## DANA CALACCI, Ph.D

### **EDUCATION**

### Massachusetts Inst. of Technology

Feb. 2019 - May 2023

Advisor: Alex (Sandv) Pentland PhD in Media Arts and Sciences

Title: Centering Communities in Research and Technology Design

## Massachusetts Inst. of Technology

Sep 2016 - May 2018

Advisor: Alex (Sandy) Pentland M.S. in Media Arts and Sciences

Thesis: Network Exploration Effects in Machine & Human Groups

## Northeastern University

Sep 2011 - Dec 2015

College of Computer and Information Science

**B.S in Computer Science** 

Minors: Political Science, Sociology

Honors: 3.5/4.0 GPA, Dean's Scholarship, Garnet Award, CCIS

Fellow, CCIS Peer Mentor

### RESEARCH INTERESTS

#### **Crowdsourced Algorithmic Auditing**

Building tools to enable worker- and community-led audits of real-world AI systems.

#### **Community Data Infrastructure**

Designing & deploying systems for collective data sharing, governance, and analysis.

#### AI, Labor, and Political Economy

Studying how AI, including LLMs, reshapes work, wages, regulation, and worker organizing.

#### **Community Alignment of Generative Al**

Developing community-led approaches to evaluating and aligning LLMs and generative Al systems.

## **RELEVANT EXPERIENCE & AFFILIATIONS**



## **Penn State University**

Assistant Professor of Information Science and Technology Affiliate, Institute for Computational and Data Sciences



## Princeton University CITP July 2023 - Present

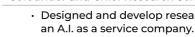
Postdoctoral Fellow



June 2020 - Sep 2020

#### Media Artist

- · Conceptualized and executed artistic projects investigating the epistemology of scientific research and visualization.
- · Created mixed-media artistic outputs including interactive computational art, collage, and academic knowledge.



## Cofounder and Chief Research Scientist

**Riff Analytics** 

- · Designed and develop research and product strategies for
- · Led AI and data science pipeline, product architecture, and research designs.
- Developed and co-wrote grant application that led to a successful National Science Foundation SBIR grant.



June 2020 - Present

#### Researcher In Residence

- Design, develop, and deploy worker-centric labor technology.
- · Advise on grant applications and applications of technology for advocacy.
- · Run and organize workshops with trade union leaders on data visualization, data storytelling, and digital maturity.

## Level EDU

Sep 2018 - Feb 2019

June 2018 - Feb 2019

#### Data Analysis Instructor

- · Taught, mentored, and supported a cohort of 18 midcareer students in learning data analysis, statistics, and predictive analytics over a 20 week intensive hybrid class.
- Developed and designed custom data science curriculum.
- Nine of 18 students obtained new positions or graduate school acceptance post-program.

### **INVITED TALKS & PANELS**

How Algorithms Short-Circuit Occupational Health: Research and Engagement Approaches Invited Lecture, CUNY School of Public Health, April 2025

How iTunes Helped Make Surveillance Wages: Platforms, Personalization, and Wages in the Inference Economy

Invited Lecture, Penn State Center for Socially Responsible AI, April 2025

Platforms, Personalization, and Wages in the Inference Economy

Invited Lecture, Brown University, Introduction to Sociotechnical Systems, April 2025

Developing tools for crowdsourcing worker data in collaboration with organizers
Invited Keynote, Workshop on Worker Data Collectives at CSCW, November 2024

Algorithms as Labor Conditions? Automation, Management, and Activism in the Al Workplace Invited talk, Google DeepMind, November 2024

Why Data Rights Should be Labor Rights: Data Protection and AI Regulation for Gig Workers and Beyond

Invited talk at Princeton's Center for Information Technology Policy, 2023

Why Data Rights Should be Labor Rights: Data Protection and AI Regulation at Work Price Lab for Digital Humanities, University of Pennsylvania, 2023

Centering Communities in Research and Technology Design

Princeton University Digital Investigators Conference, 2023

Big Data & Society 2023 Colloquium: Data & Social Justice 2023

Worker surveillance fireside chat with Veena Dubal, Wilneida Negrón and D Calacci Federal Trade Commission, 2023

Federal Trade Commission PrivacyCon: Why Worker Data Regulation Is About More Than Privacy
Panel on Commercial Surveillance, 2022

How to Bargain with a Black Box: Hacking our Way Towards Data-Driven Organizing (Or: a Roadmap for Data-Driven Organizing)

