
CURRICULUM VITAE

Maartje M.A. de Graaf, PhD

Assistant Professor

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EDUCATION

- 2011 – 2015 **PhD. in Communication Science and Human-Robot Interaction**
University of Twente, Enschede, The Netherlands
Title of thesis: Living with robots: Investigating the user acceptance of social robots in domestic environments.
- 2008 – 2011 **MSc. in Media Communication**
University of Twente, Enschede, The Netherlands
Title of thesis: The relationship between adolescents' personality characteristics and online self-presentation.
- 2000 –2005 **BBA in Communication Management**
Amsterdam University of Applied Sciences, Amsterdam, The Netherlands
Title of thesis: The influence of women's image as displayed at Dutch television on primary school children.

PROFESSIONAL EXPERIENCE

- 2018 – **Assistant Professor**
Dept. of Information & Computing Sciences, Utrecht University, The Netherlands.
- 2017 – 2018 **Postdoctoral Research Associate**
Dept. of Cognitive, Linguistic & Psychological Sciences, Brown University, USA.
- 2015 – 2016 **Postdoctoral Researcher / University Teacher**
Dept. of Communication Science and Dept. of Human-Media Interaction, University of Twente, The Netherlands.
- 2011 – 2015 **Graduate Researcher / University Teacher**
Dept. of Communication Science, University of Twente, The Netherlands.
- 2007 – 2008 **Business Consultant**
DPA Professionals;
Employed as project analyst at KPN, a large supplier of ICT services in the Netherlands.
- 2006 – 2007 **Project Manager**
Rabobank Flevoland, an international financial services provider.
Managing a local administration project and coaching two temps.
- 2002 – 2006 **Administrator**
Different employers, such as Municipality of Gouda, the Dutch Railways and utility company NUON, in various full-time administrative jobs, such as office management and customer services.

PUBLICATIONS

JOURNAL ARTICLES

- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (in press). Why would I use this in my home?: A model of domestic social robot acceptance. *Human-Computer Interaction*.
- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (2018). A phased framework for long-term user acceptance of socially interactive technology in domestic environments. *New Media & Society*, 20(7), 2582-2603.

- Graaf, M.M.A. de**, & Ben Allouch, S. (2017). The influence of prior expectations of a robot's lifelikeness on companionship with a zoomorphic robot. *International Journal of Social Robotics*, 9(1), 17-32.
- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (2016). Long-term evaluation of a social robot in real homes. *Interaction Studies*, 17(3), 462-491.
- Graaf, M.M.A. de** (2016). An ethical evaluation of human-robot relationships. *International Journal of Social Robotics*, 8(4), 589-598.
- Graaf, M.M.A. de**, Ben Allouch, S., & Klamer, T. (2015). Sharing a life with Harvey: Exploring the acceptance of and relationship building with a social robot. *Computers in Human Behavior*, 43, 1-14.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2013). Exploring influencing variables for the acceptance of social robots. *Robots & Autonomous Systems*, 16, 1476-1486.

CONFERENCE PROCEEDINGS PAPERS

- Graaf, M.M.A. de**, & Malle, B.F. (2018). People's judgments of human and robot behaviors: A robust set of behaviors and some discrepancies (Late-Breaking-Report). *Companion of the International Conference on Human-Robot Interaction, Chicago, IL, USA*.
- Graaf, M.M.A. de**, Malle, B.F., Dragan, A., & Ziemke, T. (2018). Explainable Robotic Systems. *Companion of the International Conference on Human-Robot Interaction, Chicago, IL, USA*.
- Phillips, E., Ullman, D., **Graaf M.M.A. de**, & Malle, B.F. (2017). What does a robot look like?: A multi-site examination of user expectations about robot appearance. *Human Factors and Ergonomics Society Annual Meeting, Austin, Texas*.
- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (2017). Why do they refuse to use my robot?: Reasons for non-use derived from a long-term home study. *International Conference on Human-Robot Interaction, Vienna, Austria*.
Best Paper Award Winner
- Graaf, M.M.A. de**, Ben Allouch, S., & Lutfi, S. (2016). What are people's associations of robots?: Comparing implicit and explicit measures. *International Symposium on Robot and Human Communication, New York, USA*.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2016). Anticipating our future robotic society: The evaluation of future robot applications from a user's perspective. *International Symposium on Robot and Human Communication, New York, USA*.
- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (2015). What makes robots social?: A user's perspective on characteristics for social human-robot interaction. *International conference on Social Robotics, Paris, France*.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2015). The evaluation of different roles for domestic social robots. *International Symposium on Robot and Human Interactive Communication, Kobe, Japan*.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2014). Expectation setting and personality attribution in HRI. *Companion of the International Conference on Human-Robot Interaction (pp. 144-145), Bielefeld, Germany*.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2014). Users' preferences of robots for domestic use. *Companion of the International Conference on Human-Robot Interaction (pp. 146-147), Bielefeld, Germany*.
- Graaf, M.M.A. de**, & Ben Allouch, S. (2013). The relation between people's attitude and anxiety towards robots in human-robot interaction. *International Symposium on Robot and Human Interactive Communication, Gyeongju, Korea*.
- Ben Allouch, S., Klamer, T., & **Graaf, M.M.A. de** (2011). Return of Harvey: Acceptance and use of social robots (Work-In-Progress Paper). *International Conference on Social Robotics, Amsterdam, The Netherlands*.

