Briane Paul V. Samson, PhD

Chair and Associate Professor, *Department of Software Technology*
Head, *Center for Complexity and Emerging Technologies*
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RESEARCH INTERESTS

My research focuses on the integration of human-computer interaction and complex systems research in developing civic media and technologies that promotes prosocial behavior. I develop human-centered and interactive technologies that are designed to improve one's personal productivity and well-being, and to assess and manage urban mobility, transportation services, and disaster preparedness and response. At the same time, I investigate the underlying and complex dynamics of sociotechnical systems (e.g. crowds, social networks), especially with the introduction of technological solutions. Currently, I'm focused on rethinking navigation applications as a civic technology that encourages drivers to follow unselfish routes, which could help them develop sustainable mobility patterns.

ACADEMIC BACKGROUND

2017 – 2020	**Doctor of Systems Information Science** Future University Hakodate, Japan
2009 – 2013	**Master of Science in Computer Science** De La Salle University, Philippines
2006 – 2009	**Bachelor of Science in Computer Science with specialization in Software Technology** De La Salle University, Philippines (*Magna Cum Laude*)

FELLOWSHIPS, GRANTS, AWARDS

2022	**Junior Associate** The Abdus Salam International Centre for Theoretical Physics
2022	**Science Communication Fellow** DOST-PCIEERD Science Communication Fellowship Program
2020	**Scholarships for Events on Complex Systems (SECS)**
2020	**Heidelberg Laureate Forum 2020 Young Researcher**
2019	**#VizRisk 2019 Challenge Grand Prize and Best Interaction Design Award** World Bank's Global Facility for Disaster Reduction and Recovery (GFDRR)
2019	**IPSJ SIGUBI Travel Grant** for CHI 2019 in Glasgow, Scotland UK
2017	**Japanese Government Scholarship (PhD)** Future University Hakodate, Sep 2017 – Sep 2020
2017	**Best Paper Honorable Mention** Philippine Computing Science Congress 2017
2016	**Best Paper – Sustainability, Environment, and Energy** DLSU Research Congress 2016
2013	**Best Research Optimization Application** Smart-IRRI Bigas2Hack Hackathon

PEER-REVIEWED PUBLICATIONS

P24 Richard Lance Parayno, Janna Aika Deja, Tyrone Justin Sta Maria, **Briane Paul V. Samson**, and Jordan Aiko Deja. 2023. Good Day Manager! Exploring Social Relationships in NFT-based Play-to-Earn Games. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23), April 23–28, 2023, Hamburg, Germany. ACM, New York, NY, USA, 11 pages. https://doi.org/10.1145/3544548.3580713

P23 Minot, J. R., Trujillo, M. Z., Rosenblatt, S. F., Jáuregui, G. D. A., Moog, E., **Samson, B. P. V.**, Hébert-Dufresne, L., & Roth, A. M. (2022). Distinguishing In-Groups and Onlookers by Language Use. In Proceedings of the 12th Workshop on Computational Approaches to Subjectivity, Sentiment & Social Media Analysis, May 26, 2022, Dublin, Ireland.

P22 Trujillo, M. Z., Rosenblatt, S. F., Jáuregui, G. D. A., Moog, E., **Samson, B. P. V.**, Hébert-Dufresne, L., & Roth, A. M. (2021). When the Echo Chamber Shatters: Examining the Use of Community-Specific Language Post-Subreddit Ban. In Proceedings of the Fifth Workshop on Online Abuse and Harms, August 1-6, 2021, Bangkok, Thailand.

P21 Manzano, J., Soliven, A.F., Llamas, A.M., Tinsay, S.M., **Samson, B.P.V.**, & Cabredo, R. (2021). Using Boolean Satisfiability Solvers to Help Reduce Cognitive Load and Improve Decision Making when Creating Common Academic Schedules. In CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2021), May 8–13, 2021, Yokohama, Japan. ACM, New York, NY, USA, 10 pages.

