

Cheng Guo

PHD CANDIDATE · HCI RESEARCHER · MIXED-METHODS UX RESEARCHER · USABLE SECURITY & PRIVACY · SOCIAL COMPUTING

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Education

Ph.D. in Human-Centered Computing | Advised by Dr. Kelly Caine

CLEMSON UNIVERSITY

Aug 2014 - Present

Clemson, SC

Master of Science in Information Science

UNIVERSITY OF PITTSBURGH

Aug 2011 - May 2013

Pittsburgh, PA

Bachelor of Business in E-Commerce

SWINBURNE UNIVERSITY OF TECHNOLOGY

Aug 2010 - June 2011

Melbourne, Australia

Bachelor of Management in E-Commerce

NANJING UNIVERSITY OF CHINESE MEDICINE

Sep 2007 - June 2011

Nanjing, China

Skills

Research Methods	Card Sorting, Cognitive Walk-through, Focus Group, Heuristic Evaluation, Experimental Design, Interview, Interaction Design, Persona, Prototyping, Quantitative Data Analysis, Survey, Usability Testing, Wireframing
Data Analysis	R, SPSS
UX Tools	Axure, Justinmind, Paper Prototyping, POP
Programming	Java, Python, C/C++
Web	AJAX, CSS, Greasemonkey, (X)HTML, JavaScript, JSON, JQuery, JSP, Ruby on Rails
Operation System	Android, Linux/Unix, MAC OS, Windows
Database	MySQL, SQL, SQL Server
Machine Learning	Weka, Mallet, LightSIDE
Other	LaTeX

Experience

Google

USER EXPERIENCE RESEARCHER

Madison, WI

Sep. 2021 - Present

- Unlock the power of Google's data

Google

USER EXPERIENCE RESEARCH INTERN (WITH DR. ROB REEDER)

New York, NY

May. 2019 - Aug. 2019

- Wrote Python scripts to scrape posts from several public online forums.
- Did qualitative data analysis on these posts using open-ended coding.
- Provided product implications for the Google Cloud Platform S&P team.
- Developed a new research methodology for the Google Cloud Platform S&P team.

Brave Software

RESEARCH INTERN (WITH DR. BEN LIVSHITS)

San Francisco, CA

May. 2018 - Aug. 2018

- Designed lab-based experiments and in-person interviews to investigate the usability issues of browser settings.
- Provided design implications and guidelines for future browsers.

Verisign Labs

RESEARCH INTERN (WITH DR. ERIC OSTERWEIL)

Reston, VA

May. 2016 - Aug. 2016

- Designed lab-based experimental scenarios and surveys.
- Designed and ran a between-subjects experiment on a large scale of users to study the impact of dotless domains on real-world users.
- Provided implications for future Internet domain names

Publications

- **Cheng Guo** and Kelly Caine. (2021). Identity, User Engagement, Quality and Trolling on Question & Answer Sites. In *Proc.ACM Hum.-Comput.Interact.5, CSCW1, Article 141(CSCW '21, to appear)*.
- **Cheng Guo**, Brianne Campbell, Mike Reiter, Apu Kapadia, and Kelly Caine. (2021). Effect of Mood, Location, Trust, and Presence of Others on Video-Based Social Authentication. In *Proceedings of the 30th USENIX Security Symposium (USENIX Security '21, to appear)*.
- **Cheng Guo** and Kelly Caine. (2020). Anonymity in Questions & Answers about Health. In *Proceedings of the 64th International Annual Meeting of the Human Factors and Ergonomics Society, 64(1), 658-662 (HFES '20)*.

- **Cheng Guo.** (2020). Identity and Behavior in Online Communities. In *Companion of the 2020 ACM International Conference on Supporting Group Work* (pp. 35-38) (GROUP '20).
- **Cheng Guo.** (2018). Identity and Behavior in Online Health Communities. In *12th EAI International Conference on Pervasive Computing Technologies for Healthcare–Demos, Posters, Doctoral Colloquium* (Pervasivehealth '18).
- Jamie L Crawford, **Cheng Guo**, Jessica Schroeder, Rosa I Arriaga and Jennifer Mankoff. (2014). Is it a question of trust?: how search preferences influence forum use. In *Proceedings of the 8th International Conference on Pervasive Computing Technologies for Healthcare* (PervasiveHealth '14).

Honors & Awards

2021	USENIX Student Grant , USENIX	<i>Registration</i>
2021	Gary Marsden Travel Awards , SIGCHI	<i>Registration</i>
2021	Director's Award , Clemson Human Factors Institute	<i>\$1,000</i>
2020	HFES Healthcare Technical Group (HCTG) Scholarship , 64th International Annual Meeting of the Human Factors and Ergonomics Society (HFES)	<i>registration</i>
2020	Doctoral Consortium Travel Grant , ACM International Conference on Supporting Group Work (GROUP)	<i>travel + registration</i>
2019	Special Recognitions for Outstanding Reviews (×1) , CHI (The ACM CHI Conference on Human Factors in Computing Systems)	
2018	HFI Student Travel Grant , Clemson Human Factors Institute	<i>\$800</i>
2015	1st Place , HFES "mHealth Applications for Consumers" Design Competition	<i>\$1,000 honorarium</i>
	In the news: Health Data Management , Upstate Business Journal	<i>+ registration</i>

Talks

Guest lecture

CPSC4180/6180 USABLE SECURITY & PRIVACY, CLEMSON UNIVERSITY

Clemson, SC

Fall 2017, Spring 2019, Spring 2020

- Presented the topic of Internet Anonymity to a class of 40+ undergraduate/graduate students.

Invited Panel

TENTH ANNUAL FURMAN SUMMER RESEARCH CONFERENCE (PSYCHOLOGY & NEUROSCIENCE) AT FURMAN UNIVERSITY

Greenville, SC

Jul. 2017

- Invited to participate in a Q&A panel session about graduate school.

Teaching Experience

Introduction to Programming in C	Spring 2015, Fall 2015, Spring 2016, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020
Introduction to Programming in Java	Fall 2020
Computer Science II	Spring 2018
Programming Methodology	Spring 2015
Human-Computer Interaction	Spring 2016, Spring 2017, Spring 2021
Fundamentals of Human-Centered Computing	Fall 2016
Software Engineering	Fall 2016
Usable Security & Privacy	Fall 2017, Spring 2019, Spring 2020
Gaming Design	Fall 2019, Spring 2021

Academic Services

Program Committee	OzCHI 2018/2019, Group 2020, CHI Late-Breaking Work 2020/2021, WebSci 2020/2021, PETS 2022, CSCW Poster 2021
Paper Reviewer (100+ in total)	OzCHI 2017 - 2019, GI 2018, CogSci 2018/2019, MobileHCI 2018/2019, NordiCHI 2018, CSCW 2018 - 2022, ICWSM 2019/2020, IMWUT 2019, PETS 2019 - 2022, KSII Transactions on Internet and Information Systems, HFES 2019/2020, CHI 2019 - 2022