

# Noopur Raval, Ph.D.

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## Professional Experience

### **Postdoctoral Researcher and Lecturer, Department of Computational Media, UC Santa Cruz (2022-23)**

Ongoing – studying UX professionals as change agents in technology organizations

### **Incoming Assistant Professor, Department of Information Studies, School of Education and Information Studies (Fall 2023)**

### **Postdoctoral Researcher, AI Now Institute, New York University (2020-22)**

Pursuing interdisciplinary research on emerging technologies including Artificial Intelligence deployments in the global South with focus on the global political economy of data-work and genealogies of information systems in postcolonial contexts.

### **Co-Lead, [A New AI Lexicon Project](#) (AI Now Institute, NYU) 2020-2022**

An edited collection of 45 essays offering situated perspectives on ethics, regulatory issues and grassroots concerns vis-à-vis global AI development.

### **Adjunct Professor, NYU Tandon School of Engineering (2020-22)**

- Taught a graduate seminar on ‘Critical Theories of Media and Technologies’ in the Interactive Digital Media (IDM) program.
- Technology and Ethics to undergraduate students at NYU (2021-22)

### **Podcast Host, New Books Network (Science Technology & Society, Media Studies channels) Ongoing**

### **Co-PI and Research Mentor, Project title: ‘Mapping the landscape of digital labor in India’ (2019-20)**

*Funded by the Azim Premji University Research Grants Program (Award amount: USD 21,000)*

Recruited and mentored four graduate researchers to conduct a comparative ethnography of app-based taxi-driving and food-delivery work in Mumbai and New Delhi. Editing and co-producing a series of research outputs (ongoing) including [semi-academic blog posts](#) and white papers.

### **Microsoft Research, India**

*Research Intern* – Technology for Emerging Markets (TEM) (January – June 2019)

Worked with Dr Joyojeet Pal to study the interaction of socio-cultural hierarchies and algorithmic platforms in the work of app-based beauty and wellness workers in India.

### **Microsoft Research, Cambridge (UK)**

*User Experience Research Intern* –Future of Work Group (June – September 2018)

Qualitative research on the work processes, task scheduling, information capture and gathering behaviors among trade and service workers as well as gig-economy workers in the UK. Produced design insights, implications and co-authored an academic paper on the study.

### **Microsoft India Development Center - Hyderabad, India**

*User Experience Intern* – Project Sangam (June – September 2017)

Led UX research on Project Sangam (skill-training and job discovery platform for blue-collar workers in Emerging Markets). Worked with designers, engineers, and product managers to understand mobile-first user

preferences, learning patterns, aspirations. Used qualitative and design research methods (usability studies, interviews, focus groups) to produce product insights and design recommendations.

### **Microsoft Research, India**

*Research Intern* – Technology for Emerging Markets (TEM) (June – November 2016)

Studied multiple forms of ride hailing prevalent within Bangalore city, both app-mediated and others.

Mentored by Jacki O’Neill

### **XRCI (Xerox Research Center, India) - Bangalore, India**

*Research Intern* - Human Computer Interactions (June - September 2015)

Worked in the Human Interactions Group to study social Q&A and information search behaviors on Facebook Groups in India. Mentored by Preeti Mudliar

### **Wikimedia Foundation & The Centre for Internet & Society, Bangalore (Joint Program)**

*Program Manager* – *Access to Knowledge (A2K)* (2011-2012)

Engaged with members of 10 Indic language Wikipedia communities in India to train, support and expand participation in Indic language Wikipedia editing.

## **Education**

### **2020:**

Doctor of Philosophy (PhD) Department of Informatics, University of California Irvine. Committee: Paul Dourish (advisor), Kavita Philip, Melissa Mazmanian

Dissertation Topic: Platform-Living: Theorizing life, work, and ethical living after the gig economy

### **2014:**

Master of Philosophy (M.Phil.) in Cinema Studies. School of Arts & Aesthetics, Jawaharlal Nehru University, New Delhi. Advised by Ranjani Mazumdar

Dissertation Title: ‘Staging the media sensorium: Mapping religion, politics and the new media scandal’

### **2012:**

Master of Arts (M.A.) in Arts & Aesthetics. School of Arts & Aesthetics, Jawaharlal Nehru University, New Delhi.

### **2010:**

Bachelor of Arts (B.A.) with triple majors in Media Studies, English Literature and Psychology. Christ University, Bangalore

## **Peer-reviewed publications**

Raval, Noopur and Lalvani, Simiran ‘The Moral Landscape of Platform-work’. *Asiascapes Journal* (2022)

Raval, Noopur. "Interrupting invisibility in a global world." *Interactions* 28.4 (2021): 27-31.

