

Xing Yu

Department of Human-Centered Computing
 School of Informatics and Computing
 Indiana University (Indianapolis Campus, IUPUI)
 535 W Michigan Street, Indianapolis, IN
yu64@iupui.edu
 (317) 603-7748

EDUCATION

Ph.D., Human-Computer Interaction

Expected May 2019

Indiana University, Indianapolis, IN

Faculty Advisor: Dr. Erin Brady

B.S., Psychology

June 2008

Zhejiang University, Hangzhou, China

RESEARCH EXPERIENCE

Graduate Research Assistant

08/2014-present

Indiana University, Indianapolis, IN

- Identifying online users with disability on social media websites
- Modeling information diffusion over different social media websites
- Using social media data to inform design of assistive technology
- Data mining of large transaction logs using statistical analyses
- Information systems design and evaluation using machine-learning approaches

Intern, Evaluation of Different Form Factors of Computers

01/2009-02/2009

Hewlett-Packard Corporation, Shanghai, China

- Evaluated customers' reaction to the form factors of 5 new prototypes in 7 cities
- Participated in in-home interviews in four cities with HP Human-Factor engineers
- Recorded and categorized data for brainstorm discussing

Intern, Analysis of Users' Requirements

07/2008-10/2008

Wasu Media Corporation, Hangzhou, China

- Used ethnographic methods and performed 50+ in-home interviews and observations
- Built, trained and led the field study team of 7 undergraduate and 2 graduate students
- Used ground theory to analyze qualitative data and generate scenarios for designers
- Consulted and collaborated with anthropologists from Intel Corporation in USA

Intern, Evaluation of Interactive TV Interfaces

03/2008-05/2008

Wasu Media Corporation, Hangzhou, China

- Used heuristic evaluation to evaluate the design of Interactive TV systems
- Used walk-through method to examine the user interface
- Categorized qualitative data and built use-cases to suggest possible modification

PUBLICATIONS

- **Yu, X.** (2016, April). Using data from social media websites to inspire the design of assistive technology. In Proceedings of the 13th Web for All Conference (p. 38). ACM.
- Liu, X., **Yu, X.**, Gao, Z., Xia, T., & Bollen, J. (2016, July). Comparing Community-based Information Adoption and Diffusion Across Different Microblogging Sites. In Proceedings of the 27th ACM Conference on Hypertext and Social Media (pp. 103-112). ACM.
- Niu, X., & **Yu, X.** (2016). Exploring Customers' Search Behavior on a Large E-Commerce Website. In Proceedings of the 22nd Americas Conference on Information Systems.
- Xia, T., **Yu, X.**, Gao, Z., Gu Y., & Liu, X. Internal/External Information Access and Information Diffusion in Social Media (Accepted at iConference 2017)
- Jia, Y., Liu, Y., **Yu, X.**, & Volda. S., Designing Leaderboards for Gamification: Perceived Differences Based on User Ranking, Application Domain, and Personality Traits (Accepted at CHI 2017)
- Yu, X. Brady, E. Understanding and Classifying Online Users with Physical Disabilities on Reddit (Under peer review)

AWARDS

- Google Student Award from the W4A Conference 2016.

PROFESSIONAL APPOINTMENTS

- Co-founder, RUI SHU Information Technology Company, 2013
- Director of Strategy and Innovation Dept., HAINA Corporation, Ningbo, China, 2009 - 2013

TEACHING EXPERIENCE

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|---|------------------|
| • H565 Collaborative and Social Computing | TA, fall, 2016 |
| • I700 Introduction to Human-computer Interaction | TA, Spring, 2017 |

PRESENTATIONS

- "Using Data From Social Media Websites to Inspire the Design of Assistive Technology" talk at the W4A 2016 doctoral consortium. Montreal, Canada, 04/10/2016

SKILLS

- Scientific Computing: Python, R, Julia, C, Hadoop, Spark
- Programming: JAVA, Perl, Objective-C, HTML, XML, JS, CSS, SQL, Julia, PHP
- Databases: SQL Server, MySQL, MongoDB, HBase, Hive, Neo4j