Hackers On Planet Earth, 2022

Ring Around the Neighborhood: Spatial Analysis of Doorbell Camera Use
Pitt Computational Social Science Seminar, 2021

One Ring To Surveil Them All: Hacking Amazon Ring to Map Neighborhood Surveillance
Data & Society, 2020

### **KEYNOTES**

How to Bargain with a Black Box: Auditing an Algorithmic Pay Change With a Community-Led Audit

Community Keynote. Fifth Annual ACM FAccT Conference. (2022) **D Calacci**, Willy Solis, Drew Ambrogi, Vanessa Bain, Danny Spitzberg

## PAPERS (PUBLISHED & UNDER REVIEW)

Dead Zone of Accountability: Why Social Claims in Machine Learning Research Should Be Articulated and Defended

Under Review (2025)

Tianqi Kou, Cindy Lin, **D Calacci** 

#### DANA CALACCI

## Analyzing Movement and Work Patterns of Fragmented and Dispersed Home Care Workers using Multimodal Data.

Accepted to ACM SIGCAS/SIGCHI Conference on Computing and Sustainable Societies (COMPASS) (2025) Hawi Tolera, **D Calacci**, and Joy Ming

## Rideshare Transparency: Translating Gig Worker Insights on Al Platform Design to Policy

Proceedings of the ACM on Human-Computer Interaction (2025).

Varun Rao, Samantha Dalal, Eesha Agarwal, D Calacci, Andrés Monroy-Hernandez

#### QualLM: An LLM-based Framework to Extract Quantitative Insights from Online Forums

Proceedings of the 2025 Conference of the North American Chapter of the Association for Computational Linguistics: Human Language Technologies (NAACL) (2025)

Varun Rao, Eesha Agarwal, Samantha Dalal, D Calacci, Andrés Monroy-Hernandez

#### FairFare: A Tool for Crowdsourcing Rideshare Data to Empower Organizers

Under Review (2024)

**D Calacci**, Varun Rao, Samantha Dalal, Catherine Di, Kok-Wei Pua, Andrew Schwartz, Danny Spitzberg, Andrés Monroy-Hernandez

## Open e-commerce 1.0, five years of crowdsourced U.S. Amazon purchase histories with user demographics

Nature Scientific Data (2024). https://doi.org/10.1038/s41597-024-03329-6 Alex Berke, **D Calacci**, Robert Mahari, Takahiro Yabe, Kent Larson, and Alex Pentland

## Insights from an experiment crowdsourcing data from thousands of US Amazon users: The importance of transparency, money, and data use

Proceedings of the ACM on Human-Computer Interaction (2024). <a href="https://doi.org/10.1145/3687005">https://doi.org/10.1145/3687005</a>
Alex Berke, Robert Mahari, Alex (Sandy) Pentland, Kent Larson, **D Calacci** 

# As an Al Language Model, "Yes I Would Recommend Calling the Police": Norm Inconsistency in LLM Decision-Making

Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society (2024). <a href="https://doi.org/10.1609/aies.v7i1.31665">https://doi.org/10.1609/aies.v7i1.31665</a> Shomik Jain, **D Calacci**, Ashia Wilson

#### From Access to Understanding: Collective Data Governance for Workers

European Labor Law Journal (2023). <a href="https://doi.org/10.1177/20319525231167981">https://doi.org/10.1177/20319525231167981</a> **D Calacci**, Jake Stein

## Building Dreams Beyond Labor: Worker Autonomy in the Age of Al

ACM Interactions (2023). Accessible at <a href="https://doi.org/10.1145/3626245">https://doi.org/10.1145/3626245</a>
<a href="https://doi.org/10.1145/3626245">D Calacci</a>

## Privacy Limitations Of Interest-based Advertising On The Web: A Post-mortem Empirical Analysis Of Google's FLoC

ACM Conference on Computer and Communications Security (2022). <a href="https://doi.org/10.1145/3548606.3560626">https://doi.org/10.1145/3548606.3560626</a> Alex Berke, **D Calacci** 

## Bargaining With the Black-Box: Designing and Deploying Worker-Centric Tools to Audit Algorithmic Management

25th ACM Conference on Computer-Supported Cooperative Work (2022). <a href="https://doi.org/10.1145/3570601">https://doi.org/10.1145/3570601</a> **D Calacci,** Alex (Sandy) Pentland