DoCarmo, T., Rea, S., Conaway, E., Emery, J., & **Raval, Noopur**. The Law in Computation: What Machine Learning, Artificial Intelligence, and Big Data Mean for Law and Society Scholarship. *Law & Policy*. 2021

Raval, Noopur. (2020) ‘An agenda for decolonizing data science’. Special Issue on “Spectres of AI”, *Spheres Journal of New Media and Technology*

Raval, Noopur. (2020) *Hisaab Kitaab* in Big Data in ‘Lives of Data: Essays on Computational Cultures from India’ ed. Sandeep Mertia. Published by Institute of Network Cultures (INC) and CSDS, New Delhi

Raval, Noopur. (2019) 'Automating Informality: on AI and labor in the Global South', thematic report for GISWatch 2019

Raval, Noopur and Joyojeet Pal. 2019. Making a Pro: professionalism after platforms in beauty-work. J. ACM 37, 4, Article 111 (August 2019), 17 pages. <https://doi.org/10.1145/1122445.1122456>

Lindley, S., **Raval, N.**, Alavi, H. S., Lindtner, S., & Wang, D. (2019, April). The Future of Work. In Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems (p. W28). ACM

Mudliar, Preeti. and **Raval, Noopur.** (2018) "They are Like Personalized Mini-Goggles": Seeking Information on Facebook Groups. Proc. HICSS 2018, Hawaii, Jan 3-6, 2018 (nominated for best paper)

Raval, Noopur and Dourish Paul. (2016) Standing Out from the Crowd: Emotional Labor, Body Labor, and Temporal Labor in Ridesharing Proc. CSCW 2016, San Francisco, Feb 27-March 2, 2016

Raval, Noopur (2014) The encyclopedia must fail! – Notes on queering Wikipedia. Ada: A Journal of Gender, New Media, and Technology, No.5

## Invited publications

Book Chapter: 'Sinking Back into Ourselves - Experimental Approaches to Teaching Labor and Technology' (Edited Volume: Platforms- Around, In-between and Through – commissioned by the Singapore Biennale 2022-23)

Leslie, David, Morgan Briggs, Antonella Perini, Smera Jayadeva, Cami Rincón, **Noopur Raval**, Abeba Birhane, Rosamund Powell, Michael Katell, and Mhairi Aitken. "Data Justice Stories: A Repository of Case Studies." *arXiv preprint arXiv:2204.03100* (2022).

Raval, Noopur. 'Global issues in AI: labor and values in AI production' (invited chapter for an edited volume on 'AI, Assembly and Democracy' by the Stanford Digital Civil Society Lab) (forthcoming)

Qadri, Rida and Raval, Noopur. 'Mutual Aid Stations' Logic Magazine. 2021

Raval, Noopur 'To be Counted When They Count You: Words of Caution for the Gender Data Revolution' (Paper commissioned by CIS, Bangalore and IDRC) 2021

Raval, Noopur 'Interrupting Invisibility in a Global World' Dialogs, ACM Interactions Magazine. 2021

'What I am reading' in ACM Interactions Magazine (w/ focus on the ontological turn and the value of border thinking in HCI) <https://dl.acm.org/doi/abs/10.1145/3414468>

Raval, Noopur 'Infusing Care in the Gig Economy.' The Hard Copy Magazine (design publication) <https://thehardcopy.co/infusing-care-in-the-gig-economy/>

Raval, Noopur (2019) co-edited and contributed to a series of blog posts on 'Gig-Economy in India'. Platypus, The CASTAC (Committee for the Anthropology of Science, Technology & Computing) blog. <http://blog.castac.org/category/series/indias-gig-work-economy/>

Raval, N (2018). Data Doppelgängers and Issues of Consent. Platypus, The CASTAC (Committee for the Anthropology of Science, Technology & Computing) blog. Published as a part of the Law & Computation Series

## Book Reviews & Interviews

Raval, Noopur. "Book review: Nicholas A. John, The age of sharing." (2018): 146-147. Mobile Media & Communication. <https://doi.org/10.1177/2050157917735735>

Thinking Digital Beyond Tools: Interview with Dr. Nishant Shah by Noopur Raval (2013). HASTAC

## Public Writing and Mentions

Soumyarendra Barik. "When algorithms dictate your work – life as a food delivery partner". Entracker. <https://entracker.com/2021/08/zomato-when-algorithms-dictate-your-work-life-as-a-food-delivery-partner/>

Soumya Chatterjee. "No easy exit as Ola and Uber drivers in India face spiraling debt trap" The News Minute <https://www.thenewsminute.com/article/no-easy-exit-ola-and-uber-drivers-india-face-spiralling-debt-trap-102558> (quotes me)

