

Ruijia (Regina) Cheng

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Education

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

- 09/18 – **Department of Human Centered Design & Engineering, University of Washington**
present Graduate Research Assistant
- Led both qualitative and large-scale quantitative studies about online social interaction and published in top-tier social computing venues
 - Developed a framework on online feedback exchange strategies by interviewing Reddit users and performing qualitative analysis and text mining on forum messages using NLP and regression analysis
 - Invented a model about informal learning by conducting online ethnography in the Scratch forum and performing semantic, time series and survival analyses on over 2 million Scratch projects
 - Implemented a BERT-based pipeline of clustering Reddit posts based on similar author interests and conducted comparative experiments with baseline embedding algorithms W2V and LDA
- 06/20 – **Facebook Inc.**
09/20 Mixed-Method UX 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 delivered interview and survey studies on video recommendation systems
- 10/16 – **Design Lab, University of California, San Diego**
01/18 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 Conference on Human Factors in Computing Systems (CHI 2021)

Published Peer-reviewed Conference Papers

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

Data science: statistical modeling (regression, MLE, time series, survival analysis), machine learning & NLP (W2V, LDA, KNN, SVM, PCA, RNN, BERT; PyTorch, TensorFlow)

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

Quantitative methods: survey design, A/B testing, experiment design

Teaching

Fall 2019	Teaching Assistant, HCDE 519 Qualitative Methods, University of Washington
Spring 2020	Teaching Assistant, HCDE 493 Capstone Project, University of Washington
Winter 2020	Teaching Assistant, HCDE 492 Capstone Project Planning, University of Washington
Fall 2019	Teaching Assistant, HCDE 417 Usability Testing, University of Washington
Spring 2019	Teaching Assistant, HCID 531 Formative UX Research Studio, University of Washington

Mentoring

Ziwen Zeng, Undergrad Summer Intern Student, 2019

Maysnow Liu, Undergrad Summer Intern Student, 2019

Service

10/20	ACM CHI 2020 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