

Xing Yu

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 School of Informatics and Computing
 Indiana University (Indianapolis Campus, IUPUI)
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EDUCATION

| | |
|---|-------------------|
| Ph.D., Major Informatics; Minor Computer Science | Expected May 2019 |
| <i>Indiana University, Indianapolis, IN</i> | |
| Faculty Advisor: Dr. Erin Brady | |
| B.S., Psychology | June 2008 |
| <i>Zhejiang University, Hangzhou, China</i> | |

RESEARCH EXPERIENCE

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|---|-----------------|
| Graduate Research Assistant | 08/2014-present |
| <i>Indiana University, Indianapolis, IN</i> | |
| <ul style="list-style-type: none"> 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 |
| <i>Hewlett-Packard Corporation, Shanghai, China</i> | |
| <ul style="list-style-type: none"> 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 |
| <i>Wasu Media Corporation, Hangzhou, China</i> | |
| <ul style="list-style-type: none"> 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 |
| <i>Wasu Media Corporation, Hangzhou, China</i> | |
| <ul style="list-style-type: none"> 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. In Proceedings of the 2017 iConference 2(2017), 129-133.
- Jia, Y., Liu, Y., **Yu, X.**, & Volda. S., Designing Leaderboards for Gamification: Perceived Differences Based on User Ranking, Application Domain, and Personality Traits, CHI2017, ACM.
- **Yu, X.** Brady, E. Understanding and Classifying Online Users with Physical Disabilities on Reddit. Proceedings of the 2017 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining 2017 (New York, NY, USA), ASONAM '17, ACM, 2017, pp. 17–22.
- Niu, X. Li, C. and **Yu, X.** (2017), Predictive analytics of e-commerce search behavior for conversion. In Proceedings of the 22nd Americas Conference on Information Systems.

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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|---|------------------------|
| • I101 Introduction to Informatics | Instructor, fall, 2017 |
| • I700 Introduction to Human-computer Interaction | TA, Spring, 2017 |
| • H565 Collaborative and Social Computing | TA, fall, 2016 |

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

- Languages: Python, R, C, C++, JAVA, Perl, Objective-C, HTML, XML, JS, CSS, SQL, Julia, PHP
- Experiences: SQL Server, MySQL, MongoDB, HBase, Hive, Neo4j, OpenGL, Hadoop, Mahout, GIT