Gopal Sathe. "On Maid-Rating Apps India's Entitled Baba-Log Hit New Low" Huffington Post [https://www.huffingtonpost.in/2018/11/18/how-apartmentadda-mygate-commonfloor-make-class-privilege-in-gated-colonies-visible\\_a\\_23591186/](https://www.huffingtonpost.in/2018/11/18/how-apartmentadda-mygate-commonfloor-make-class-privilege-in-gated-colonies-visible_a_23591186/) (quotes me)

Gopal Sathe. "How Andhra Pradesh built India's first police state using Aadhar and a census". Huffington Post. [https://www.huffingtonpost.in/2018/07/23/how-andhra-pradesh-built-indias-first-police-state-using-aadhaar-and-a-census\\_a\\_23487838/](https://www.huffingtonpost.in/2018/07/23/how-andhra-pradesh-built-indias-first-police-state-using-aadhaar-and-a-census_a_23487838/) (quotes my research)

Raval, N (2018). "Here's why #DeleteFacebook is more than business as usual." FactorDaily (Digital News Publication)

Raval, N (2018). 'Google Arts app has a data problem.' FactorDaily (Digital News Publication)

Raval, N (2018). 'Othering the Godman', The Baffler Magazine

Raval, N (2016). "How playing Pokémon Go around Bengaluru connected me to a city I had never explored before." FactorDaily (Digital News Publication)

Raval, N (2016). 'Casually Sexist Humour and the Limits of Feministing.' In PlainSpeak (A digital magazine on sexuality in the Global South)

## Awards and Honorable Mentions

- (2020-21) International Research Collaborator Award – University of Cambridge Mellon-Sawyer seminar on 'Histories of AI'
- (2020) Fellow, Center for Technology, Society and Policy (CTSP), UC Berkeley
- (2018-19) Co-PI and Lead Researcher - Azim Premji University Research Grant Award for multi-city study of gig economy work in India (Amount: USD 21,000)
- (2018) Phi Beta Kappa International Scholarship Award (Amount: USD 2000)
- (2017-18) Technology, Law & Society Fellow at UC Irvine
- (2016) Harvard Berkman-Klein Center Affiliate

## Workshops Presentations and Invited Talks

- Panelist, Global AI Narratives India Workshop (2021)

- Panelist and presenter, 'Infrastructures and Inequalities: Media Industries, Digital Cultures and Politics' (Annual ECREA conference – 2019)
- Invited participant, Workshop on the 'Future of Work' at the University of Michigan (2019)
- Paper presentation on 'algorithmic remediation and postcolonial cities' at the Bangalore Research Network meeting (2019)
- Paper Presentation – SSRC InterAsian Connection Workshop – Hanoi (Workshop: he Netware of the New Asian Economy under the Industrial Revolution 4.0) (2018)
- Selected Workshop Participant – 'Big Data and Urban Governance on the Margins of the City' (co-organized by ESRC-ICSSR Group at King's College London) (2018)
- Selected Participant at Princeton University's South Asia Studies Graduate Conference (2018)
- Panelist on Digital Studies and Money Studies panel at ICA 2018
- 'Materialities of Ridesharing: notes and questions from Bangalore, India' – presented as a part of the ICA 2017 panel titled 'Technology, Profession, and Digital Labor: A Comparative Perspective' (2017)
- 'Small Acts Alongside Big Data: Counting and Computing Within Ubering' – presented as a draft paper at 'Algorithms in Culture' conference at UC Berkeley (2016)

## Teaching and Mentoring Experience

(Spring 2021) Taught a graduate seminar on 'Critical Theories of Media and Technologies' at Tandon School of Engineering, NYU

(2019) Taught a workshop on 'Digital Ethnography' to 45 first-year management and communications students at the Mudra Institute of Communications, Ahmedabad (MICA)

(2019) Invited lecture on 'Privacy in the time of IoT' at Srishti Institute of Art, Design and Technology

(2018) Guest Lecture on Platform-Work. Communications Studies Department, University of Michigan

(2018) Guest Lecture on Platform-Work and Invisible Labor. Liberal Studies undergraduate program, Azim Premji University, Bangalore

(2015-2017) Teaching Assistant, Donald Bren School of Information and Computer Sciences, UC Irvine Courses:  
 Human Factors on the Web (w/ Dr Oliver Haimson)  
 Video Games and Society (w/ Dr Rebecca Black)  
 Global Disruption and Information Technology (w/ Dr Bonnie Nardi)  
 Social analysis of Computerization (w/ Dr Darren Denenberg)

## Professional Memberships

International Communications Association (ICA)

Association of Computing Machinery (ACM)

Association of Internet Researchers (AoIR)