Ruijia (Regina) Cheng

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Education

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

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 informal learning and online communities and published in top-tier HCI/social computing venues
- Investigated online feedback exchange mechanisms by interviewing Reddit users and performing thematic analysis, NLP and statistical analyses on forum messages
- Explored how novices and experts build community knowledge in online data science competitions through in-depth interviews
- Studied how novices collaboratively make sense of data by performing grounded theory analysis on Scratch forum messages and large-scale quantitative analyses on Scratch projects

06/20 – 09/20 **Facebook Inc.**
Mixed-Method UX Research Intern at the Facebook Watch team

- 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

1. **Cheng, R**., Dasgupta, S., Hill, B. How Online Social Interaction Can Limit Interest-Driven Learning: Evidence from Scratch. 2021. Under review for the ACM Human Computer Interaction, Computer Supported Cooperative Work and Social Computing (CSCW 2021).

Peer-reviewed Publications

2. **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).
3. **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 and Posters

4. 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.
5. **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).
6. 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 Stats for Usability Testing", HCDE 417, University of Washington

Teaching Assistant

Fall 20 HCDE 519 Qualitative Methods, University of Washington

Spring 20 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

10/20	ACM CHI 2021 reviewer
07/20	ACM CSCW 2020 reviewer
03/20	ACM IDC 2020 reviewer
01/20	UW Community Data Science Workshop mentor
01/20	ACM CHI 2020 Late Breaking Work reviewer
02/19	UW HCDE master application reviewer
01/19	ACM CHI 2019 Late Breaking Work reviewer