Ruijia (Regina) Cheng

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Education

09/18 – present **University of Washington (UW)**
PhD candidate in Human Centered Design & Engineering (HCDE)
Focus: Human-Computer Interaction, Social Computing, Learning Technology, Data Literacies
Advisors: Benjamin Mako Hill, Jennifer Turns

09/18 – 03/21 **University of Washington**
Master of Science in Human Centered Design & Engineering

09/14 – 06/18 **University of California, San Diego (UCSD)**
Magna Cum Laude
Bachelor of Science in Cognitive Science with a Specialization in Computation
Bachelor of Science in Mathematics: Applied Science

Experiences

09/18 – present **Department of Human Centered Design & Engineering, University of Washington**
Graduate Research Assistant

- Led both qualitative and quantitative studies about collaborative learning and online communities and published in top-tier HCI/social computing venues
- Researched dynamics and collaborative learning activities in online data science communities through interviews, online trace ethnography and quantitative analyses on large-scale user log data
- Investigated feedback exchange mechanisms in online creative communities through interviews and qualitative, NLP and statistical analyses on forum messages
- Surveyed design opportunities of data literacy for youth and novice learners

03/21 – present **Microsoft Corporation**
Intern, Mentor: Jonathan Grudin

- Designed and investigated use case scenarios for education technology to promote K-12 information literacy

06/20 – 09/20 **Facebook Inc.**
Mixed-Method User Research Intern

- Modeled user behavior on video consumption by conducting a large-scale survey and analyzing log data from over 1 million users
- Designed and conducted interview and survey studies on video recommendation systems
- Designed and conducted usability testing studies on video player prototypes
- Worked efficiently with the cross-functional team and informed product design and development

10/16 – 01/18 **Design Lab, University of California, San Diego**
Undergraduate Research Assistant, Advisors: Steven Dow, Joel Chan, Jim Hollan

- Led a study on crowd creativity by designing and conducting a survey and an online experiment with MTurkers
- Built a dataset of 1.5 million computational notebooks and metadata and conducted thematic analysis and topic modeling on narrative patterns in data analysis

Publications

Papers Under Review or In-progress

1. **Cheng, R**.*, Frens, J.* Feedback Exchange and Online Affinity: Evidence from Online Fanfiction Authors. 2021. Under submission for the ACM Human Computer Interaction, Computer Supported Cooperative Work and Social Computing (CSCW 2021).
2. **Cheng, R**., Dasgupta, S., Hill, B. How Online Social Interaction Can Limit Interest-Driven Learning: Evidence from Scratch. 2021. Under submission for the ACM Transactions on Computer-Human Interaction (TOCHI 2021).

Peer-reviewed Publications

3. **Cheng, R.**, Zeng, Z., Liu M., Dow, S. Critique Me: Exploring How Creators Publicly Request Feedback in an Open Online Community. 2020. Proceedings of the ACM Human Computer Interaction, Computer Supported Cooperative Work and Social Computing (CSCW 2020).
4. **Cheng, R.**, Zachry, M. Building Community Knowledge in Online Competitions: Motivation, Practices and Challenges. 2020. Proceedings of the ACM Human Computer Interaction, Computer Supported Cooperative Work and Social Computing Conference (CSCW 2020).

Short Papers, Posters and workshops

5. Frens, J., **Cheng, R.**, Walker E., Hsieh, G., Aragon, C. Feedback-Seeking in Online Fanfiction Communities. 2019. Poster in the 2019 Human Centered Design & Engineering Research Showcase.
6. **Cheng, R.**, De Castro, J., Dow, S., Chan, J. 2018. An Exploratory Study of Problem Framing in Distributed Collaborative Design. Working Paper in the ACM Group Conference (Group 2018).
7. Singh, F., Smith, A., Dudeck, N., Herrera, E., Lee, J., Yang, Z., **Cheng, R.**, Pineda, J. 2016. A Pilot Study to Assess the Effects of EEG-Gamma Neurofeedback on Working Memory in Schizophrenia Patients. Poster in the Society for Neuroscience 2016 Annual Conference (SfN 2016).

Skills

Programming languages: Python, R, SQL, MATLAB**,** HTML, CSS, JavaScript, Node.js

Qualitative methods: interview, ethnography, usability test, grounded theory, thematic analysis

Quantitative methods: survey design, A/B testing, experiment design, statistical modeling, machine learning, NLP

Teaching

Guest Lectures

Fall 20, 19 "A Crash Course on Statistics for Usability Testing", HCDE 417, University of Washington

Teaching Assistant

Fall 20 HCDE 519 Qualitative Methods, University of Washington

Spring 20, 21 HCDE 493 Capstone Project, University of Washington

Winter 20, 21 HCDE 492 Capstone Project Planning, University of Washington

Fall 19 HCDE 417 Usability Testing, University of Washington

Spring 19 HCID 531 Formative UX Research Studio, University of Washington

Mentoring

Ziwen Zeng, Undergrad Summer Intern Student, 2019 (now UX researcher at ByteDance Inc.)

Maysnow Liu, Undergrad Summer Intern Student, 2019

Service

21	DUB Doctoral Colloquium organizer
20, 21	ACM CSCW reviewer
21	ACM CHI reviewer
20	ACM IDC reviewer
20	UW Community Data Science Workshop mentor
19, 20	ACM CHI Late Breaking Work reviewer
19	UW HCDE master application reviewer