Shijia Qing

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EDUCATION

Sun Yat-sen University — Guangdong, China
M.A. in Applied Psychology — Jun 2026 (expected)
GPA: 3.88/4
Relevant courses: Special Topics on Human Factor (A+), Machine Learning and Its Applications in User Behaviour Analytics (A+), Special Topics on Social Psychology (A+), Advanced Statistical Methods in Psychology (A)

Sun Yat-sen University — Guangdong, China
B.A. in Spanish Literature — Jun 2023
GPA: 3.80/4

RESEARCH INTERESTS

Social Cognition, Perception and Cognitive Processing in the Uncanny Valley, Human-Computer Interaction, Human perception of Humanoid Agents, Perception and Detection of AI-generated Faces

PUBLICATIONS

- **Qing, S.**, Cai, H., & Zhou, G. (n.d.). *Unraveling group attractiveness: Weighted averaging and recency effects in RSVP presentations.* Manuscript under review at Journal of Experimental Psychology: Human Perception and Performance.
- *The effects of cosmetic surgery labels on perceptions of facial attractiveness and naturalness: The role of mate selection and attitudes.* Manuscript in preparation.

CONFERENCE PRESENTATIONS

- **Qing, S.**, Cai, H., & Zhou, G. (2024, March). *Recency effect in the ensemble perception of average facial attractiveness.* Poster presented at the 2024 Annual Conference of the Division of General and Experimental Psychology, Chinese Psychological Society, Lanzhou, China.
- **Qing, S.**, Lin, Y., & Zhou, G. (2025, June). *Self-Referencing and Social Familiarity Shape the Uncanny Valley Effect.* Oral presentation at the 2025 Annual Conference of the Chinese Association of Social Psychology, Chengdu, China.

RESEARCH PROJECTS

Research on Social Familiarity and Self in the Uncanny Valley: A Multidimensional Exploration (Master Thesis)
Author & Lead Researcher | Advisor: Prof. Guomei Zhou — Dec 2024 – Present

- **Behavioral Experiments:** Designed and conducted a series of experiments to investigate the uncanny valley effect, manipulating human-likeness, social familiarity, and self-referential cues
- **Data Modeling & Analysis:** Utilized statistical modeling approaches, including ANOVA, mixed-effects models and LASSO regression, to analyze participants' affective and cognitive responses; developed a multidimensional conceptual framework to interpret behavioral data and uncover underlying mechanisms
- **Scale Development and Validation:** Developed and validated a novel scale to measure human threat perception and defensive mechanisms toward robots, including item construction, exploratory factor analysis (EFA); confirmatory factor analysis (CFA) forthcoming
- Proposed future directions, including using machine learning to model individual differences in uncanny valley responses, investigating the effect in AI-generated faces, and employing VR to study real-time human–AI interactions

Recency Effect in the Ensemble Perception of Average Facial Attractiveness
Author & Lead Researcher | Advisor: Prof. Guomei Zhou — Nov 2023 – Aug 2024

- **Experimental Design:** Investigated group facial attractiveness perception and the role of weighted averaging and recency effects in rapid serial visual presentation (RSVP) settings by designing and conducting behavioral experiments that quantified how each group member's position influences perceived group attractiveness
- **Statistical Analysis:** Applied regression and Bayesian statistics to distinguish between arithmetic mean and weighted mean mechanisms in ensemble perception
- **Reporting:** Authored the research report, highlighting that group attractiveness judgments rely on a weighted average process rather than simple averaging, with implications for social impression formation

Establishing a User Mental Model for a 3D Virtual Fitting Room
Author & Researcher | Advisor: Associate Prof. Qi Wang Apr 2024 – Jun 2024

- **Needs Analysis:** Identified key user pain points and the need for a 3D virtual fitting solution based on online apparel return rates
- **User Research:** Created user personas and extracted core requirements through interviews and market analysis
- **Product Design:** Developed a user mental model and designed core features including 3D avatar modeling and intelligent wardrobe management
- **Usability Testing:** Conducted scenario-based usability tests and iteratively optimized the product experience

Customer Subscription Prediction for Bank Products Based on the LightGBM Model
Author & Researcher | Advisor: Associate Prof. Ying Lin Oct 2024 – Jan 2025

- **Data Preprocessing:** Prepared the dataset through feature encoding, standardization, and train-test splitting for supervised machine learning tasks
- **Model Development:** Built and optimized multiple classification models (Decision Tree, Random Forest, XGBoost, and LightGBM) using Optuna for hyperparameter tuning; evaluated model performance with accuracy, precision, recall, and AUC metrics
- **Feature Analysis:** Conducted feature importance analysis with LightGBM to identify key variables influencing customer subscription behavior
- **Results and Reporting:** Visualized results and contributed to the final report, emphasizing key findings and actionable business insights

INTERNSHIP EXPERIENCE

Seasun Games Co., Ltd. Zhuhai, China
User Experience Engineer (Third-Person-Perspective Mecha Shooting Game) Oct 2022 – Jun 2023

- **User Research:** Conducted player interviews, in-game observation, and surveys to analyze player behavior, emotional needs, and engagement patterns
- **Persona Development:** Created user personas based on qualitative and quantitative data to inform game design decisions and improve user-centered development
- **UX Evaluation:** Evaluated gameplay systems, combat mechanics, art direction, and monetization strategies; delivered UX insights to enhance game balance and player satisfaction
- **Playtesting:** Organized and conducted offline playtests and focus group interviews in the United States; synthesized feedback to support iterative optimization of core gameplay

Netease Interactive Entertainment Co., Ltd. Guangzhou, China
User Experience Engineer (Strategy and Simulation Game) Jul 2024 – Oct 2024

- **User Research:** Designed and implemented user research protocols including interviews, surveys, and usability tests to identify player motivations, pain points, and behavioral trends
- **Data Analysis:** Analyzed gameplay and user engagement data to generate actionable insights for improving core mechanics, player retention, and monetization design
- **Competitive Benchmarking:** Conducted benchmarking of similar SLG titles, focusing on gameplay loops, monetization models, and retention strategies; provided product positioning suggestions
- **Playtesting:** Facilitated offline playtests and focus group interviews with Chinese players, emphasizing feedback on Three Kingdoms-themed content and cultural resonance

AWARDS & SCHOLARSHIPS

- First Prize Academic Scholarship *(Top 5% GPA)* Dec 2023
- Second Prize Academic Scholarship *(Top 10% GPA)* Dec 2024

SKILLS & INTERESTS

- **Programming Languages:** R, MATLAB, Python
- **Software and Tools:** SPSS, Microsoft Excel, LaTeX, Markdown, HTML
- **UX Research Methods:** User interviews, usability testing, A/B testing, survey design, focus groups, persona development
- **Quantitative Research Skills:** Scale development and validation, meta-analysis, PLS regression, LASSO regression, feature engineering, model evaluation, hyperparameter tuning (Optuna)
- **Languages:** Mandarin Chinese, English (IELTS: 7.5), Spanish (elementary)