## The Cop in Your Neighbor's Doorbell: Amazon Ring and the Spread of Participatory Mass Surveillance

25th ACM Conference on Computer-Supported Cooperative Work (2022). <a href="https://doi.org/10.1145/3555125">https://doi.org/10.1145/3555125</a> **D Calacci,** Jeffrey Shen, Alex (Sandy) Pentland

#### DANA CALACCI

## Organizing in the End of Employment: Information Sharing, Data Stewardship, and Digital Workerism

2022 Symposium on Human-Computer Interaction for Work 1 (2022): 1-9. https://doi.org/10.1145/3533406.3533424 D Calacci

### Mobility patterns are associated with experienced income segregation in large US cities

Nature Communications 12, 4633 (2021). https://doi.org/10.1038/s41467-021-24899-8 Esteban Moro, **D Calacci**, Xiaowen Dong, Alex (Sandy) Pentland

# Leveraging Communication Topologies Between Learning Agents in Deep Reinforcement Learning

AAMAS. pp. 1738-1740. (2020). https://doi.org/10.48550/arXiv.1902.06740

Dhaval Adjodah, D Calacci, Abhimanyu Dubey, Anirudh Goyal, P.M. Krafft, Esteban Moro, Alex Pentland

#### Patterns of Interaction Predict Social Role in Online Learning

SBP-BRiMS (2018). https://sbp-brims.org/2018/proceedings/papers/latebreaking\_papers/LB\_11.pdf Cici Sun, **D Calacci**, Alex (Sandy) Pentland

#### Rhythm: A unified measurement platform for human organizations

IEEE MultiMedia 25.1 (2018): 26-38. https://doi.org/10.1109/MMUL.2018.112135958 Oren Lederman, Akshay Mohan, **D Calacci**, Alex (Sandy) Pentland

## A frame of mind: Using statistical models for detection of framing and agenda setting campaigns

Proceedings of the 53rd ACL Vol. 1. (2015): 1629-1638. Oren Tsur, **D Calacci**, David Lazer

## CONFERENCE TALKS, WORKSHOPS, & POSTERS

## Data & Society Public Tech Leadership Collaborative Salon on Algorithmic Wage Discrimination Workshop / Salon, 2024/2025

Co-organizer along with Charley Johnson, Minsu Longiaru, Wilneida Negrón, Aiha Nguyen

# Evaluating Amazon Effects and the Limited Impact of COVID-19 with Purchases Crowdsourced from US Consumers

Conference Paper, IC2S2 2025

Alex Berke, **D Calacci**, Alex Pentland, Kent Larson

#### FairFare: Towards crowdsourced algorithmic inquiry in the gig economy

Talk. CSCW Workshop: Back to 'Back to Labor' (2023)

**D Calacci**, Samantha Dalal, Varun Rao, Danny Spitzberg, and Andrés Monroy-Hernandez

## Fairer Working Futures: Co-Developing a Roadmap For Labor-Centric FAccT Research

CRAFT Workshop Session. Fifth Annual ACM FAccT Conference. (2022)

D Calacci, Willy Solis, Wilneida Negrón

#### One Ring To Surveil Them All: Hacking Amazon Ring to Map Neighborhood Surveillance

Talk. Hackers On Planet Earth Conference. (2020)

D Calacci

## Ring Around the Neighborhood: Spatial Analysis of Doorbell Camera Use

Talk. 6th International Conference on Computational Social Science. (2020)

D Calacci, Jeffrey Shen, Alex (Sandy) Pentland

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#### Far-Right Forum Network and LDA analysis

Poster. 6th International Conference on Computational Social Science. (2020)

D Calacci, Aliah Braley, Dhaval Adjodah, Alex (Sandy) Pentland

#### Find My {}: Location Data, Surveillance, and the Commons

Workshop Session, Privacy & Security, MozFest. (2019)

D Calacci, Becca Ricks, Nasser Eledroos

#### The tradeoff between the utility and risk of location data and implications for public good

Talk. Connected Life Conference; Oxford/LSE. (2019)

D Calacci, Alex Berke, Kent Larson, Alex (Sandy) Pentland

### **Economical Segregation of Encounter Networks in Cities**

Talk. Network Science Society Conference. (2018)

Esteban Moro, D Calacci, Xiaowen Dong, Alex (Sandy) Pentland

### Optimizing Inter-Agent Communication Networks for Improved Deep Reinforcement Learning

Talk. Network Science Society Conference. (2018)

Dhaval Adjodah, D Calacci, Yan Leng, Abhimanyu Dubey, Peter Krafft, Esteban Moro, and Alex 'Sandy' Pentland

