

# Y. Wayne Wu

Human-Computer Interaction Group  
University of Illinois at Urbana-Champaign

[yuwu4@illinois.edu](mailto:yuwu4@illinois.edu)  
[wayneyuwu.com](http://wayneyuwu.com)

## EDUCATION

---

- University of Illinois at Urbana-Champaign**, Champaign, IL 2013 – present  
Ph.D. Candidate in Computer Science, Human-Computer Interaction  
Advisor: Brian P. Bailey
- Stanford University**, Stanford, CA 2010 – 2012  
M.S. in Computer Science, Artificial Intelligence Concentration  
Advisor: Yoav Shoham, David Cheriton
- Bard College**, Annandale-on-Hudson, NY 2006 – 2010  
B.A. in Computer Science  
Advisor: Sven Anderson, Bob McGrail

## EXPERIENCE

---

- University of Illinois at Urbana-Champaign**, Champaign, IL 2013 – present  
*Research Assistant, Orchid Group. Advisor: Brian P. Bailey*  
My dissertation addresses the issue of negative valence design feedback in online environment. Specifically, my work explores methods that mitigate the influence of negative valence feedback and promotes a more supportive online environment.
- Google**, Mountain View, CA May – Aug 2017  
*User Experience Researcher Intern, Material Research. Host: Michael Gilbert*  
Used both quantitative and qualitative methods to examine how and why users adopt Google Fonts. The data mining over public http archive and in-depth analysis over internal server logs quantified the usage trends of Google Fonts. The qualitative interviews with management, designers, and developers provided insights regarding key factors in decision making.
- Facebook**, Menlo Park, CA Jan – Apr 2013  
*Software Engineering Intern, Search Group. Host: Scott Chen*  
Implemented a server log analysis system that visualized entries and simplified bug tracking.
- Stanford University**, Stanford, CA Jun – Dec 2012  
*Research Assistant, Multiagent Systems Group. Advisor: Yoav Shoham*  
Conducted theoretical computational social choice research. Proposed a novel solution to the classic cake cutting problem that led to a more desired allocation.
- Technicolor**, Palo Alto, CA Jun 2011 – Jan 2012  
*Research Intern. Host: Anmol Sheth*  
Worked on two text-mining projects based on Twitter data. One project analyzed popular trends and recommended hashtags for future tweets; the other examined users' browsing history and built advertising profiles.
- Bard College**, Annandale-on-Hudson, NY May – Aug 2010  
*Research Assistant. Advisor: Rebecca Thomas and Sven Anderson*  
Implemented and tested the performance of various document-derived vocabulary reduction algorithms.

**Trinity University**, San Antonio, TX May – Aug 2009  
*Research Assistant. Advisor: Yu Zhang*  
Proposed a novel multiagent models that identify and analyze dynamic patterns in social networks.

**Virginia Tech**, Blacksburg, VA May – Aug 2008  
*Research Assistant. Advisor: Yong Cao*  
Helped to build a low-cost motion tracking sensor network.

## AWARDS

---

**Richard T. Cheng Endowed Fellowship**, University of Illinois at Urbana-Champaign Sep 2013  
The fellowship was established to assist the department in recruiting and retaining exceptional graduate students.  
One or two recipients awarded each year.

**Dr. Richard M. Siegel Memorial Prize in Science**, Bard College Apr 2010  
Campus-wide award given to one student in science division who demonstrates academic excellence

**Distinguished Scientist Scholarship**, Bard College 2006 – 2010  
Merit-based full tuition scholarship awarded to student majoring in Science, Bard College

## SKILLS

---

**Quantitative Methods:** statistical test, survey design, log analysis, data mining

**Qualitative Methods:** user interview, usability testing, grounded theory

**Programming Language:** Python, JavaScript, C++, Java

**Data Analysis:** SPSS, R

## PUBLICATION

---

All files are available at [wayneyuwu.com](http://wayneyuwu.com).

- C.10 **Increasing Feedback Receptivity by Moderating Negative Valence**  
**Y. Wayne Wu**  
ACM SIGCHI Conference on Creativity and Cognition (C&C), pp. 471-476, 2017
- C.9 **Bitter Sweet or Sweet Bitter? How Valence Order and Source Identity Influence Feedback Acceptance**  
**Y. Wayne Wu** and Brian P. Bailey  
ACM SIGCHI Conference on Creativity and Cognition (C&C), pp. 137-147, 2017
- C.8 **Novices Who Focused or Experts Who Didn't How Effort and Expertise Cues Affect Judgments of Crowd Work**  
**Y. Wayne Wu** and Brian P. Bailey  
ACM CHI Conference on Human Factors in Computing Systems (CHI), pp. 4086-4097, 2016
- C.7 **Culture, Imagined Audience, and Language Choices of Multilingual Chinese and Korean Students on Facebook**  
Ha Kyung Kong, **Y. Wayne Wu**, Brian P. Bailey, Karrie Karahalios  
The 7<sup>th</sup> International Conference on Social Informatics (SocInfo), pp. 1-16, 2015
- J.1 **How Behaviors Spread in Dynamic Social Networks**  
Yu Zhang and **Y. Wayne Wu**

Computational and Mathematical Organization Theory (CMOT), 18(4): 419-444, 2012

- C.6 **Incorporating Meta Data into Dynamic Topic Analysis**  
Tianxi Li, Branislav Kveton, **Y. Wayne Wu**, Ashwin Kashyap  
Conference on Uncertainty in Artificial Intelligence (UAI), 9<sup>th</sup> Bayesian Modeling Applications Workshop,  
pp. 37-46, 2012
- C.5 **Twitter Hash Tag Prediction Algorithm**  
Tianxi Li, **Y. Wayne Wu**, Yu Zhang  
International Conference on Internet Computing (ICOMP), pp. 59-63, 2011
- C.4 **Two Models for Inferring Network Structure from Cascades**  
Dakan Wang, **Y. Wayne Wu**, Yu Zhang  
International Conference on Internet Computing (ICOMP), pp. 121-127, 2011
- C.3 **Pattern Analysis in Social Networks with Dynamic Connections**  
**Y. Wayne Wu** and Yu Zhang  
International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction (SBP), pp. 163-  
171, 2011
- C.2 **Automatic Reduction of a Document-Derived Noun Vocabulary**  
Sven Anderson, Rebecca Thomas, Camden Segal, **Y. Wayne Wu**  
The 24<sup>th</sup> Florida Artificial Intelligence Research Society Conference (FLAIRS), pp. 216-221, 2010
- C.1 **Stability Analysis in Dynamic Social Networks**  
**Y. Wayne Wu** and Yu Zhang  
Spring Simulation Multiconference (SpringSim), Article No. 8, 2010