

# Angel Hsing-Chi Hwang

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## Academic Appointments

- Starting  
Fall 2024     **University of Southern California**  
Assistant Professor  
*Annenberg School for Communication and Journalism*
- Present     **Cornell University**  
Postdoctoral Associate  
*Ann S. Bowers College of Computing and Information Science*
- 2019 - 2023     **Cornell University**  
Graduate Researcher; Graduate Research Assistant  
*Department of Communication*  
*Department of Information Science*

## Education

- 2019 – 2023     **Cornell University** – Ithaca, NY  
PhD in Communication with Concentration in Human-Computer Interaction  
*Dissertation: Calibrating Social Experience in Human-AI Collaboration: Toward More Innovative and Inclusive Work Futures*
- 2016 – 2018     **The University of Texas at Austin** – Austin, TX  
MA in Advertising  
Graduate Certificate in Data Analytics and Applied Statistics  
*Thesis: Playing with Music while Shopping Online: The Effects of Interactive Music on Consumer Engagement and Behavioral Intention*
- 2012 – 2016     **The University of Hong Kong** – Pokfulam, Hong Kong  
BBA in Business Administration, *First Division Honor*  
Double Majors in Marketing and Business Design & Innovation

## Other Trainings

*Certificate in HCI for UX Design, Massachusetts Institute of Technology*  
*Summer Institute in Neuroscience and Psychology, Harvard University*  
*Summer Institute in Computational Social Science, University of Rochester*  
*Program in Design & Management, Savannah College of Art and Design*  
*Summer Institute at Department of Art Practices, University of California, Berkeley*

## Honors, Awards, and Grants

- 2024 ACM Human Factors in Computing Systems Best Paper Honorable Mention  
*Association for Computing Machinery*
- 2024 Thought Summit Initiative  
“Everyday Sensing and AI for Mental Health Care: Navigating a Tipping Point.”  
Senior Personnel (PI:Qian Yang; Co-PIs: Tanzeem Choudhury & Fei Wang)  
*Cornell Center for Data Science for Enterprise and Society*
- 2023 DAAD Human-Centered AI Postdoctoral Fellow  
*DAAD Network*
- 2023 Anson E. Rowe Award for Advanced Graduate Student  
*Cornell University*
- 2022 Apple AI/ML Scholars Fellowship Nominee  
*(1 of the 3 students recognized university-wide)*
- 2022 Graduate Student Dissertation Fellowship  
*Cornell University*
- 2022 Glass Family Fellowship  
*Cornell University*
- 2021 - 2023 Senior Data Science Fellowship  
*Cornell Center for Social Sciences*
- 2021 - 2022 Graduate Research Scholarship  
*Ministry of Education*  
*(1 of the 4 students recognized nation-wide)*
- 2021 Anson E. Rowe Award for Promising Graduate Student  
*Cornell University*
- 2021 ACM Human Factors in Computing Systems Best Paper Honorable Mention  
*Association for Computing Machinery*
- 2020 Ada Lovelace Fellowship Nominee  
*Microsoft Research*
- 2020 Graduate Student Grant for Media Studies  
*Cornell University*
- 2013 - 2016 Scholarship for Outstanding International Students  
*The University of Hong Kong*
- 2016 HKU Business School First Division Honor  
*The University of Hong Kong*
- 2013 Yu Pang Lin Entrance Scholarships  
*The University of Hong Kong*

## Publications

### Journal Articles

(\* = co-authorship with equal contribution; IF = impact factor at the time of acceptance)

