

# Cheng Guo

PHD CANDIDATE · HCI RESEARCHER · MIXED-METHODS UX RESEARCHER · USABLE SECURITY & PRIVACY · SOCIAL COMPUTING

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## Education

### Ph.D. in Human-Centered Computing | Advised by Dr. Kelly Caine

CLEMSON UNIVERSITY

Aug 2014 - Present

Clemson, SC

### Master of Science in Information Science

UNIVERSITY OF PITTSBURGH

Aug 2011 - May 2013

Pittsburgh, PA

### Bachelor of Business in E-Commerce

SWINBURNE UNIVERSITY OF TECHNOLOGY

Aug 2010 - June 2011

Melbourne, Australia

### Bachelor of Management in E-Commerce

NANJING UNIVERSITY OF CHINESE MEDICINE

Sep 2007 - June 2011

Nanjing, China

## Skills

<b>Research Methods</b>	Card Sorting, Cognitive Walk-through, Focus Group, Heuristic Evaluation, Experimental Design, Interview, Interaction Design, Persona, Prototyping, Quantitative Data Analysis, Survey, Usability Testing, Wireframing
<b>Data Analysis</b>	R, SPSS
<b>UX Tools</b>	Axure, Justinmind, Paper Prototyping, POP
<b>Programming</b>	Java, Python, C/C++
<b>Web</b>	AJAX, CSS, Greasemonkey, (X)HTML, JavaScript, JSON, JQuery, JSP, Ruby on Rails
<b>Operation System</b>	Android, Linux/Unix, MAC OS, Windows
<b>Database</b>	MySQL, SQL, SQL Server
<b>Machine Learning</b>	Weka, Mallet, LightSIDE
<b>Other</b>	LaTeX

## Experience

### Google

USER EXPERIENCE RESEARCH INTERN (WITH DR. ROB REEDER)

New York, NY

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

RESEARCH INTERN (WITH DR. BEN LIVSHITS)

San Francisco, CA

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

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.
- Provided implications for future Internet domain names

### 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

SOFTWARE ENGINEER 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.

## Publications

- **Cheng Guo** and Kelly Caine. (2021). Identity, User Engagement, Quality and Trolling on Question & Answer Sites. In *Proc.ACM Hum.-Comput.Interact.*5, CSCWI, Article 141(CSCW '21, to appear).
- **Cheng Guo**, Brianne Campbell, Mike Reiter, Apu Kapadia, and Kelly Caine. (2021). Effect of Mood, Location, Trust, and Presence of Others on Video-Based Social Authentication. In *Proceedings of the 30th USENIX Security Symposium* (USENIX Security '21, to appear).
- **Cheng Guo** and Kelly Caine. (2020). Anonymity in Questions & Answers about Health. In *Proceedings of the 64th International Annual Meeting of the Human Factors and Ergonomics Society*, 64(1), 658-662 (HFES '20).
- **Cheng Guo**. (2020). Identity and Behavior in Online Communities. In *Companion of the 2020 ACM International Conference on Supporting Group Work* (pp. 35-38) (GROUP '20).
- **Cheng Guo**. (2018). Identity and Behavior in Online Health Communities. In *12th EAI International Conference on Pervasive Computing Technologies for Healthcare-Demos, Posters, Doctoral Colloquium* (Pervasivehealth '18).
- 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).

## Projects

### Identity and Behavior on Social Media Platforms

Clemson, SC

SCHOOL OF COMPUTING, CLEMSON UNIVERSITY

2016 - PRESENT

- Social Media Platforms (e.g. Quora, Yahoo! Answers etc, Zhihu, Reddit) are playing an increasingly important role in information seeking and sharing. Askers and answerers use different identities to participate on Social Media Platforms. They use their real names, pseudonyms or anonymity to post information. I explore the relationship between identity and user engagement, content quality and trolling behavior. Also explored the relationship between anonymity and content moderation.

### CrowdSec

Clemson, SC

SCHOOL OF COMPUTING, CLEMSON UNIVERSITY

2017 - PRESENT

- Finding new ways to make authentication more secure and reliable is crucial. I explore video-based social authentication using the users' existing social network. I provide insights into contextual factors that may affect the use of video chat as a fallback authentication method in a small social network(e.g., family members and close friends).

### 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

2021	<b>Gary Marsden Travel Awards</b> , Clemson Human Factors Institute	Registration
2021	<b>Director's Award</b> , Clemson Human Factors Institute	\$1,000
2020	<b>HFES Healthcare Technical Group (HCTG) Scholarship</b> , 64th International Annual Meeting of the Human Factors and Ergonomics Society (HFES)	registration
2020	<b>Doctoral Consortium Travel Grant</b> , ACM International Conference on Supporting Group Work (GROUP)	travel + registration
2019	<b>Special Recognitions for Outstanding Reviews (x1)</b> , CHI (The ACM CHI Conference on Human Factors in Computing Systems)	
2018	<b>HFI Student Travel Grant</b> , Clemson Human Factors Institute	\$800
2015	<b>1st Place</b> , HFES "mHealth Applications for Consumers" Design Competition In the news: <b>HFES, Upstate Business Journal</b>	\$1,000 honorarium + registration

## Talks

### Guest lecture

Clemson, SC

CPSC4180/6180 USABLE SECURITY & PRIVACY, CLEMSON UNIVERSITY

Fall 2017, Spring 2019, Spring 2020

- 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.

## Teaching Experience

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<b>Introduction to Programming in C</b>	Spring 2015, Fall 2015, Spring 2016, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020
<b>Introduction to Programming in Java</b>	Fall 2020
<b>Computer Science II</b>	Spring 2018
<b>Programming Methodology</b>	Spring 2015
<b>Human-Computer Interaction</b>	Spring 2016, Spring 2017, Spring 2021
<b>Fundamentals of Human-Centered Computing</b>	Fall 2016
<b>Software Engineering</b>	Fall 2016
<b>Usable Security &amp; Privacy</b>	Fall 2017, Spring 2019, Spring 2020
<b>Gaming Design</b>	Fall 2019, Spring 2021

## Academic Services

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<b>Program Committee</b>	OzCHI 2018, OzCHI 2019, Group 2020, CHI Late-Breaking Work 2020/2021, WebSci 2020/2021, PETS 2022
<b>Paper Reviewer (100+ in total)</b>	OzCHI 2017 - 2019, GI 2018, CogSci 2018/2019, MobileHCI 2018/2019, NordiCHI 2018, CSCW 2018 - 2020, ICWSM 2019/2020, IMWUT 2019, PETS 2019 - 2022, KSII Transactions on Internet and Information Systems, HFES 2019/2020, CHI 2019/2020