P20 Lao, A.R., Chua, U.C., & **Samson, B.P.V.** (2020). Analysis of the co-authorship network of Filipino researchers in deep learning. Philippine Science Letters, 13(2), 148–157.

P19 **Samson, B.P.V.** & Sumi, Y. (2020). Are Two Heads Better than One? Exploring Two-Party Conversations for Car Navigation Voice Guidance. In CHI Conference Extended Abstracts on Human Factors in Computing Systems Proceedings (CHI 2020), April 25–30, 2020, Honolulu, Hawai'i, USA. ACM, New York, NY, USA, 10 pages.

P18 Chua, U.C., Santiago, K.L., Ona, I.B.M., Peña, R.M.N., Marasigan, G.Z.S., Delos Reyes, P.G.A. & **Samson, B.P.V.** (2020). From Access to Effective Use: Open Data Portals for Everyday Citizens. In Proceedings of the 2020 Symposium on Emerging Research from Asia and on Asian Contexts and Cultures (AsianCHI '20), April 25, 2020, Honolulu, Hawai'i, USA. Association for Computing Machinery, New York, NY, USA, 61–64.

P17 Feria, J.M.A.M., Oliva, M.L.S., **Samson, B.P.V.** & Lao, A.R. (2019). Drowning Out Rumor: Dynamical Models of the Interaction between Spreaders of and Exposed to Truth and Rumor Spreading. Philippine Journal of Science, 148(4), 659–687.

P16 **Samson, B.P.V.** & Sumi, Y. (2019). Exploring Factors that Influence Connected Drivers to (Not) Use or Follow Recommended Routes. In CHI Conference on Human Factors in Computing Systems Proceedings (CHI 2019), May 4–9, 2019, Glasgow, Scotland UK. ACM, New York, NY, USA, 14 pages.

P15 **Samson, B.P.V.**, Velez, G.A.T., Nobleza, J.R., Sanchez, D., & Milan, J.T. (2018). Optimizing the Efficiency, Vulnerability and Robustness of Road-based Para-transit Networks using Genetic Algorithm. In: Shi Y. et al. (eds) Computational Science – ICCS 2018. ICCS 2018. Lecture Notes in Computer Science, vol 10860. Springer, Cham.

P14 Constantino K.P., Gonzales E.J., Lazaro L.M., Serrano E.C., **Samson B.P.V.** (2018) Towards an Automated Plant Height Measurement and Tiller Segmentation of Rice Crops using Image

Processing. In: Billingsley J., Brett P. (eds) Mechatronics and Machine Vision in Practice 3. Springer, Cham.

P13   Buzon R.J.C., Dumlao L.T.D., Mangubat M.A.C., Villarosa J.R.D., & **Samson B.P.V.** (2018) Towards an Automated, High-Throughput Identification of the Greenness and Biomass of Rice Crops. In: Billingsley J., Brett P. (eds) Mechatronics and Machine Vision in Practice 3. Springer, Cham.

P12   Fernandez, R.A., Deja, J.A., & **Samson, B.P.V.** (2018). Automating Heuristic Evaluation of Websites Using Convolutional Neural Networks. In Asian HCI Symposium'18 Proceedings of the Asian HCI Symposium'18 on Emerging Research Collection, 2018.

P11   **Samson, B.P.V.**, & Sumi, Y. (2018). Taxi Dash: Serendipitous Discovery of Taxi Carpool Riders. In: Murao K., Ohmura R., Inoue S., Gotoh Y. (eds) Mobile Computing, Applications, and Services. MobiCASE 2018. Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering, vol 240. Springer, Cham

P10   **Samson, B.P.V.**, Aldanese IV, C., Chan, D.M., San Pascual, J.J., & Sido, M.V.A. (2017). Crowd Dynamics and Control in High-Volume Metro Rail Stations. Procedia Computer Science, Volume 108, 2017, pages 195-204.

P9   **Samson, B.P.V.**, Marcaida, C.M., Gervasio, E.A., Militar, R., & Ibanez, J. (2017). Analyzing Congestion Dynamics in Mass Rapid Transit using Agent-Based Modeling. In *Proceedings of the 17th Philippine Computing Science Congress*.

