Cheng **Guo**

PhD Student · HCI Researcher · Software Engineer · UX · Usable Security & Privacy · Health Informatics

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Education

Clemson University   *Clemson, SC*
Ph.D. in Human-Centered Computing   *Aug. 2014 - PRESENT*
- Advised by Dr. Kelly Caine

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

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

Nanjing University of Chinese Medicine   *Nanjing, China*
Bachelor of Management in E-Commerce   *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   *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.

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

AQA   *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, 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 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

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 In the news: **HFES**, **Upstate Business Journal**	*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. [Acceptance rate: 26%]

Papers in submission

Cheng Guo and Kelly Caine.
Identity Policy Influences User Engagement, Quality and Trolling on Q&A 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.

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

Academic Services

Reviewer of OzCHI   2017