#### Improved Learning in Evolution Strategies via Sparser Inter-Agent Network Topologies

Talk. Thirty-first Conference on Neural Information Processing Systems (NeurIPS). (2017)

Dhaval Adjodah, **D Calacci**, Yan Leng, Peter Krafft, Esteban Moro, and Alex 'Sandy' Pentland

#### Exploring inter-group social contact using high-resolution geospatial data

Talk. Conference on Complex Systems. (2017)

D Calacci, Esteban Moro, Alex (Sandy) Pentland

## Breakout: An Open Measurement and Intervention Tool For Distributed Peer Learning Groups

SBP-BRiMS (2016). https://sbp-brims.org/2016/proceedings/IN\_104.pdf

D Calacci, Oren Lederman, David Shrier, Alex (Sandy) Pentland

## As Long as You Name My Name Right: Social Circles and Social Sentiment in the Hollywood Hearings

Proceedings of the ACL Joint Workshop on Social Dynamics and Personal Attributes in Social Media (2014): 83-87.

D Calacci, Oren Tsur, David Lazer

## Automatic Discovery of Partisan Campaigns, Agenda Setting, and Political Spin in Press Releases

Poster. Computational Journalism, Columbia, NYC (2015)

Oren Tsur, **D Calacci**, David Lazer

# Separated by a common language? Using topic models in reconstructing networks of political influence and cooperation

Talk. Political Networks. (2014)

Oren Tsur, D Calacci, David Lazer

#### What you know and who you know: discussion networks and political knowledge

Poster. Political Networks. (2014)

Katherine Ognyanova, D Calacci, David Lazer, Michael Neblo, William Minozzi, Brian Rubineau

## **INVOLVED GRANTS**

### **Submitted**

Gig Work and Health Inequalities: Evidence From the Food Delivery Labor Market

National Institutes of Health Total Award Amount: \$3,391,570.00 Subaward Amount: \$253,359.00

Role: Co-Author; Co-PI

#### Current

Empowering Delivery Gig Workers with Data and Insights to Improve Health Robert Wood Johnson Foundation Pioneering Ideas

**Award Amount**: \$250,000.00

Role: Co-Investigator

## Completed / Past

The Worker's Observatory: Crowdsourced tools for Collective Audits of Algorithmic Systems in the Gig Economy

Mozilla Technology Fund, 2022 Award Amount: \$50,000.00

Role: Grant co-author, engineering lead.

SBIR Phase I: Positive Effects of Feedback and Intervention for Engagement in Online Learning

National Science Foundation. Grant # 1843391

Award Amount: \$223,090.00

Role: Grant co-author, data analysis and system development as Co-Founder

SBIR Phase II: Using Intervention and Feedback to Improve Group Function In Online Contexts

National Science Foundation. Grant # 2026003

Award Amount: \$991,417.00

Role: Grant co-author, analysis and reporting

## Rejected

Mapping Language Model Failures through Community Experience:

A Study of Multilingual Researchers
Penn State Center for Socially Responsible Al

Total Award Amount: \$24,587

Role: PI

## **SELECTED PUBLIC WRITING**

The Gig Workers Who Fought an Algorithm: When Their Pay Suddenly Dropped, Shipt's Delivery Drivers Dug into the Data

IEEE Spectrum, vol. 61, no. 8, pp. 42-47, Aug 2024 Accessible at <a href="https://perma.cc/NA3X-H4LM">https://perma.cc/NA3X-H4LM</a>

Google Needs to Unlock Its Ad Privacy Black Box

Gizmodo, 2022

Accessible at https://perma.cc/RQT6-QLSK

Location Tracking to Fight Coronavirus is Dangerous and Possibly Pointless

Gizmodo, 2020

Accessible at https://perma.cc/BW98-W7MZ

## **SELECTED MEDIA & MENTIONS**

### Study: AI could lead to inconsistent outcomes in home surveillance

Interview, MIT News, 2024

Accessible at https://perma.cc/8PPG-A4RG

### Algorithmic wage discrimination: Not just for gig workers

Interview, The Register, 2024

Accessible at https://perma.cc/JW4Z-4L3Y

#### Why killer AI is such an alluring horror villain

Interview, The Washington Post, 2024

Accessible at https://perma.cc/NJ5A-P5JQ

#### IRL: Online Life is Real Life

Podcast from Mozilla, 2023.

