Cheng **Guo**

PhD Candidate · HCI Researcher · UX · Usable Security & Privacy · Health Informatics

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Education

Ph.D. in Human-Centered Computing | Advised by Dr. Kelly Caine   *Aug 2014 - May 2020 (expected)*
Clemson University   *Clemson, SC*

Master of Science in Information Science   *Aug 2011 - May 2013*
University of Pittsburgh   *Pittsburgh, PA*

Bachelor of Business in E-Commerce   *Aug 2010 - June 2011*
Swinburne University of Technology   *Melbourne, Australia*

Bachelor of Management in E-Commerce   *Sep 2007 - June 2011*
Nanjing University of Chinese Medicine   *Nanjing, China*

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	Card Sorting, Cognitive Walk-through, Focus Group, Heuristic Evaluation, Experimental Design, Interview, Interaction Design, Persona, Prototyping, Quantitative Data Analysis, Survey, Usability Testing, Wireframing
UX Tools	Axure, Justinmind, Paper Prototyping, POP
Other	LaTeX

Experience

Google   *New York, NY*
User Experience Research Intern (with Dr. Rob Reeder)   *May. 2019 - Aug. 2019*
- Wrote Python scripts to scrape posts from several public online forums.
- Did qualitative data analysis on these posts using open-ended coding.
- Provided product implications for the Google Cloud Platform S&P team.
- Developed a new research methodology for the Google Cloud Platform S&P team.

Brave Software   *San Francisco, CA*
Research Intern (with Dr. Ben Livshits)   *May. 2018 - Aug. 2018*
- Designed lab-based experiments and in-person interviews to investigate the usability issues of browser settings.
- Provided design implications and guidelines for future browsers.

Verisign Labs   *Reston, VA*
Research Intern (with Dr. Eric Osterweil)   *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.
- Provided implications for future Internet domain names

Human-Computer Interaction Institute, Carnegie Mellon University   *Pittsburgh, PA*
Visiting Researcher (with Dr. Jen Mankoff)   *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   *Pittsburgh, PA*
Software Engineer Intern   *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

Anonymous Q&A · *Clemson, SC*
SCHOOL OF COMPUTING, CLEMSON UNIVERSITY · *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, pseudonames or anonymity to post questions and answers. Explored the relationship between identity and user engagement, content quality and trolling behavior.

CrowdSec · *Clemson, SC*
SCHOOL OF COMPUTING, CLEMSON UNIVERSITY · *2017 - PRESENT*

- Personal smartphones are in the hands of over 90American 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 · *Clemson, SC*
SCHOOL OF COMPUTING, CLEMSON UNIVERSITY · *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 · *Pittsburgh, PA*
HUMAN-COMPUTER INTERACTION INSTITUTE, CARNEGIE MELLON UNIVERSITY · *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 In the news: **HFES**, **Upstate Business Journal**	*1,000 honorarium + registration*
2019	**Special Recognitions for Outstanding Reviews (×1),** CHI (The ACM CHI Conference on Human Factors in Computing Systems)	

Talks

Guest lecture · *Clemson, SC*
CPSC4180/6180 USABLE SECURITY & PRIVACY · *Fall 2017*

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

Invited Panel · *Greenville, SC*
TENTH ANNUAL FURMAN SUMMER RESEARCH CONFERENCE (PSYCHOLOGY & NEUROSCIENCE) AT FURMAN UNIVERSITY · *Jul. 2017*

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

Publications

- Jamie L Crawford, **Cheng Guo**, Jessica Schroeder, Rosa I Arriaga and Jennifer Mankoff. (2014). Is it a question of trust?: how search preferences influence forum use. *In Proceedings of the 8th International Conference on Pervasive Computing Technologies for Healthcare* (PervasiveHealth' 14).

- **Cheng Guo**. (2018). Identity and Behavior in Online Health Communities. *In Proceedings of the 12th International Conference on Pervasive Computing Technologies for Healthcare* (Pervasivehealth' 18).

- **Cheng Guo**. (2020). Identity and Behavior in Online Communities. *In Companion of the 2020 ACM International Conference on Supporting Group Work* (GROUP' 20).

Manuscripts

- **Cheng Guo** and Kelly Caine. Identity, User Engagement, Quality and Trolling on Question & Answer Sites.
- **Cheng Guo** and Kelly Caine. Anonymity in Questions & Answers about Health.
- **Cheng Guo**, Brianne Campbell, Mike Reiter, Apu Kapadia, and Kelly Caine. Effect of Mood, Trust, Location and Presence of Others on Crowd-Based Video Authentication.
- **Cheng Guo** and Ben Livshits. We can do better: Usability of Security & Privacy Settings of Modern Browsers.

Teaching Experience

Introduction to Programming in C	Spring 2015, Fall 2015, Spring 2016, Spring 2018, Fall 2018, Spring 2019, Fall 2019
Computer Science II	Spring 2018
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, Spring 2019
Gaming Design	Fall 2019

Academic Services

Program Committee	OzCHI 2018, OzCHI 2019, Group 2020
Paper Reviewer (50+ in total)	OzCHI 2017 - 2019, GI 2018, CogSci 2018/2019, MobileHCI 2018/2019, NordiCHI 2018, CSCW 2018 - 2020, ICWSM 2019/2020, IMWUT 2019, PETS 2019/2020, KSII Transactions on Internet and Information Systems, CHI 2019/2020