

Ruijia (Regina) Cheng

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Education

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- 09/18 – **University of Washington (UW)**
 present PhD candidate in Human Centered Design & Engineering (HCDE)
 Focus: Human-Computer Interaction, Social Computing, End-user Data Science, Data Literacies
 Advisors: Benjamin Mako Hill, Jennifer Turns
- 09/18 – **University of Washington**
 03/21 Master of Science in Human Centered Design & Engineering
- 09/14 – **University of California, San Diego (UCSD)**
 06/18 *Magna Cum Laude*
 Bachelor of Science in Cognitive Science with a Specialization in Computation
 Bachelor of Science in Mathematics: Applied Science

Experiences

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- 09/18 – **Department of Human Centered Design & Engineering, University of Washington**
 present Graduate Research Assistant
- Led both qualitative and quantitative studies and published in top-tier HCI/social computing venues
 - Researched online data science communities through interviews, online trace ethnography and quantitative analyses on large-scale user log data
 - Investigated novice engagement and online creative feedback through interviews and qualitative, NLP and statistical analyses on forum messages
- 06/21 – **Community Data Science Collective Lab, Northwestern University**
 present Graduate Research Assistant
- Led a large-scale quantitative study on data literacy and social media discussion about COVID-19
 - Managed and maintained databases for social media data on COVID-19
- 03/21 – **Microsoft Corporation**
 06/21 Education Research Intern, Mentor: Jonathan Grudin
- Designed and developed user scenarios and interaction guides for K-12 online search technology
 - Collaborated effectively with product team and K-12 educators
- 06/20 – **Facebook Inc.**
 09/20 UX Research Intern
- Modeled user behavior on video consumption via a large-scale survey and user log analysis
 - Designed and conducted interview on video recommendation systems
 - Designed and conducted usability testing studies on video player prototypes
 - Worked efficiently with cross-functional teams to inform product design and development

10/16 – **Design Lab, University of California, San Diego**

01/18 Undergraduate Research Assistant, Advisors: Steven Dow, Joel Chan, Jim Hollan

- Led survey and online experiment studies on crowd creativity and problem framing
- Conducted thematic analyses and topic modeling on narrative patterns in computational notebooks

Publications

Papers Under Review or In-progress

1. **Cheng, R.**, Dasgupta, S., Hill, B. How Online Social Interaction Can Limit Interest-Driven Learning: A Case Study on Novices' Usage of Data Structures in Scratch. 2021. Under submission for the ACM Transactions on Computer-Human Interaction (TOCHI 2021).
2. **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).

Peer-reviewed Publications

3. **Cheng, R.**, Zachry, M. Building Community Knowledge in Online Data Science Competitions: Motivation, Practices and Challenges. 2020. Proceedings of the ACM Human Computer Interaction, Computer Supported Cooperative Work and Social Computing Conference (CSCW 2020).
4. **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).

Short Papers, Posters and workshops

5. **Cheng, R.**, Druga, S., Gan, E., Hill, B., Bhargava, R., Clegg, T., D'Ignazio, C., Kafai, Y., Lee, V., Matuk, C., Rubin, A. Imagining Future Design of Tools for Youth Data Literacies. 2021. Workshop in the 2021 Connected Learning Summit.
6. 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.
7. **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).
8. 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 Usability Testing, University of Washington

Teaching Assistant

Fall 20 HCDE Qualitative Methods, University of Washington

Spring 20, 21 HCDE Capstone Project, University of Washington
Winter 20, 21 HCDE Capstone Project Planning, University of Washington
Fall 19 HCDE Usability Testing, University of Washington
Spring 19 HCID 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