

Cheng Guo

PHD CANDIDATE · 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 - May. 2020 (expected)

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 Card Sorting, Cognitive Walk-through, Focus Group, Heuristic Evaluation, Experimental Design, Interface/Interaction Design, Interview, Persona, Prototyping, Quantitative Data Analysis, Survey, Usability Testing, Wireframing

UX Tools Axure, Justinmind, Paper Prototyping, POP

Other \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 grounded theory.
- 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.

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.

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, pseudo-names 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 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

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 (x1) , 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. |
| PervasiveHealth'14 | 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 (Acceptance rate: 26%). |
| PervasiveHealth'18 | Cheng Guo . Identity and Behavior in Online Health Communities. In Proceedings of the 12th International Conference on Pervasive Computing Technologies for Healthcare. |

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 Assistant

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 (40+ in total)	OzCHI 2017/2018/2019, GI 2018, CogSci 2018/2019, MobileHCI 2018/2019, NordiCHI 2018, CSCW 2018/2019, ICWSM 2019/2020, IMWUT 2019, PETS 2019/2020, KSII Transactions on Internet and Information Systems, CHI 2019