Zhuoyang (Ellen) LI

Research Keywords: Human-computer Interaction, Large Language Models, Mental Health, Persuasive Technology

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EDUCATION & ACADEMIC PROGRAM

08/2022- 06/2023 **University of Amsterdam**   Amsterdam, The Netherlands

Master of Science, Graduate School of Communication

Major: Communication Science

09/2018-06/2022   **City University of Hong Kong**   Hong Kong SAR, China

Bachelor of Arts, Department of Media and Communication

Major: Media and Communication

Minor: Computing

Grade: First class honours

07/2019-08/2019   **University of Oxford, Hertford College**   Oxford, The UK

Advanced British Culture and Humanities Programme

Core modules: British culture and history, Creative media

RESEARCH EXPERIENCES

09/2023 - Present. **LLMs for Mental Health Support**

(Paid Full-time) Research Assistant supervised by Dr. Luo Yuhan

06/2022- 09/2023. **Conversational User Interface Design for Reducing Smartphone Overuse**

Researcher collaborated with Dr. Luo Yuhan

- **Preliminary Research:** Developed and proposed initiatives. Conducted extensive research on literature and previous work, and formulated research questions, methods and prototype design.
- **Research Execution:** Assisted in prototype development with Figma, coordinated longitudinal experiment, collected and analysed both qualitative and quantitive data.

10/2020-12/2022 **Chatbots for Promoting Health Communication**

Undergraduate Research Assistant supervised by Prof. Liu Yu-li

- **Preliminary Research:** conducted research on the market for AI chatbots, and synthesized theories from literature to create theoretical models.
- **Experimental implementation:** designed and built the AI chatbots for the experimental materials via Microsoft Azure, Sanuker and ChatFuel.

RESEARCH OUTPUTS

[Co-first Author] Li, Z., Liang, M., LC, R., Luo, Y. StayFocused: Examining the Effects of Reflective Prompts and Chatbot Support on Compulsive Smartphone Use. The ACM conference on Human Factors in Computing Systems (CHI'24).

[Co-first Author] Li, Z., Liang, M., Le, H. T., LC, R., Luo, Y. (2023) Exploring Design Opportunities for Reflective Conversational Agents to Reduce Compulsive Smartphone Use. The ACM conference on Conversational User Interfaces (CUI'23).

[Co-author] Liu, Y., Song, C., Huang, D., Liu, X., **Li, Z**., & Hu, B. (2023). How can chatbots effectively comfort humans? Exploring the interaction of emoji and identity cues for perceived emotional support, 32nd European Conference of the International Telecommunications Society (ITS'23).

[Co-author] Liu, Y., Yan, W., Hu, B., **Li, Z**., & Lai, Y. L. (2022). Effects of personalization and source expertise on users' health beliefs and usage intention toward health chatbots: Evidence from an online experiment. *DIGITAL HEALTH*. https://doi.org/10.1177/20552076221129718

[Co-author] Liu, Y., Yan, W., Hu, B., **Li, Z**., & Lai, Y. L. (2021). Exploring How Personalization and Source Expertise of Information from Healthcare Chatbot Affect Users' Health Beliefs and Usage Intention. International Association for Media and Communication Research Conference (IAMCR'21).

SERVICE

Reviewer: ACM CHI 2024, CSCW 2024

INTERNSHIP EXPERIENCE

03/2022-06/2022 **BlueCurrent Group**   Hong Kong SAR

Internship, Marketing and Communications Agent

- **Media Monitoring:** Conducted news monitoring and weekly industry research in the fields of gaming, advertising technology, house application and insurance.
- **Supporting Integrated Employer Branding Campaign:** assisting several account teams with conducting employee interviews to gather insights on company culture and values for use in creating engaging and compelling content for the company's WeChat channel.

Achievements: Served for **5**+ clients; Generated **10**+ comprehensive media monitoring reports & **10**+ WeChat posts.

06/2021-09/2021 **BlueFocus Communication Group**   Beijing, PRC

Internship, International Advertising Agent

- **Overseas Operation:** be responsible for the operation of a **1 million USD**+ international advertising program covering Japan, South Africa, Greater China, and other international markets.
- **Ad Placement and Optimisation:** be accountable for ad placement on Facebook, Twitter, and Tik Tok platforms, as well as ROI tracking and report writing. Adjusted the budgets and bids for Mobile Application Install Ads (MAIA) and App Events Optimization (AEO) campaigns based on comprehensive analysis of conversation cost data.

Achievements: Increase monthly consumption by an average of **10k USD.**

04/2020-08/2020 **ByteDance Ltd. -Tianjin Jingzhunhudong Technology Co., Ltd**   Tianjin, PRC

Internship, Content Quality Center

- **Platform Optimization:** studied the censorship and diversion policy of Toutiao's APP, monitored the community ecology of the platform, assessed the quality of UGC accounts and optimized the evaluation criteria.
- **Competitor Research:** conducted accurate research on Weibo, Snowball and other platforms to discover quality accounts and summarize user content preferences.

Achievements: completed the platform optimization project involving **100k**+ accounts and maintained the highest KPI in the group.

SKILLS & LANGUAGES

Statistics and Programming Skills

- SPSS (good), R (basic), Python (basic), Java (basic), SQL (basic)

Media Skills

- Visual: Photoshop (good), Premiere pro (good)
- UI/UX: Figma (good)
- Chatbot Building: MS Azure (good), ChatFuel (good), Sanuker (good)

Language Proficiency

- Chinese (Mandarin - Native, Cantonese - Basic)
- English (Fluent)