

Ruogu Kang

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Carnegie Mellon University
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EDUCATION

- Ph.D., Human-Computer Interaction** 2010 – 2015 (expected)
School of Computer Science, Carnegie Mellon University, Pittsburgh, PA
Advisor: Sara Kiesler
- M.S., Human-Computer Interaction** 2010 – 2013
School of Computer Science, Carnegie Mellon University, Pittsburgh, PA
- M.S., Human Factors** 2008 - 2010
University of Illinois at Urbana-Champaign, Champaign, IL
Advisor: Wai-Tat Fu, GPA 3.9/4.0
- B.E., Automotive Design** 2004 - 2008
Tsinghua University, Beijing, China
Minor in English, Graduated with Honor (top 3%), GPA 3.85/4.0

RESEARCH EXPERIENCE

- Facebook, Inc.**, Menlo Park, CA Summer 2014
User Experience Researcher Intern, Ads & Pages Team
- Designed and conducted qualitative study to learn about user preferences and to inform product design
 - Designed and analyzed surveys to study user attitudes and preferences about Facebook advertisements
- IBM Almaden Research Center**, San Jose, CA Summer 2013
Research Intern, USER group
Mentor: Eben Haber, Collaborators: Michelle Zhou, Huahai Yang, Liang Gou, Jilin Chen
- Designed and implemented experiments on Twitter and Amazon MTurk to understand the effect of engaging people on social media based on their personal traits
- Carnegie Mellon University**, Pittsburgh, PA 2010 – present
Research Assistant
Advisor: Sara Kiesler
- Project I. Anonymity in Cyberspace, Collaborator: Laura Dabbish
- Designed and analyzed an international survey and a U.S. representative survey on how people manage their online information and their opinions on anonymity and privacy
 - Led qualitative studies to understand users' mental model of the Internet; conducted and analyzed interviews with participants from different countries about how users think about and seek anonymity online
- Project II. Leveraging Others' Insights to Improve Collaborative Analysis, Collaborators: Aimee Kane, Susan Fussell
- Designed and conducted a series of lab experiments to study how different factors affect information sharing in asynchronous collaborative analysis
- University of Illinois at Urbana-Champaign**, Champaign, IL 2008 – 2010
Research Assistant (with thesis project)
Advisor: Wai-Tat Fu, Collaborators: Thomas Kannampallil, Jibo He
- Designed and led a series of laboratory-based experiments to study collaborative tagging behavior
 - Constructed a cognitive model explaining domain experts' and novices' information searching behavior

Tsinghua University, Dept. of Automotive Engineering, Beijing, China
Undergraduate Research Assistant (with thesis project)
Advisor: Bo Cheng

Spring 2008

- Designed and evaluated an in-vehicle warning system for detecting driver's fatigue and distraction; co-authored a Chinese patent (Publication No. 101416877)

Tsinghua University, Dept. of Industrial Engineering, Beijing, China
Undergraduate Research Assistant
Advisor: Qin Gao, Collaborators: Yusen Dai, Zao Fan, Yuancheng Yang

2006 – 2008

- Conducted think-aloud tests, interviews and surveys to study the use of social information services

PUBLICATIONS

CONFERENCE PROCEEDINGS

Kang, R., Brown, S., Dabbish, L., Kiesler, S. (2014). Privacy Attitudes of Mechanical Turk Workers and the U.S. Public. In *Proc. SOUPS 2014*, USENIX, 37-49.

Kang, R., Kane, A., Kiesler, S. (2014). Teammate Inaccuracy Blindness: When Information Sharing Tools Hinder Collaborative Analysis. In *Proc. CSCW 2014*, ACM, New York, NY, USA, 797-806.

Kang, R., Brown, S., Kiesler, S. (2013). Why Do People Seek Anonymity on the Internet? Informing Policy and Design. In *Proc. CHI 2013*, ACM, New York, NY, USA, 2657-2666.

Stuart, C.H., Dabbish, L., Kiesler, S., Kinnaird, P., and **Kang, R.** (2012). Social Transparency in Networked Information Exchange: A Framework and Research Question. In *Proc. CSCW 2012*. ACM, New York, NY, USA, 451-460.

Kang, R., Fu, W.-T., Kannampallil, T. (2010). Exploiting Knowledge-in-the-head and Knowledge-in-the-social-web: Effects of Domain Expertise on Exploratory Search in Individual and Social Search Environments. In *Proc. CHI 2010*. ACM, New York, NY, USA, 393-402.

Fu, W.-T., Kannampallil, T., **Kang, R.** (2010), Facilitating Exploratory Search by Model-Based Navigational Cues. In *Proc. IUI 2010*. ACM, New York, NY, USA, 199-208.