PAPERS AT OTHER CONFERENCES, WORKSHOPS, SYMPOSIA, AND DOCTORAL CONSORTIA

- Dijk, J.A.G.M. van, **Graaf, M.M.A. de**, Ben Allouch, S., & Jaschinski, C. (2018). Toward a process model for selection of theories of technology acceptance. *International Communication Association Annual Conference, Prague, Czech Republic*.
- Graaf, M.M.A. de** & Malle, B.F. (2017). How people explain action (and AIS should too). *AAAI 2017 Fall Symposium on "AI-HRI", Arlington, VA, USA*.
- Graaf, M.M.A. de**, Ben Allouch, S., & Dijk, J.A.G.M. van (2016). Long-term acceptance of social robots in domestic environments: Insights from a user's perspective. *AAAI 2016 Spring Symposium on "Enabling Computing Research in Socially Intelligent Human-Robot Interaction: A Community-Driven Modular Research Platform", Palo Alto, CA, USA*.
- Graaf, M.M.A. de** (2015). The ethics of human-robot relationships. *New Friends: 1st International Conference on Social Robots in Therapy and Education, Almere, The Netherlands*.
- Graaf, M.M.A. de**, Ben Allouch, S., & Lutfi, S. (2014). People's implicit and explicit associations with and attitudes towards robots. *Het Etmaal van de Communicatiewetenschap (24-hours of Communication Science), Wageningen, The Netherlands*.

- Graaf, M.M.A. de,** & Ben Allouch, S. (2014). Evaluation of a socially assistive robot in eldercare. *HRI 2014 Workshop on Socially assistive robots for the aging population, Bielefeld, Germany.*
- Graaf, M.M.A. de** (2014). Towards a new model for long-term acceptance of domestic social robots. *HRI Pioneers workshop at the International Conference on Human-Robot Interaction, Bielefeld, Germany.*
- Graaf, M.M.A. de,** Ben Allouch, S., & Dijk, J.A.G.M. van (2014). Long-term evaluation of a social robot in real homes. *AISB Workshop on New Frontier in Human-Robot Interaction, London, UK.*
- Graaf, M.M.A. de,** Ben Allouch, S., & Lutfi, S. (2014). People's implicit and explicit associations with and attitudes towards robots. *Het Etmaal van de Communicatiewetenschap (24-hours of Communication Science), Wageningen, The Netherlands.*
- Graaf, M.M.A. de,** & Ben Allouch, S. (2012). User acceptance, long-term use and relationship-building with social robots. *Het Etmaal van de Communicatiewetenschap (24-hours of Communication Science), Leuven, Belgium.*
- Graaf, M.M.A. de,** & Ben Allouch, S. (2012). Harvey's last appearance: Long-term use and acceptance of social robots. *International Communication Association Annual Conference, Phoenix, AZ, USA.*
- Graaf, M.M.A. de** (2012). Acceptance of and relationship building with social robots in domestic environments. *International Communication Association – Communication And Technology Division Doctoral Consortium, Phoenix, AZ, USA.*

INVITED TALKS

- 2019 **Using folk psychology to create intuitive robot behaviors** –Workshop Explainable AI, Delft University, Delft, NL – 2019, January.
- 2018 **Our social relationships with robots** – HRI Workshop on Social Robots in Therapy, Chicago, IL, USA – 2018, March.
- 2018 **Studying the long-term use of robots in the home** – Computer Science Colloquium, Tufts University, Boston, MA, USA – 2018, January.
- 2017 **People's social, emotional, and cognitive responses to robots** – RSS Women in Robotics Workshop, Boston, MA, USA – 2017, July.
- 2016 **Accepting social robots in our everyday environments** – EBF Conference: A Future in Robotics at the University of Groningen, The Netherlands – 2016, October.
- 2016 **Samenleven met een robot?** (English: Living together with a robot?) – The Human-Robot Interaction Symposium, Utrecht, The Netherlands – 2016, June.
- 2016 **Living with social robots?** – AI-fternoon speaker series, Radboud University, Nijmegen, The Netherlands – 2016, March.
- 2015 **A robot in every home?** – Conference on the 21st Century Skills in Education and the Workforce, Den Bosch, The Netherlands – 2015, October.
- 2015 **Social robots: What are they and for what applications do we (not) want to use them?** – Invited to give a workshop at the Inspiration Day for Women, Rijssen, The Netherlands – 2015, October.
- 2014 **Human interaction with autonomous agents** – Invited lecturer for the Summer School on Autonomous Road Systems, Sofia, Bulgaria – 2014, September.
- 2013 **The user acceptance of social robots in home environments.** CTIT Symposium PhD elevator pitch, Enschede, The Netherlands - 2013
- 2013 **Long-term acceptance of social robots in the home** – EU funded Grundtvig Project meeting Feeling Younger by Getting Older, Enschede, The Netherlands – 2013, March.