- In press Lauharatanahirun, N., Won, A. S., & Hwang, A. H.-C.  
External and Internal Attribution in Human-Agent Interaction: Insights from Neuroscience and Virtual Reality. *Human-Machine Communication* (IF = 9.9)
- In press Ahn, S. J., Lee, J., Hwang, A. H.-C., Won, A. S., Eden, A., & Guthrie, W. S.  
Conferencing Together in Social VR: Bringing Agency Back into Affordances-based Approaches in Communication Scholarship. *The Information Society* (IF = 3.881)
- 2022 Yang, Y.-Y., Hwang, A. H.-C., Wu, C.-T., Huang, T.-R.  
Person-identifying brainprints are stably embedded in EEG mindprints. *Nature Scientific Reports* (IF = 5.516)
- 2022 Herman, L. M.\* & Hwang, A. H.-C.\*  
In the eye of the beholder: A viewer-defined conception of online visual creativity. *New Media & Society* (IF = 7.244)
- 2021 Oh, J. & Hwang, A. H.-C.  
How interactive data visualization enhances the persuasiveness of COVID-19 news stories: The mediating role of fear and the moderating role of political orientation. *Journal of Broadcasting & Electronic Media* (IF = 3.601)
- 2021 Oh, J., Lim, H. Y., & Hwang, A. H.-C.  
How interactive storytelling persuades: The mediating role of website contingency and narrative transportation. *Journal of Broadcasting & Electronic Media* (IF= 3.601)
- 2020 Oh, J., Hwang, A. H.-C., & Lim, H. Y.  
How interactive data visualization and users' BMI (body mass index) influence obesity prevention intentions: The mediating effect of cognitive absorption. *Health Communication* (IF= 3.585)
- 2020 Hwang, A. H.-C., Oh, J., & Scheinbaum, A. C.  
Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing* (IF= 5.507)  
*\*Awarded as one of the most cited papers in Psychology & Marketing, 2020 - 2021*

- 2020 Hwang, A. H.-C., & Oh, J.  
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* (IF= 10.972)

### Peer-reviewed Conference Proceedings

(\* = co-authorship with equal contribution)

- 2024 Hwang, A. H.-C., Siy, J. O., Shelby, R. M., & Lentz, A.  
In whose voice?: Examining Agent Representation of People in Social Interaction through AI Generative Audio. *Proceedings of the 2024 ACM Designing Interactive Systems Conference. (DIS 2024)*
- 2024 Hwang, A. H.-C., Adler, D., Friedenber, M., & Yang, Q.  
Societal-Scale Human-AI Interaction Design?: Investigating How Hospitals and Companies Integrate Pervasive Sensing into Mental Healthcare Ecosystems. *Proceedings of the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*
- 2024 Hwang, A. H.-C. & Won, A. S.  
The Sound of Support: The Presence of Gendered Voice Agent as Support to Minority Teammates in Gender-Imbalanced Team. *Proceedings of the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*  
*\*Best Paper Honorable Mention (< top 5% of all accepted paper)*
- 2023 Ebel, P., Bazilinsky, P., Hwang, A. H.-C., Ju, W., Sandhaus, H., Srinivasan, A. R., Yang, Q., & Wintersberger, P.  
Breaking Barriers: Workshop on Open Data Practices in AutoUI Research. *Adjunct Proceedings of the 15th International Conference on Automotive User Interfaces and Interactive Vehicular Applications (AutoUI)*
- 2023 Hwang, A. H.-C., Badreddine, S., Gifford, F., & Besold, T. R.  
Recipe 2.0: Information Presentation for AI-Supported Culinary Idea Generation. *Proceedings of the 14th International Conference on Computational Creativity (ICCC)*
- 2022 Hwang, A. H.-C. & Won, A. S.  
AI in Your Mind: Counterbalancing Perceived Agency and Experience in Human-AI Interaction. *Proceedings of the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*

- 2022 Hwang, A. H.-C.  
Too Late to be Creative? AI-Empowered Tools in Creative Processes. *Proceedings of the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C.\*, Kim, J.\*, Lobo, S. N., Shu, Y., & Won, A. S.  
Being there to learn: Narrative style and cross-platform comparison for 360-degree educational videos. *Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2022)*
- 2021 Hwang, A. H.-C.\*, Wang, C. Y.\*, Yang, Y. Y., & Won, A. S.  
Hide and Seek: Choices of Virtual Backgrounds in Video Chats and Their Effects on Perception. *Proceedings of the ACM on Human-Computer Interaction (CSCW 2021)*
- 2021 Hwang, A. H.-C., Won, A. S.  
IdeaBot: Social Facilitation in Human-Machine Team Creativity. *The ACM 2021 Conference on Human Factors in Computing Systems (CHI 2021)*  
*\*Best Paper Honorable Mention (< top 5% of all accepted paper)*
- 2020 Hwang, A. H.-C., Sun, Y., McKee, C., & Won, A. S.  
Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2020 Hwang, A. H.-C., Sun, Y., Tamir, N., & Won, A. S.  
Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2020 Chan, C.\*, Hwang, A. H.-C.\*, Sun, D., Birckhead, B., & Won, A. S.  
Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2019 Hwang, A. H.-C. & Oh, J.  
When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *Proceedings of 2019 American Marketing Association Conference (AMA 2019)*
- 2018 Hwang, A. H.-C. & Oh, J.  
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 2018)*

