ANGEL HSING-CHI HWANG

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EDUCATION

Cornell University, Communication   Present
Ph.D. student | Concentration: Human-Computer Interaction

Harvard University, Psychology   Present
Master candidate | Concentration: Computational Cognitive Science

Massachusetts Institute of Technology, Computer Science   2018
Certificate in Human-Computer Interaction for User Experience Design

University of Texas at Austin, Advertising   2018
M.A. | Concentration: Marketing Research and Business Analytics
    Graduate Minor in Applied Statistics
    Graduate Certificate in Data Analytics and Visualization
    Thesis: The Effect of Interactive Music on Consumer Engagement and Behavioral Intention
    Advisors: Dr. Jeeyun Oh, Dr. Angeline Close Scheinbaum

University of Hong Kong, Business & Economics   2016
B.B.A. | Double major: Marketing + Business, Design & Innovation (BDI)
    Visiting programs: University of Illinois at Urbana-Champaign, Psychology
               University of California, Berkeley, 3D Animation and Film Production
               Savannah College of Art and Design, Advertising
               University of North Texas, Communication Design

PUBLICATIONS

Peer-Reviewed Journal Paper

Oh, J., Hwang, A. H.-C., Lim, H. Y. (in press). How Interactive Data Visualization and Users' BMI (Body Mass Index) Influence Obesity Prevention Intentions: The Mediating Effect of Cognitive Absorption. *Health Communication*.

Hwang, A. H.-C, Oh, J., Scheinbaum, A. C. (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*, 1–26, https://doi.org/10.1002/mar.21338

Hwang, A. H.-C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*, *54*, https://doi.org/10.1016/j.jretconser.2019.101928.

Peer-Reviewed Conference Papers

Hwang, A. H.-C., Sun, Y., McKee, C., & Won, A. S. (2020, March). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C., Sun, Y., Tamir, N., & Won, A. S. (2020, March). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Chan, C., Hwang, A. H.-C., Sun, D., Birckhead, B., & Won, A. S. (2020, March). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*. IEEE.

Hwang, A. H.-C. & Oh, J. (2019, February). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *Proceedings of 2019 American Marketing Association Conference (AMA)*.

Hwang, A. H.-C. & Oh, J. (2018, August). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. *Proceedings of 2018 American Marketing Association Conference (AMA)*.

Journal Paper under Review

Oh, J., Lim, H.Y., & Hwang, A. H.-C. (under review). An Interactive Narrative of Obesity Epidemic: The Mediating Effect of User Engagement and Transportation. *Computers in Human Behavior*.

Yang, Y. Y., Hwang, A. H.-C., Wu, C. T., Huang, T. R. (under review). Do Base Signals Explain Individuality in Brainprints for Person Identification?: An Exploratory Study. *Scientific Report*.

Manuscripts in Preparation

Hwang, A. H.-C., Won, A. S., Senders, K. (in preparation). The forming process of creativity in the digital landscape: A (self)communication framework. Target at *New Media & Society*.

Hwang, A. H.-C., Oh, J. (in preparation). Trust or fear: Interactive Data Visualization in COVID-19 News Articles. Target at *Journal of Association for Information Science and Technology*.

Oh, J., Hwang, A. H.-C. (in preparation). Fear Responses toward Interactive Data Visualization of the COVID-19 Pandemic Outbreak. Target at *Health Communication*.

Oh, J., Hwang, A. H.-C. (in preparation). Does Visual Information Amplify Implicit Biases? Liberals and Conservatives React Differently to Interactive Data Visualization. Target at *American Psychologist*.

CONFERENCE PRESENTATIONS/PANELS

Hwang, A. H.-C. (forthcoming). We think that is #Creative: A computational approach to crowd-defined creativity. *The 6th International Conference on Computational Social Science (IC2S2)*.

Hwang, A. H.-C., (2020, March). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. *2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C., (2020, March). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. *2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C., (2020, March). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. *2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Pandita, S., Hwang, A. H.-C., Khojasteh, N., Lee, S., Resnick, H., Rives, H., Yee, J., Zhu, J. (October 2019). *Hands-on Workshop in Immersive Technology for Beginners*. Presentation presented at the Immersive Media in Medicine Symposium, New York, NY.

Hwang, A. H.-C. (May 2019) Interactive Data Visualization Influences Subsequent Narrative Persuasion: The Interaction Effect between Body Mass Index (BMI) and Interactivity on Transportation and Intentions to Prevent Obesity. *The 69th Annual International Communication Association Conference*. Washington, D.C.

Hwang, A. H.-C. (May 2019). How Interactive Storytelling Persuades: Comparing the Effects of User Engagement and Transportation. *The 69th Annual International Communication Association Conference*. Washington, D.C.

Hwang, A. H.-C. (February 2019). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *2019 American Marketing Association (AMA) Academic Conference*. Austin, TX.