Accessible at https://perma.cc/E6UU-P8ZW

#### RadioLab: Gigaverse

NPR WNYC, 2022. Featured interview in last segment of episode.

Accessible at <a href="https://perma.cc/5SG3-A8C3">https://perma.cc/5SG3-A8C3</a>

### Mozilla Internet Health Report

Mozilla, 2022. Podcast.

Accessible at https://perma.cc/RJ8Y-XK2J

### Google's FloC flopped, boffins claim, because it failed to provide promised privacy

The Register, 2022

Accessible at <a href="https://perma.cc/FN9V-YCEK">https://perma.cc/FN9V-YCEK</a>

## Some Shipt workers report seeing lower pay under new effort-based model

The Verge, 2020

Accessible at <a href="https://perma.cc/RX2K-E427">https://perma.cc/RX2K-E427</a>

### Shipt's 'Effort-Based' Model Is Cutting Pay for 40% of Workers, Study Shows

Gizmodo, 2020

Accessible at <a href="https://perma.cc/A4EY-TSYN">https://perma.cc/A4EY-TSYN</a>

## Ring's Hidden Data Let Us Map Amazon's Sprawling Home Surveillance Network

Gizmodo, 2019

Accessible at <a href="https://perma.cc/L7QS-34VK">https://perma.cc/L7QS-34VK</a>

## The 'Atlas of Inequality' Maps Micro-Level Segregation

Bloomberg, 2019

Accessible at <a href="https://perma.cc/4L59-44ZS">https://perma.cc/4L59-44ZS</a>

#### 'Atlas Of Inequality' Shows Income Segregation Around Boston

**WBUR, 2019** 

Accessible at <a href="https://perma.cc/G4WR-S76N">https://perma.cc/G4WR-S76N</a>

## **TEACHING, MENTORSHIP & SERVICE**

(interpreted broadly)

## **Students & Mentorship**

### PhD Student Advising—Direct Advisor

Tianqi Kou, Penn State IST

Expected Graduation AY '25-26

Matt Viana, Penn State IST

Expected Graduation AY '28-29

### PhD Student Advising—Committee Membership

Freddy Reiber, University of Victoria

Expected Graduation AY '28-29

Beta Bartoli, NYU

Expected Graduation AY '25-26

Ankolika De, Penn State IST

Expected Graduation AY '25-26

### PhD Student Advising—Mentorship

Varun Rao, Princeton University

Expected Graduation AY '25-26

Samantha Dalal, CU Boulder

Expected Graduation AY '24-25

## **Graduated PhD Students (Mentored, Committee, or Advised)**

Alex Berke, MIT (Mentored)

Graduated Spring 2025 Now works at Google

## **Student Awards (Mentored, Committee, or Advised)**

Google Policy Fellowship, 2025: Varun Rao (Mentored)

## **Undergraduate Mentorship & Advising**

Matt Viana, Penn State, '24-25 Varun Mani, Penn State, '24-25

Eesha Agarwal, Princeton, '23-25 Kok-Wei Pua, Princeton, '23-25

## **Courses Taught**

#### Fall 2024, Spring 2025: DS 435 Data Ethics

Required class for Data Science majors on data ethics, AI, and socio-technical considerations related to data science.

#### **Internal Service**

Privacy & Security Hiring Committee, AY 2024-2025

Panelist, Women's History Month in STEM Event (2025) Judge, Penn State IDEAMakers Startup Challenge (2025) Panelist, LGBTQ+ In Tech (2025)

#### **External Service**

In 2020, I served as a mentor in the Queer in Al community, mentoring younger queer students in research and career development.

I have served as a reviewer for:

CHI 2023-25 CSCW 2022-23 SBP-BRiMS 2020

SBP-BRiMS 2021 PLOS-ONE IC2S2 2022-25 Springer Nature

FAccT 2021-25 (AC) Data & Society

I routinely do volunteer data analysis and rough visualization for journalists without credit. Some notable outlets I have helped in some way include The New York Times, Reuters, Gizmodo, and the MIT Technology Review. From 2018 to 2020, I cofounded and co-hosted a semiannual local art, poetry, and music series in my home in Jamaica Plain, MA. In the Fall of 2019, I organized and co-hosted a feminist poster-making and performance benefit at the MIT Media Lab following the Epstein scandal.

In 2019 and 2020, I testified at the Massachusetts Statehouse in support of the first A.I. Governance bills to be introduced in the MA state legislature.