

YIRAN WANG

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SUMMARY

User experience researcher with 6 years of experience in researching emerging computing technologies. Using a human-centered approach to create holistic understandings of user needs by combining quantitative and qualitative methods. Strongly motivated to seek new problems, complete projects, and work with multi-disciplinary teams as a result of interdisciplinary training. Research methods summary:

- Proficient in interview, diary study, log analysis, survey, lab experiment, experience sampling
- Experience with ethnography, heuristic evaluation, persona development, cognitive walkthrough, card sorting, prototyping, social network analysis, sentiment analysis

EDUCATION

University of California, Irvine

Ph.D. in Information and Computer Science

Aug. 2017

Peking University, China

B.S. in Computer Science

Jul. 2009

EXPERIENCE

RESEARCH

Graduate Researcher | Dept. of Informatics, UC Irvine

Sep. 2011 – Jun. 2017

Led 5 end-to-end projects; for each, completed study design, recruitment, data collection, analyses, and reporting in publications and in talks; mentored and managed 7 research assistants

- Informal Learning on Facebook
 - Conducted user research on 50 college students regarding their Facebook use, focusing on informal learning, political engagement, and attention characteristics
 - Employed browser logging, experience sampling, diary, and semi-structured interview
 - Completed statistical analysis (SPSS) and qualitative analysis (Dedoose)
 - Delivered a publication, 2 conference presentations, a guest lecture, and a dissertation
- Digital Media in College Life
 - Collaborated with the Sch. of Education and the Dept. of Computer Science to study 124 college students' digital media use, focusing on stress, well-being, multitasking, and social media
 - Led data collection using computer and phone logging, heart rate monitors, experience sampling, semi-structured interview, and survey (Qualtrics); moderated in-lab sessions
 - As data manager, conducted statistical analysis on large-scale quantitative data (SPSS, MySQL, Asterix DB) and qualitative analysis
 - Delivered 3 publications, 3 conference presentation, 3 posters, and an invited talk
- News Trustworthiness in China
 - Designed and administered two online surveys (SurveyMonkey) to investigate Chinese social media users' strategies for gauging the trustworthiness of news
 - Delivered 2 publications and a conference presentation
- Censorship Circumvention
 - Conducted online ethnography to investigate Chinese micro-bloggers' tactics for circumventing Internet censorship; findings presented in a conference
- Multiple-chat Interface
 - Designed and evaluated text-based interfaces to support information workers under time pressure
 - Iterated with a team of 5 members in the prototyping phase
 - Collaborated with Northrop Grumman to implement hi-fi working prototypes
 - Designed a lab experiment and moderated in-lab sessions
 - Conducted quantitative analysis; delivered a publication and a conference presentation

Visiting Researcher | MIT Media Lab

Oct. – Dec. 2014

- Collaborated with the Social Computing group on setting up an innovative learning and research environment using cameras and sensors
- Partnered with Montessori teachers and parents in the local community to shape the research direction
- Developed a web application, using HTML and JavaScript, to do behavioral coding with 10 toddlers

Research Intern | Palo Alto Research Center (PARC)

Jun. – Sep. 2014

- Introduced HCI perspectives to an on-going big data project
- Independently conducted in-person and remote interviews, compiled qualitative insights as actionable items in a written report and in a poster presented to key stakeholders
- Triangulated qualitative insights with large-scale quantitative data

Graduate Researcher | New Jersey Institute of Technology

May 2010 – May 2011

- Collaborated with the Sch. of Business, the Dept. of Humanities, and the Dept. of Information Systems to investigate campus-wide faculty collaboration networks
- Led an interview and survey study; conducted social network analysis
- Findings presented to key stakeholders in university and in conference

LEADERSHIP

Conference Chairs' Assistant | ACM CHI'17

Aug. 2016 – May 2017

- Served on organizing committee for internationally attended conference (3000+ attendees)
- Communicated between chairs to other committee members, invited speakers, media, and authors; scheduled meetings; ensured timely completion of urgent administrative tasks

Peer Mentor | UCI InterConnect and DECADE program

May – Dec. 2016

- Advised 14 international graduate students (5 Ph.D., 9 M.S.) on academic and life planning
- Participated in organizing orientation event (800+ international students)
- Mentored one junior diversity Ph.D. student on research

SERVICE

- Submission Reviewer: CHI, CSCW, UbiComp, DIS, iConference, TMCD, International Journal of Human-Computer Studies 2013 – 2016
- Student Volunteer: CSCW 2014

SELECTED PUBLICATIONS

Wang, Y. and Mark, G. (2017). Engaging with Political and Social Issues on Facebook in College Life. In *Proc. of the ACM conference on Computer Supported Cooperative Work and Social Media (CSCW'17)*.

Mark, G., **Wang, Y.**, Niiya, M., and Reich, S. (2016). Sleep Debt in Student Life: Online Attention Focus, Facebook, and Mood. In *Proc. of the ACM conference on Human Factors in Computing Systems (CHI'16)*.

Wang, Y., Niiya, M., Mark, G., Reich, S. and Warschauer, M. (2015). Coming of Age (Digitally): An Ecological View of Social Media Use among College Students. In *Proc. of ACM Conference on Computer Supported Cooperative Work and Social Media (CSCW'15)*.

Mark, G., **Wang, Y.**, and Niiya, M. (2014). Stress and Multitasking in Everyday College Life: An Empirical Study of Online Activity. In *Proc. of the ACM conference on Human Factors in Computing Systems (CHI'14)*. **Honorable Mention for Best paper Award.**

Wang, Y., Echenique, A., Shelton, M. and Mark, G. (2013). A Comparative Evaluation of Multiple Chat Stream Interfaces for Information-intensive Environments. In *Proc. of the ACM conference on Human Factors in Computing Systems (CHI'13)*.

Wang, Y. and Mark, G. (2013). Trust in Online News: Comparing Social Media and Official Media Use by Chinese Citizens. In *Proc. of the ACM Conference on Computer Supported Cooperative Work (CSCW'13)*.