Studies*
- 2009: Paper review committee, iConference
- 2009: Manuscript review for *Cognition and Instruction*
- 2009: Manuscript review for *Human Factors*
- 2009: Paper review committee for the Human Factors and Ergonomics Society annual meeting (many years, including 2009)
- 2009: Manuscript reviewer, *Journal of the American Society of Information Science and Technology*
- 2009: Paper review committee, 13th Americas Conference on Information Systems
- 2007 – 2009: Associate Editor, *International Journal of Human-Computer Studies*
- 2008: Tenure review, Barbara Chaparro, Wichita State University
- 2008: Guest speaker, University of Texas at Austin Empowering Leadership (EL) Alliance, a computer science organization for minority students
- 2007: Paper review committee, Usability Professionals' Association annual meeting (many years, including 2007)
- 2007: Tenure review, A. Ant Ozok, University of Maryland Baltimore County
- 2006: Paper review committee, American Society for Information Science and Technology annual meeting
- 2006: Participated in World Usability Day, with open house for the IX Lab
- 1998 – 2006: Member, Editorial Board, *interactions*, ACM SIGCHI publication
- 2005: Manuscript reviewer, *Human-Computer Interaction*, August
- 2004: Manuscript reviewer, *International Journal of Human-Computer Studies*
- 2003: Usability evaluation of the John B. Connally High School web site, February
- 2001: Director, Board of Certification in Professional Ergonomics
- 1998-1999: Chair, HFES Computer Systems Technical Group (2-year term)
- 1996-1999: Member, Advisory Board, UT-Austin Software Quality Institute

- 1994:  Co-editor, CHI Conference daily newsletter
- 1991-1992:  Member, Editorial Board, *HFES Bulletin*
- 1989-1990:  Chair, IBM Corporate-wide Human Factors Group


### Committee Service:
- 2014/2015 iSchool Support
    - Assistant Graduate Adviser
- 2013/2014 Professional Society Committees
    - Co-chair, Education Committee, Association of Information Science and Technology
- 2013/2014 iSchool Committee
    - Curriculum Committee
    - Extended Budget Council
- 2012/2013 iSchool Committees
    - Curriculum Committee (Chair)
    - Extended Budget Council
- 2011/2012 iSchool Committees
    - Admissions and Awards Committee
    - Extended Budget Council
- 2010/2011 University-Wide Committees
    - Graduate Assembly
    - Graduate Assembly Academic Subcommittee
    - Extended Budget Council
- 2010/2011 iSchool Committees
    - Extended Budget Council (Chair)
    - Faculty Search Committee
    - IT Committee
- 2009/2010 University-wide Committees
    - Graduate Assembly
    - Graduate Assembly Academic Subcommittee
- 2009/2010 iSchool Committees
    - Doctoral Studies Committee (Chair)
- 2008/2009 University-wide Committees
    - Graduate Assembly
    - Graduate Assembly Academic Subcommittee
- 2008/2009 iSchool Committees
    - Executive Committee
    - Doctoral Studies Committee (Chair)
- 2007/2008 iSchool Committees
    - Information Architecture and Design committee (Chair)
    - Doctoral Studies Committee (Chair)
    - Executive Committee
    - Strategic Planning Committee
- 2007/2008 University-wide Committee
    - *Ad hoc* committee to evaluate the Dean
- 2006/2007 iSchool Committees
    - Information Architecture and Design committee (Chair)
- 2005/2006 iSchool. Committees
    - Faculty Search and Colloquium Committee (Chair)
- 2004/2005 iSchool Committees
    - Research and Colloquia (Chair)
    - Doctoral Studies Committee
    - Participant, "Industry day" trip to Houston to visit IDERA and ICONIXX
- 2003/2004 iSchool Committees
    - Research and Colloquia (iForum)
    - Faculty Search
    - Ph.D. Student
- 2000-2002, Visiting Committee, UT-Austin Department of Psychology