P8   Marcos, N., Largoza, G., **Samson, B.P.V.**, Base, J.J., Calulo, L.P., Co, B. & Lo C. (2016). A Web-based CBMS Dataset Visualization and Simulation Tool. In *Proceedings of the DLSU Research Congress 2016*.

P7   Collantes, M., Hipe, M., Sorilla, J., Tolentino, L. & **Samson, B.P.V.** (2015). Simpatico: A Text Simplification System for Senate and House Bills. In *Proceedings of the 11th National Natural Language Processing Research Symposium*.

P6   Constantino, P., Gonzales, E., Lazaro, L., Serrano, C. & **Samson, B.P.V.** (2015). Plant Height Measurement and Tiller Segmentation of Rice Crops Using Image Processing. In *Proceedings of the DLSU Research Congress 2015*.

P5   Buzon, R., Dumlao, L., Mangubat, M., Villarosa, J. & **Samson, B.P.V.** (2015). Luntian: An Automated, High-throughput Phenotyping System for the Greenness and Biomass of C4 Rice. In *Proceedings of the DLSU Research Congress 2015*.

P4   **Samson, B. P.V.** & Ong, E. (2014). Extracting Conceptual Relations from Children's Stories. In: Kim Y.S., Kang B.H., Richards D. (eds) *Knowledge Management and Acquisition for Smart Systems and Services*. LNCS 8863 (195-208). Switzerland: Springer International Publishing.

P3   Marcos, N., Largoza, G., **Samson, B.P.V.**, Base, J.J., Calulo, L.P., Co, B. & Lo C. (2014). Design Considerations for a Visualization and Simulation Tool for CBMS Data. In *Proceedings of the DLSU Research Congress 2014*.

P2   Chua, N., Lai, F., Mondejar, J., **Samson, B.P.V.**, & Tan, K. (2009). Generalized Distributed Garbage Collection. In *Proceedings of the 10th Philippine Computing Science Congress*.

P1   **Samson, B.P.V.**, Alcera, B., Go, E., Gonzales, C. & Lim, N. (2009). An Automated Thematic Role Labeler and Generalizer for Filipino Verb Arguments. In *Proceedings of the 23rd Pacific*

Asia Conference on Language, Information and Computation (501-510). Hong Kong: City University of Hong Kong Press.

EXTERNALLY FUNDED PROJECTS

Jun 2022 – Mar 2023 **Disinformation Risk Assessment: The Philippines Country Report**
Project Coordinator
Funding: Global Disinformation Index

Mar 2021 – Mar 2023 **Diachronic Representation and Linguistic Study of Filipino Word Senses Across Social and Digital Media Contexts**
Project Leader
Funding: DOST-CRADLE Program

2021 - 2023 **System for Optimized Routing for Transport (SORT)**
System Development Lead for Modeling and Simulation
Funding: DOST

Dec 2020 – Apr 2022 **Climate Vulnerability and Risk Information System for Oriental Mindoro**
Senior Data Analyst
Funding: Global Green Growth Institute

2018 - 2021 **Development and Application of Transport Desirability Index for the Assessment and Planning of Transport Systems in the Philippines**
System Developer Lead
Funding: CHED

PROFESSIONAL EXPERIENCE

Oct 2021 – Present **Chair, Department of Software Technology, De La Salle University**
Leads the department operations and faculty development. Manages the BS Computer Science major in Software Technology, MS/PHD in Computer Science, and BS Interactive Entertainment programs and facilitates a vibrant learning environment for improved student outcomes.

Sep 2022 – Present **Head, Center for Complexity and Emerging Technologies, De La Salle University**
Manages the daily operations, membership, research groups and research projects.

Jul 2021 – Present **Deputy Director, Dr. Andrew L. Tan Data Science Institute, De La Salle University**
Directs and manages the different research programs undertaken by the institute and directs the forthcoming PhD program.