## Peer-reviewed Workshop Papers & Posters

(\* = co-authorship with equal contribution)

- 2024 Hwang, A. H.-C.  
The Data Economy of Future Mental Healthcare: Curating and Designing with Omnichannel Data. *In Workshop on Designing (with) AI for Wellbeing at the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*
- 2022 Hwang, A. H.-C.  
The Look of Trust: How Does Physical Embodiment Shape Trust in Human-Agent Interaction? *In Workshop on Trust and Reliance in AI-Human Teams at the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C.  
Dangerously Convincing: Applying Guidelines of Risk Communication Message Design to Human-Centered Explainable AI. *In Workshop on Human-Centered Perspectives in Explainable AI at ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C.  
Why or Why Not: Barriers of Adopting Generative AI in Human-AI Co-Creativity. *In Workshop on Generative AI and HCI at ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C.  
Goodbye, Strong AI: Technical Limitations as the Drives for New Theories in Human-Machine Communication. *Human-Machine Communication Pre-Conference at the 72nd Annual International Communication Conference (ICA 2022)*  
*\*Selected as key paper to present at the pre-conference panel*
- 2021 Hwang, A. H.-C.  
Individuality in Human-Centered AI. *In Workshop on "HCAI: Human Centered AI." The 35th Conference on Neural Information Processing Systems (NeurIPS 2021)*  
*\*Selected as spotlight paper (<4% of all accepted workshop papers)*
- 2021 Hwang, A. H.-C. & Won, A. S.  
Group- And Individual-Level Successes in Human-Agent Teams: From Trade-Off to Win-Win. *In Workshop on Human-Machine Partnerships in the Future of Work at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*

## Manuscripts under Review or in Preparation

Revision resubmitted	<u>Hwang, A. H.-C. &amp; Oh, J.</u> Subtle yet Impactful: Interactive Visualizations in COVID-19 News Content Influence Implicit and Explicit Biases toward Asians.
Major revision	<u>Hwang, A. H.-C., Liao, Q. V., Olteanu, A., Blodgett, S. L., &amp; Trischler, A.</u> "It was 80% me, 20% AI": Seeking authenticity in creative writing with large-language models.
Under review	<u>Lee, S.-Y. &amp; Hwang, A. H.-C.</u> Active Teammate or Reactive Assistant: The impact of AI's roles in the Creative Design Process
Under review	<u>Sandhaus, H., Hwang, A. H.-C., Yang, Q., &amp; Ju, W.</u> My Precious Crash Data: Barriers and Opportunities in Encouraging Autonomous Driving Companies to Share Safety-Critical Data.
In preparation	<u>Hwang, A. H.-C. &amp; Won, A. S.</u> Bittersweet: Social Comparison and Reliance on Partner Competence in Human-Agent Teamwork.
In preparation	<u>Hwang, A. H.-C., Lauharatanahirun, N., &amp; Won, A. S.</u> Under the Hood of AI: Illuminating Human Contributions to AI Improves Agent-Assisted Decision-Making.