Hwang, A. H.-C. (January 2019). Moderating Effect of Price Consciousness in Interactive E-Tailing Setting: Differences between Volume Segments. *2019 The 10th International Conference on E-Education, E-Business, E-Management, and E-Learning*. Tokyo, Japan.

Hwang, A. H.-C. (January 2019). The Effect of Interactive Music on High- and Low-Involvement Consumers: An Application of Dual-Process Model of Interactivity Effect. *2019 The 4th International Conference on Marketing, Business and Trade*. Tokyo, Japan.

Hwang, A. H.-C. (October 2018). Decomposing the Effect of Interactive Music on User Engagement and Behavioral Intention. *2018 The 3rd International Conference on Communication & Media Studies*. Berkeley, CA.

Hwang, A. H.-C. (August 2018). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. *2018 American Marketing Association (AMA) Academic Conference*. Boston, MA.

RESEARCH EXPERIENCE

Virtual Embodiment Lab, Cornell University, Ithaca, NY Present
- ‣ Co-author peer-reviewed conference papers
- ‣ Design empirical studies and lead research assistants to run participants
- ‣ Perform data analysis for empirical studies

Center for Media Engagement, University of Texas at Austin, Austin, TX 2017 - 2019
- ‣ Co-authored peer-reviewed journal and conference papers
- ‣ Presented research projects at academic conferences as a team representative
- ‣ Constructed stimulus websites and questionnaires for online studies

Center for Health Communication, University of Texas at Austin, Austin, TX 2018 - 2019
- ‣ Co-authored peer-reviewed journal and conference paper
- ‣ Performed literature review on interactive interface techniques for research projects
- ‣ Conducted data analysis and report findings in formal academic writing manner

Program of Science Communication, University of Texas at Austin, Austin, TX 2018 - 2019
- ‣ Conducted secondary research for a research proposal
- ‣ Performed web mining and large-scale text analysis of online science discussion forums

Hewlett-Packard, Austin, TX – *I.T. Communication Research Intern* 2017
- ‣ Conducted case studies and secondary research on I.T. communication in enterprises
- ‣ Led in-person interview to collect qualitative data
- ‣ Designed questionnaires and implemented online studies

Pandemic Lab, Boston, MA – *Social Media Analytics & Research Intern* 2017
- ‣ Executed social listening and integrated multi-channel data from digital analytics tools
- ‣ Performed network analysis and composed audience engagement reports

BBDO, Beijing, China – *Marketing Research Intern* 2016
- ‣ Designed questionnaires and managed online consumer research (partnered with Nielson Holdings)
- ‣ Conducted data analysis, generated data visualization, and composed market trend reports

ACADEMIC APPOINTMENTS

Cornell University, Ithaca, NY – *Graduate Teaching & Research Assistant* Present

University of Texas at Austin, Austin, TX – *Graduate Teaching & Research Assistant* 2017 - 2018

University of Texas at Austin, Austin, TX – *Internship Program Coordinator* 2017

EDITORIAL REVIEWING

Psychology & Marketing, Ad-hoc Reviewer Present

MENTORSHIP

Cornell University, Ithaca, NY Present
  Seungmin Lee, Undergraduate Research Assistant, Information Science
  Oana Mirestean, Undergraduate Research Assistant, Computer Science
  Yifei Wang, Undergraduate Research Assistant, Communication

HONORS AND AWARDS

Graduate Teaching Assistanceship, Cornell University	Present
Graduate Teaching Fellowship, University of Texas at Austin	2017 - 2018
Graduate Student Scholarship, University of Texas at Austin	2017
HKU Foundation Scholarship for Outstanding International Students, University of Hong Kong	2013 - 2016
Bachelor of Business Administration First Division Honors, University of Hong Kong	2016
Scholarship for Summer Study Abroad Programs, University of Hong Kong	2014
Yu Pang Lin Entrance Scholarships, University of Hong Kong	2012

INDUSTRY EXPERIENCE

Bulldog Solutions, Austin, TX – Data Analyst	2018 - 2019
Hewlett-Packard, Austin, TX – Strategic Initiative & Business Planning Intern	2017
Bulldog Solutions, Austin, TX – Data Analytics Intern	2017
Leverate Trading Technology, Hong Kong – Marketing Intern	2015 - 2016
Pekin Fine Arts, Hong Kong – Public Relations Assistant	2013 - 2014

COMPUTER & LANGUAGE SKILLS

Programming: Python, R, SQL, MATLAB, HTML, Javascript

Applications: SPSS, SAS, Advanced Microsoft Excel, WEKA, Gephi, Tableau, MS Power BI, Adobe Creative Suite, Final Cut Pro, AutoCAD 3D

Languages: Chinese – Native Language, English – Fluent, Korean – Intermediate