Oct 2021 – Present **Associate Professor, College of Computer Studies, De La Salle University**
Teaches Human-Computer Interaction, Research Methods, Software Engineering, Data Science, and Complex Systems. Conducts research on understanding and modeling complex adaptive systems through agent-based modeling, data science, and network science. Focuses on cities, mobility, social networks, and disaster management. Also does research on human-computer interaction in vehicles and navigation.

Aug 2017 – Aug 2022	**Head, Civic Services Group, Center for Complexity and Emerging Technologies, De La Salle University** Manages the civic computing projects.
May 2013 – Oct 2021	**Assistant Professor, College of Computer Studies, De La Salle University** Teaches Human-Computer Interaction, Software Design Patterns, Software Engineering, and Complex Systems. Conducts research on understanding and modeling complex adaptive systems through agent-based modeling, data science, and network science. Focuses on cities, mobility, social networks, and disaster management. Also does research on human-computer interaction in vehicles and navigation.
Jan 2014 – Aug 2017	**Head, Center for Complexity and Emerging Technologies, De La Salle University** Manages the daily operations, membership, research groups and research projects.
Dec 2013 – Aug 2017	**Practicum Coordinator, Software Technology Department, De La Salle University** Orients the students and manages the implementation and logistics of the department's practicum program. Liaises with the industry partners during deployment.
Dec 2012 – May 2013	**Research Assistant, De La Salle University** Implemented a mobile application to aid the data gathering regularly conducted by Angelo King Institute – Community Based Monitoring System.
Oct 2010 – Sept 2012	**Associate Consultant, Microsoft Solutions, Dimension Data Asia Pacific Pte. Ltd.** Designed and deployed Microsoft technology solutions across the Asia Pacific region.
Sept 2009 – Oct 2010	**Researcher & Project Implementor, Datacraft Asia Pte. Ltd.** Simulated an Active Directory infrastructure and implemented Microsoft technologies. Did Tier-2 and Tier-3 technical support to Datacraft's Microsoft consulting community.

ORGANIZATIONS & COMMUNITIES

Co-Founder	Databeers Manila Manila ACM SIGCHI Chapter
Membership Chair	Manila ACM SIGCHI Chapter
Campus Advisor	GitHub Education
Faculty Sponsor	DLSU ACM Student Chapter UX Society - Taft
Member	Association for Computing Machinery ACM Special Interest Group on Computer-Human Interaction ACM Special Interest Group on Knowledge Discovery and Data Mining Interaction Design Foundation Data Visualization Society Information Processing Society of Japan IPSJ Special Interest Group on Ubiquitous Computing Complex Systems Society Network Science Society Society of Young Network Scientists

ACADEMIC SERVICES

Member	Asian SIGCHI Committee 2022-2023
General Chair	Asian CHI Symposium 2020-2021
Assistant to the Papers Chair	CHI 2019-2020
Associate Chair	CHI 2021-2023, CSCW 2021-2023, AutoUI 2021-2022, CHI 2020-2021 Late-Breaking Works (LBW) Track
Organizing Committee	MobileHCI 2022 (Social Media Co-Chair)
Program Committee	WebSci 2022-2023, IEEE DSAA 2022 CSSCS
Reviewer – Journal	Cities, Computers and Electronics in Agriculture, Philippine Journal of Science, Transportation Planning and Technology
Reviewer – Conference	PCSC 2022, AutoUI 2019-2020, ISS 2019, CSCW 2019-2020, VIS 2019, ICMI 2019-2020, ICMI 2022, MobileHCI 2019-2020, DIS 2020, ISS 2019, Asian CHI Symposium 2019-2021, IndiaHCI 2020, CHIuXiD 2019, National Natural Language Processing Research Symposium (NNLPRS) 2015-2018