## Research Experience

2021 – Present	<b>Design AI Lab, Cornell University</b> PI: Qian Yang <i>Primary project: Pervasive sensing and scalable AI ecosystems for mental healthcare</i>
2023 – Present	<b>Future of Automation Lab, Cornell Tech</b> PI: Wendy Ju <i>Primary project: Cultural differences in pedestrian-autonomous vehicle interaction</i>
2023 – Present	<b>Sony AI</b> Collaborators & Supervisor: Kana Maruyama, Christoph Wehner, Cliona O'Doherty, Tarek R. Besold <i>Primary projects: Language model for multisensory experience; AI explainability for health and scientific research</i>

- 2023 **Microsoft Research**  
Mentors: Q. Vera Liao, Adam Trischler, Alexandra Olteanu, and Su Lin Blodgett  
Primary project: *Large-language model for creative writing assistance*
- 2023 **Adobe**  
Mentors: Torin Jones and Manuel Rapada  
Primary project: *Generative-AI-powered content creation workflows on mobile devices*
- 2022 – 2023 **Google Research**  
Mentors: J. Oliver Siy and Alison Lentz  
Primary project: *Generative speech and agent in social interactions*
- 2019 – 2023 **Virtual Embodiment Lab, Cornell University**  
PI: Andrea Stevenson Won  
Primary project: *Creativity and inclusiveness in human-machine teamwork*
- 2021 – 2023 **Cornell Center for Social Sciences, Cornell University**  
PIs: Claudia von Vacano (2021) and Drew Margolin (2022 –)  
Primary project: *Machine learning for social sciences*
- 2022 **Sony AI**  
Mentors: Fred Gifford, Samy Badreddine, Michael Spranger  
Primary project: *Multisensory experience for idea generation*
- 2022 **Accenture Labs**  
Mentors: Mike Kuniavsky and Alexandria Pabst  
Primary project: *Voice assistant for home healthcare*
- 2022 **Citizen & Technology Lab, Cornell University**  
PI: J. Nathan Matias  
Primary project: *The impact of content moderation on out-group biases on YouTube*
- 2020 – 2021 **Adobe**  
Research collaborator: Laura Herman  
Primary project: *Algorithmic curation & user-centered creativity*
- 2017 – 2021 **Center for Health Communication, The University of Texas at Austin**  
PI: Jeeyun Oh  
Primary project: *Information visualization for epidemic data*
- 2018 – 2019 **Center for Media Engagement, The University of Texas at Austin**  
PI: Jeeyun Oh  
Primary project: *Multi-sensory experience design for user engagement*



## Invited Talks & Conference Presentations

- July 2024 In whose voice?: Examining Agent Representation of People in Social Interaction through AI Generative Audio.  
*The ACM Designing Interactive Systems Conference (DIS). Copenhagen, Denmark.*
- June 2024 Social Comparison and Reliance on Partner Competence in Human-Agent Teamwork.  
*International Communication Association (ICA). Gold Coast, Australia.*
- May 2024 Societal-Scale Human-AI Interaction Design?: Investigating How Hospitals and Companies Integrate Pervasive Sensing into Mental Healthcare Ecosystems.  
*The ACM Conference on Human Factors in Computing Systems (CHI). Honolulu, HI.*
- May 2024 The Sound of Support: The Presence of Gendered Voice Agent as Support to Minority Teammates in Gender-Imbalanced Team.  
*The ACM Conference on Human Factors in Computing Systems (CHI). Honolulu, HI.*
- March 2024 Build, break, and re-build: Envisioning scalable interaction with AI agents in socio-technical ecosystems.  
*Information Science Colloquium. Cornell University. Ithaca, NY.*
- March 2024 Build, break, and re-build: Envisioning scalable interaction with AI agents in socio-technical ecosystems.  
*Annenberg Research Seminar. University of Southern California. Los Angeles, CA.*
- September 2023 Generative AI for Image Editing: The Impact on Workflows of Mobile Creators  
*Adobe Research Tech Talk. San Francisco, CA.*
- August 2023 Calibrating Social Experience in Human-AI Collaboration: Toward More Innovative and Inclusive Work Futures  
*Adobe Research Tech Talk. San Francisco, CA.*
- April 2023 Agent Representation of People in Social Interaction through Generative Audio  
*Google Research UXR Tech Talk. Mountain View/New York/London.*
- January 2023 Calibrating Social Experience for Better Human-AI Collaboration  
*Communication Colloquium. University of Southern California, Los Angeles, CA.*
- November 2022 Narrative Style and Cross-platform Comparison for 360-degree Educational Videos  
*The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW).*
- November 2022 Searching for the Right Levers to Pull: A Case Study of Bringing Human Considerations to Bear on an AI Cascade  
*Workshop on Situating Network Infrastructure with People, Practices, and Beyond. The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW).*