HONORS, GRANTS, & AWARDS

- 2017 **25 Women in Robotics – 2017** – Annual list by Robohub.
- 2017 **HRI 2017 Best Paper Award** – At the International Conference on Human-Robot Interaction, Vienna, Austria, in the category Human-Robot Interaction User Studies.
- 2016 **NWO Rubicon Grant** – The Netherlands Organization for Scientific Research (NWO) Awarded €134,764 for 2 years of research abroad, as one of 22 recipients (100 applicants).
- 2015 **Tech4People Grant** – University of Twente Awarded €70,000 for one year of research, as one of 10 recipients (88 applicants).
- 2014 **HRI Pioneer** – International Conference of Human-Robot Interaction Selected as one of 24 participants (66 applications). Full financial coverage of expenses.

TEACHING & MENTORSHIP

UTRECHT UNIVERSITY

ICT, Humans, & Society – Main instructor, Fall 2018
 Game Technology Introduction Project – Tutor, Fall 2018
 Information Science Introduction Project – Tutor, Spring 2019
 Mentorship of Bachelor and Master students with their final research projects

BROWN UNIVERSITY

Designing Humanity Centered Robotics – Co-designed / taught, Fall 2017
 Mentorship of Undergraduate Research Assistants

UNIVERSITY OF TWENTE

User-Centered Design of New Media – Main instructor, Fall 2016
 Human-Computer Interaction Design and Evaluation – Co-designed / taught, Fall 2015; Fall 2016
 Adoption, Use and Effects of Digital Media – Co-designed / taught, Fall 2015; Fall 2016
 Social Media and Networks – Guest lecturer, Fall 2015, Fall 2016
 Research Topics – Co-taught, Fall 2015
 New Media and Communication – Guest lecturer in Spring 2015; Spring 2016
 Communication Theory – Guest lecturer, Spring 2015; Spring 2016
 Introduction to Communication Science – Co-taught, Spring 2013
 Mentorship of Bachelor and Master students with their final research projects

OTHER ACADEMIC ACTIVITIES

WORKSHOP AND SYMPOSIUM ORGANIZATION

2018 Co-organizer of the workshop **Explainable Robotic Systems**, in conjunction with HRI 2018, March 5, Chicago, IL, USA.
 2017 Co-organizer of the workshop **Mutual Shaping of HRI**, in conjunction with RO-MAN 2017, September 1, Lisbon, Portugal.
 2017 Co-organizer of the symposium **Societal Implications of Robotics (SIRoS)**, in conjunction with WE ROBOT 2017, March 30, Providence, RI, USA.
 2016 Co-organizer of the workshop **Human-Robot Interaction in Real-World Contexts**, in conjunction with RO-MAN 2016, August 26, New York, USA.
 2015 Co-organizer of the workshop **Bridging the Gap between HRI and Robot Ethics Research**, in conjunction with ICSR 2015, October 30, Paris, France.
 2015 Co-organizer of the symposium **Charting the Next Steps for Robot Ethics**, 2015 May 7-8, Enschede, The Netherlands.
 2015 Co-organizer of the **HRI Pioneers** workshop, in conjunction with HRI 2015, March 2, Portland, Oregon.

REVIEWING ACTIVITIES

Journals: Interaction Studies, Cognitive Systems Research, International Journal of Social Robotics, Computers in Human Behavior, International Journal of Human-Robot Interaction.
Conferences: International Conference on Human Factors in Computing Systems (CHI), International Conference on Human-Robot Interaction (HRI), International Symposium on Robot and Human Communication (RO-MAN),

PROFESSIONAL SERVICES

2018 – Editorial Board Member, Human Machine Communication (journal)
 2018 – Review Board Member, Frontiers in Robotics & AI (journal)
 2018 – Social Science Expert, IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems
 2017 – Associate Editor, International Conference on Human-Robot Interaction (HRI)
 2016 – 2017 Associate Editor, International Symposium on Robot and Human Communication (RO-MAN)
 2015 – 2018 Chair of the Social Robots working group, Foundation of Responsible Robotics

SKILLS

COURSES AND CERTIFICATES

2017	University Teaching Qualification – University of Twente, The Netherlands
2015	Survey Methods – IOPS Interuniversity Graduate School, The Netherlands
2014	Structural Equation Modeling – Utrecht Summer School, The Netherlands
2013	Cambridge Advanced English – University of Cambridge, United Kingdom
2013	Technical Writing & Editing – Peter Borough Technical Communication, The Netherlands
2012	Qualitative Research Methods – AiSSR, University of Amsterdam, The Netherlands

SOFTWARE

Scientific packages:	AMOS, ATLAS.ti, Mplus, SPSS.
Programming:	Visual programming environments (e.g., Pepper & NAO platform, Lego Mindstorms), Dream Weaver, HTML.

LANGUAGES

Dutch	(Native language)
English	(Full professional proficiency)
German	(Limited working proficiency)
French	(Elementary proficiency)