SCHOOLS & CONFERENCES

Nov 2022	**Pista ng Mapa 2022 Conference**, Legazpi City, Albay, Philippines
Nov 2022	**International Conference on IT in Education 2022**, Davao City, Philippines
Oct 2022	**36th Pacific Asia Conference on Language, Information and Computation**, Virtual
Nov 2021	**34th IEEE/ACM International Conference on Automated Software Engineering**, Virtual
Nov 2021	**Pista ng Mapa 2021 Conference**, Virtual
Sep 2021	**Digital 8th Heidelberg Laureate Forum**, Virtual
July 2021	**First Social ComQuant Summer School,** Virtual
July 2021	**ACM SIGCAS Conference on Computing and Sustainable Societies 2021**, Virtual
July 2021	**ACM In-cooperation Conversational User Interfaces Conference 2021**, Virtual
July 2021	**Networks 2021: A Joint Sunbelt and NetSci Conference**, Virtual
May 2021	**AAAI International Conference on Web and Social Media 2021**, Virtual
May 2021	**ACM CHI Conference on Human Factors in Computing Systems 2021**, Virtual
May 2021	**ACM CHI Symposium 2021**, Virtual
March 2021	**Northeast Regional Conference on Complex Systems 2021**, Virtual
January 2021	**2021 Complex Networks Winter Workshop**, Virtual

October 2020	**IEEE VIS 2020**, Virtual
October 2020	**ACM Conference on Computer-Supported Collaborative Work and Social Computing 2020**, Virtual
September 2020	**Heidelberg Laureate Forum 2020**, Virtual
September 2020	**ACM International Joint Conference on Pervasive and Ubiquitous Computing 2020**, Virtual
April 2020	**Northeast Regional Conference on Complex Systems 2020**, Virtual
April 2020	**Asian CHI Symposium 2020**, Honolulu, Hawaii, USA *(Virtual)*
January 2020	**NetSciX 2020: International School and Conference on Network Science**, Tokyo, Japan
December 2019	**ACM CSCW Asia Winter School 2019**, Kyoto, Japan
May 2019	**ACM CHI Conference on Human Factors in Computing Systems 2019**, SEC Campus, Glasgow, Scotland UK
May 2019	**Asian CHI Symposium 2019**, SEC Campus, Glasgow, Scotland UK
March 2019	**Interaction 2019**, National Institute for Informatics, Tokyo, Japan
June 2018	**International Conference on Computational Science 2018**, Wuxi, China
April 2018	**ACM CHI Conference on Human Factors in Computing Systems 2018**, Palais des Congrès de Montréal, Montreal, Canada
April 2018	**Asian CHI Symposium 2018**, Palais des Congrès de Montréal, Montreal, Canada
March 2018	**Interaction 2018**, National Institute for Informatics, Tokyo, Japan
February 2018	**MobiCASE 2018: 19th EAI International Conference on Mobile Computing, Applications and Services**, Ritsumeikan University Osaka Ibaraki Campus, Japan
September 2017	**Workshop on Computation: Theory and Practice 2017**, Osaka University Nakanoshima Center, Japan
June 2017	**International Conference on Computational Science 2017**, ETH Zurich, Switzerland
March 2017	**17th Philippine Computing Science Congress**, University of San Carlos, Cebu City, Philippines
March 2017	**NTU Winter School 2017 on Complexity Science**, Nanyang Technological University, Singapore
March 2016	**NTU-Warwick Winter School 2016 on Complexity Science**, Nanyang Technological University, Singapore

July 2015	**21ˢᵗ International Conference on Mechatronics and Machine Vision in Practice**, De La Salle University
April 2015	**11ᵀᴴ National Natural Language Research Symposium,** National University
March 2015	**DLSU Research Congress 2015,** De La Salle University
December 2014	**Pacific Rim Knowledge Acquisition Workshop 2014,** Gold Coast, Australia
March 2014	**DLSU Research Congress 2014,** De La Salle University
November 2013	**Form, Function and Class Conference 2013,** De La Salle – College of St. Benilde
June 2012	**Echelon 2012,** National University of Singapore, Singapore
December 2009	**23ʳᵈ Pacific Asia Conference on Language, Information and Computation,** City University of Hong Kong, Hong Kong
September 2009	**6ᵀᴴ National Natural Language Research Symposium,** De La Salle University