

# Cheng Guo

PHD STUDENT · HCI RESEARCHER · SOFTWARE ENGINEER · UX · USABLE SECURITY & PRIVACY · HEALTH INFORMATICS

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## Education

### Clemson University

PH.D. IN HUMAN-CENTERED COMPUTING

- Advised by Dr. Kelly Caine

Clemson, SC

Aug. 2014 - PRESENT

### University of Pittsburgh

MASTER OF SCIENCE IN INFORMATION SCIENCE

Pittsburgh, PA

Aug. 2011 - May. 2013

### Swinburne University of Technology

BACHELOR OF BUSINESS IN E-COMMERCE

Melbourne, Australia

Aug. 2010 - June. 2011

### Nanjing University of Chinese Medicine

BACHELOR OF MANAGEMENT IN E-COMMERCE

Nanjing, China

Sep. 2007 - June. 2011

## Skills

**Programming** Java, Python, C/C++

**Web** AJAX, CSS, Greasemonkey, (X)HTML, JavaScript, JSON, JQuery, JSP, Ruby on Rails

**Data Analysis** R, SPSS

**Operation System** Android, Linux/Unix, MAC OS, Windows

**Database** MySQL, SQL, SQL Server

**Machine Learning** Weka, Mallet, LightSIDE

**Research Methods** Experiment, Interface/Interaction Design, Interview, Prototyping, Survey, Usability Testing, Wireframing

**UX Tools** Axure, Justinmind, Paper Prototyping, POP

**Other**  $\LaTeX$

## Experience

### Verisign Labs

RESEARCH INTERN (WITH DR. ERIC OSTERWEIL)

Reston, VA

May. 2016 - Aug. 2016

- Designed lab-based experimental scenarios and surveys.
- Designed and ran a between-subjects experiment on a large scale of users to study the impact of dotless domains on real-world users.

### Human-Computer Interaction Institute, Carnegie Mellon University

VISITING RESEARCHER (WITH DR. JEN MANKOFF)

Pittsburgh, PA

Jun. 2013 - May. 2014

- Designed and conducted web surveys integrated with a search task using Java servlet.
- Applied Natural Language Processing technologies and Machine Learning models to the search task using Weka, Mallet, LightSIDE.
- Accomplished user study data analysis using Python and SPSS.

### AthleteTrax

WEB DEVELOPER INTERN

Pittsburgh, PA

May. 2012 - Aug. 2012

- Used Ruby on Rails to build the first version of a web-based platform integrating scheduling, communication, data and form management into one application, which allowed both student athletes and athletic administrations to be successful on and off the playing field.

## Projects

### AQA

SCHOOL OF COMPUTING, CLEMSON UNIVERSITY

Clemson, SC

2016 - PRESENT

- Question & Answer sites (Q&A sites; e.g. Quora, Yahoo! Answers etc.) are playing an increasingly important role in information seeking and sharing. Askers and answerers use different identities to participate in Question & Answer sites. They use their real names, pseudo-names or anonymity to post questions and answers. Explored the relationship between identity and user engagement, content quality and trolling behavior.

## CrowdSec

SCHOOL OF COMPUTING, CLEMSON UNIVERSITY

Clemson, SC

2017 - PRESENT

- Personal smartphones are in the hands of over 90 American adults, and are at high risk for security threat. Although passwords and pins are commonly used to alleviate these threats, they are easily hacked and still leave the user vulnerable. Explored video chat as an alternative form of authentication using the users existing social network.

## mHealth

SCHOOL OF COMPUTING, CLEMSON UNIVERSITY

Clemson, SC

2014 - 2015

- Patients want granular privacy control over health information in electronic medical records(EMR). Designed a mobile application to assess patients' desire for granular level privacy control over which personal health information should be shared, with whom, and for what purpose; and whether these preferences vary based on sensitivity of health information.

## ChronicWeb

HUMAN-COMPUTER INTERACTION INSTITUTE, CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

2013 - 2014

- Explored the impact of individual differences on trust in the context of information seeking behavior. Developed two scales to measure trust in websites and trust in forums.

## Honors & Awards

2015 **1st Place**, HFES "mHealth Applications for Consumers" Design Competition

1,000 honorarium +  
registration

## Talks

### Guest lecture

CPSC4180/6180 USABLE SECURITY & PRIVACY

Clemson, SC

Fall 2017

- Presented the topic of Internet Anonymity to a class of 40+ undergraduate/graduate students.

### Invited Panel

TENTH ANNUAL FURMAN SUMMER RESEARCH CONFERENCE (PSYCHOLOGY & NEUROSCIENCE) AT FURMAN UNIVERSITY

Greenville, SC

Jul. 2017

- Invited to participate in a Q&A panel session about graduate school.

## Publications

### PervasiveHealth'14

Jamie L Crawford, **Cheng Guo**, Jessica Schroeder, Rosa I Arriaga and Jennifer Mankoff.

Is it a question of trust?: how search preferences influence forum use.

## Papers in submission

### CHI'18

**Cheng Guo** and Kelly Caine.

Identity Policy Influences User Engagement, Quality and Trolling on Q&A Sites.

### Group'18

**Cheng Guo** and Kelly Caine.

Anonymity in Questions & Answers about Health.

## Teaching Assistant

**Introduction to Programming in C**

Spring 2015, Fall 2015, Spring 2016

**Programming Methodology**

Spring 2015

**Human-Computer Interaction**

Spring 2016, Spring 2017

**Fundamentals of Human-Centered Computing**

Fall 2016

**Software Engineering**

Fall 2016

**Usable Security & Privacy**

Fall 2017