- October 2022 From Tools to Teammates: Formation of Human-Machine Teams  
*Communication Colloquium, Cornell University. Ithaca, NY.*
- September 2022 Calibrating Social Experiences in Human-AI Collaboration  
*Google Research UXR Tech Talk. Mountain View/New York/London.*
- August 2022 CARE: Situation Aware Coaching for Future Home Healthcare  
*Accenture Labs Tech Talk. San Francisco, CA.*
- June 2022 Social Comparison and Reliance on Partner Competence in Human-Agent Teamwork  
*Work in the Age of Intelligent Machine (WAIM) Research Network. Washington, D.C.*
- May 2022 Creativity in the Future of Human-Machine Partnership  
*Sony AI Tech Talk. New York/Tokyo/Zürich.*
- May 2022 AI with(out) faces: How does representation of AI influence the dynamics in human-AI collaboration?  
*Doctoral Consortium, International Communication Association (ICA). Paris, France.*
- May 2022 Who Sacrificed for Interactive Experience? Investigating the Effect of Interactive Visualization in COVID-19 News on Ethnic Biases  
*International Communication Association (ICA). Paris, France.*
- May 2022 Effects of Mediated Social Interactions on Pain  
*Poster Session, International Communication Association (ICA). Paris, France.*
- May 2022 Goodbye, Strong AI: Technical Limitations as the Drives for New Theories in Human-Machine Communication  
*Human-Machine Communication Pre-Conference, International Communication Association (ICA). Paris, France.*  
*\*Selected as key paper to present at the pre-conference panel*
- May 2022 Counterbalancing Perceived Agency and Experience in Human-AI Interaction  
*The ACM Conference on Human Factors in Computing Systems (CHI). New Orleans, LA.*
- May 2022 Too Late to be Creative? AI-Empowered Tools in Creative Processes  
*The ACM Conference on Human Factors in Computing Systems (CHI). New Orleans, LA.*
- May 2022 The Look of Trust: How Does Physical Embodiment Shape Trust in Human-Agent Interaction  
*Workshop on Trust and Reliance in AI-Human Teams, The ACM Conference on Human Factors in Computing Systems (CHI). New Orleans, LA.*

- May 2022 Dangerously Convincing: Applying Guidelines of Risk Communication Message Design to Human-Centered Explainable AI  
*Workshop on Human-Centered Perspectives in Explainable AI, The ACM Conference on Human Factors in Computing Systems (CHI). New Orleans, LA.*
- May 2022 Why or Why Not: Barriers of Adopting Generative AI in Human-AI Co-Creativity  
*Workshop on Generative AI and HCI, The ACM Conference on Human Factors in Computing Systems (CHI). New Orleans, LA.*
- March 2022 Hints of Human: Collaboration, Creativity & Inclusiveness in Computer-Mediated Workspace  
*XR Monthly Seminar, Cornell Tech. New York, NY.*
- December 2021 Individuality in Human-Centered AI  
*Workshop on Human-Centered AI, The Conference on Neural Information Processing Systems (NeurIPS). Virtual conference.*  
*\*Selected as spotlight workshop paper (<4% of all workshop papers)*
- October 2021 Hide and Seek: Choices of Virtual Backgrounds in Video Chats and Their Effects on Perception  
*The ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW). Virtual conference.*
- October 2021 Group- and Individual-level Successes in Human-Agent Teams: From Trade-off to Win-win  
*Workshop on Human-Machine Partnership, The ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW). Virtual conference.*
- October 2021 Student Research Highlight  
*AI & Design Workshop, Carnegie Mellon University. Virtual workshop.*
- October 2021 Research Lightning Talk  
*AI in Society Workshop, Cornell University. Ithaca, NY.*
- September 2021 IdeaBot: Social Facilitation in Human-Machine Team Creativity  
*Communication Colloquium, Cornell University. Ithaca, NY.*
- April 2021 IdeaBot: Social Facilitation in Human-Machine Team Creativity  
*The ACM Conference on Human Factors in Computing Systems (CHI). Virtual conference.*
- May 2021 The Virtual Background behind “Me” vs. “Us”: A Cross-Cultural Study of Video-Mediated Communication  
*International Communication Association (ICA). Virtual conference.*
- May 2021 The Utility of Embodied Virtual Spaces for Academic Conferences  
*International Communication Association (ICA). Virtual conference.*