Kang, R., Kannampallil, T., He, J., Fu, W.-T. (2009). Conformity out of Diversity: Dynamics of Information Needs and Social Influence of Tags in Exploratory Information Search. In *Proc. HCI 2009*. Springer-Verlag, 155-164.

Fu, W.-T., Kannampallil, T., **Kang, R.** (2009). A Semantic Imitation Model of Social Tag Choices. In *Proc. 2009 International Conference on Computational Science and Engineering*, 66-72.

Dai, Y., Gao, Q., Fan, Z., **Kang, R.** (2007). User Perceived Quality of Online Social Information Services: From the Perspective of Knowledge Management. In *Proc. 2007 IEEE IEEM*, 482-486.

JOURNAL ARTICLES

Fu, W.-T., Kannampallil, T., **Kang, R.**, He, J. (2010). Semantic Imitation in Social Tagging. *ACM Transactions on Computer-Human Interaction (TOCHI)*, 17(3), 1-37.

Gao, Q., Dai, Y., Fan, Z., **Kang, R.** (2010), Understanding factors affecting perceived sociability of social software. *Computers in Human Behavior*, 26(6), 1846-1861.

Dai, Y., Gao, Q., **Kang, R.**, Fan, Z. (2008). Analysis of Online Social Information Service Quality Factors, *Chinese Journal of Information*, 27(1), 142-144.

POSTERS AND CONFERENCE PRESENTATIONS

Kane, A., **Kang, R.**, Carter, E., Kiesler, S. (2014). Overcoming Teammate Inaccuracy Blindness in Remote Asynchronous Collaborative Analysis, INGroup Conference 2014, Raleigh, NC, USA.

Kang, R., Kane, A., Kiesler, S. (2013). When Information Sharing Tools Help or Hinder Collaborative Analysis. IN-Group (Interdisciplinary network for group research) Conference 2013, Atlanta, GA, USA.

Kang, R., Kiesler, S. (2012). Do Collaborators' Annotations Help or Hurt Asynchronous Analysis? In *Proc. CSCW 2012*. ACM, New York, NY, USA, 123-126.

Kang, R., Fu, W.-T. (2010). Exploratory Information Search by Domain Experts and Novices. In *Proc. IUI 2010*. ACM, New York, NY, USA, 329-332.

TEACHING EXPERIENCE

Teaching Assistant, 05413 Human Factors, CMU	Fall 2013
Section Instructor, 05410 User-Centered Research & Evaluation, CMU	Fall 2012
Lab Instructor, Psych 429 Human Computer Interaction Lab, UIUC	Spring 2010
Teaching Assistant, Psych 456 Human Performance and Engineering Psychology, UIUC	Fall 2009

MENTORING EXPERIENCE

Social Computing REU Program, Summer 2014
Undergraduate HCI Capstone Project: "Leak Detector", Spring 2014
Undergraduate Independent Study: Katherine Mashek, Spring 2014
Undergraduate Research Assistants: Stephanie Chen, Lisa Kim, Stephanie Brown, Winnie Leung, Sarah Deluliis

SKILLS

Methods

Survey, interviews, laboratory experimental design, grounded theory, contextual design, usability evaluation, statistical analysis, ACT-R and GOMS cognitive modeling, think-aloud

Software and Programming

JMP, SPSS, R | HTML, PHP, C, Java, LispWorks, SQL | Weka | Photoshop | NVivo, Dedoose

ACADEMIC SERVICES AND ACTIVITIES

Reviewer	CHI 2011 - 2014, CSCW 2015, INGoup, IEEE Pervasive Computing
Student Volunteer	CHI 2009, CSCW 2011, HCII 2007 & 2009
Talk – "Covering digital footprints on the Internet" CUPS Seminar, CMU, Pittsburgh, PA	Dec 2013
Talk – "Perceptions about Anonymity on the Internet" XIA meeting, CMU, Pittsburgh, PA	Nov 2012
Doctoral Symposium, NSF SoCS Workshop Minneapolis, MN	June 2011
Assisted in Tutorial Presentation – Newcomer's Guide to CSCW Hangzhou, China	March 2011

PRESS

NBC News: "Secrets Do Make Trends: Anonymity Apps on the Rise" April 2014

HONORS

Fellowship of Tsinghua-Faster Corp. for Excellent Social Work Contribution	2008
Scholarship for Academic Excellence (Top 5%)	2005, 2006, 2007
Scholarship for Outstanding Social Service of Tsinghua University	2007
Fellowship of Tsinghua-Cummins Corp. for Female Excellent Student	2005