- April 2021 The Virtual Background behind “Me” vs. “Us”: A Cross-Cultural Study of Video-Mediated Communication  
*Communication Colloquium, Cornell University. Ithaca, NY.*
- March 2020 Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR  
*IEEE Conference of Virtual Reality and 3D User Interfaces (IEEE VR). Virtual conference.*
- March 2020 Minimal Embodiment: Effects of Portable Virtual Disembodiment on Fear of Death  
*IEEE Conference of Virtual Reality and 3D User Interfaces (IEEE VR). Virtual conference.*
- March 2020 Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger  
*IEEE Conference of Virtual Reality and 3D User Interfaces (IEEE VR). Virtual conference.*
- October 2019 Hands-on Workshop in Immersive Technology for Beginners  
*Immersive Media in Medicine Symposium. New York, NY.*
- May 2019 Interactive Data Visualization Influences Subsequent Narrative Persuasion  
*International Communication Association (ICA). Washington, D.C.*
- May 2019 How Interactive Storytelling Persuades: Comparing the Effects of User Engagement and Transportation  
*International Communication Association (ICA). Washington, D.C.*
- February 2019 When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention  
*American Marketing Association Academic Conference (AMA). Austin, TX.*
- January 2019 Moderating Effect of Price Consciousness in Interactive E-Retailing Setting: Differences between Volume Segments  
*International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E). Tokyo, Japan.*
- January 2019 The Effect of Interactive Music on High- and Low-Involvement Consumers: An Application of Dual-Process Model of Interactivity Effect  
*International Conference on Marketing, Business and Trade (ICMBT). Tokyo, Japan.*
- October 2018 Decomposing the Effect of Interactive Music on User Engagement and Behavioral Intention.  
*International Conference on Communication & Media Studies. Berkeley, CA.*
- August 2018 Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention  
*American Marketing Association Academic Conference (AMA). Boston, MA.*

## Teaching Experience

- Fall 2024 **User Experience in Practice: From Data to Design**  
Department of Communication, University of Southern California
- Spring 2022 **Machine Learning for Social Science Research**  
Fall 2022 Cornell Center for Social Sciences, Cornell University  
Spring 2023 Designed and launched the inaugural workshop series to teach machine learning to social science researchers at Cornell University. The workshop consists of four key panels with hands-on coding exercises in Python and R:  
(1) Machine Learning 101  
(2) Natural Language Processing  
(3) Supervised Learning  
(4) Unsupervised Learning
- Winter 2022 **What Is Computation? From Turing Machines To Black Holes And Neurons**  
Department of Computer Science, Harvard University  
Guest lecture on “Into the Unknown: (De)constructing Creativity in the Age of Human-Machine Partnership”
- Fall 2021 **Communication & Technology**  
Department of Communication, Cornell University
- Fall 2020 **Oral Communication**  
Summer 2021 Department of Communication, Cornell University
- Fall 2019 **Communication in Virtual World**  
Spring 2021 Department of Communication, Cornell University
- Spring 2020 **Visual Communication**  
Department of Communication, Cornell University
- Fall 2019 **Media Communication**  
Department of Communication, Cornell University

## Services

- 2023 – Present **Conference Program Committee**  
Program Committee, *ACM Conference on Fairness, Accountability & Transparency*  
Associate Chair, *ACM Conference on Designing Interactive Systems (DIS 2024)*  
Paper Award Committee, *ACM Conference on Designing Interactive Systems (DIS 2024)*  
Associate Chair, *ACM Conference on Human Factors in Computing Systems (CHI 2024)*  
Associate Chair, *ACM Conference on Designing Interactive Systems (DIS 2023)*

2019 – Present

**Journal Reviewer**

New Media & Society  
Nature - Scientific Reports  
PLOS One  
Computers in Human Behavior  
Human-Computer Interaction  
International Journal of Human-Computer Interaction  
Telematics and Informatics  
Information Technology & People  
Mass Communication & Society  
Cyberpsychology, Behavior and Social Networking  
Psychology & Marketing  
Journal of Leisure Research  
Journal of Consumer Behavior

2019 – Present

**Conference Reviewer**

ACM Conference on Human Factors in Computing Systems (CHI)  
ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)  
ACM Conference on Designing Interactive Systems (DIS)  
ACM Conference on Fairness, Accountability, and Transparency (FAccT)  
ACM Conference on Creativity & Cognition (C&C)  
ACM Conference on Interactive, Mobile, Wearable and Ubiquitous Technologies (Ubi-Comp/ISWC)  
ACM/IEEE International Conference on Human-Robot Interaction (HRI)  
The Annual International Communication Association Conference (ICA)

2022

**Conference Student Volunteer**

The Annual International Communication Association Conference (ICA)

2021 – 2022

**Communication Graduate Student Association Executive Board**

Graduate and Professional Student Association (GPSA), Cornell University  
*Vice President and Student Representative*

2017 – 2018

**Internship Program Coordinator**

Stan Richards School of Advertising & Public Relations  
The University of Texas at Austin

**Mentorship**

**Master Student Mentees**

- Present Zhuoer Lyu, Department of Information Science, Cornell University
- Fall 2023 Adhit Sankaran, Department of Computer Science, Cornell University

### **Undergraduate Mentees & Research Assistants**

- Spring 2023 Wei Yang, Department of Information Science, Cornell University
- Spring 2022 James Hwang, Department of Communication, Cornell University  
Ingrid Zhu, Department of Information Science, Cornell University
- Spring 2021 Shane Labo, Department of Physics, Cornell University  
Esther Lee, Department of Information Science, Cornell University  
Yingyi Shu, Department of Information Science, Cornell University
- Fall 2020 Oana Mirestean, Department of Computer Science, Cornell University
- Summer 2020 Seungmin Lee, Department of Information Science, Cornell University  
Oana Mirestean, Department of Computer Science, Cornell University  
Yifei Wang, Department of Communication, Cornell University
- Fall 2019 Emily Chin, Department of Information Science, Cornell University  
Joshua Levine, Department of Information Science, Cornell University  
Hal Rives, Department of Biology, Cornell University

### **Other Industry Experience**

- 2017 – 2019 **Hero Digital (formerly Bulldog Solutions)** – Austin, TX  
Data Scientist, Marketing Analytics Specialist
- 2017 **HP Inc.** – Austin, TX  
Business Strategy Intern
- 2017 **Pandemic Lab** – Boston, MA  
Social Media Analytics & Research Intern
- 2016 **BBDO Worldwide** – Beijing, China  
Marketing Research Intern
- 2015 – 2016 **Leverate Trading Technology** – Central, Hong Kong  
Marketing Technology Intern
- 2013 – 2014 **Pékin Fine Arts** – Aberdeen, Hong Kong  
Public Relations Assistant

## Skills

### **Quantitative Research**

Behavioral experiment, survey design, statistical modeling, machine learning, text analysis, natural language processing, web prototyping, computational social science, social network analysis, computational content analysis

### **Qualitative Research**

Interview, focus group, content analysis, ethnographic field research, co-design workshop, speculative methods, participatory research, qualitative content analysis

### **Programming & Data Analytics**

R, Python, HTML, CSS, JavaScript, SQL, SPSS, PROCESS macro, Tableau, Gephi

### **Design**

Adobe Creative Suite, Final Cut Pro, AutoCAD, Figma Prototyping

### **Languages**

Chinese (Native), English (Fluent), Korean (Intermediate), French (Basic)