

Y. Wayne Wu

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

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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 research addresses the issue of negative valence feedback in online design communities. Specifically, my work explores innovative mechanisms that mitigate the influences of negative valence feedback and promote more supportive interaction norms.
- Airbnb**, San Francisco, CA May – Aug 2018
User Experience Researcher Intern, Market Dynamics. Host: Celeste Ridlen
Conducted two qualitative and one quantitative studies exploring pain-points in hosts' price-setting process. Closely collaborated with product managers, designers, engineers, and data scientists throughout the internship to provide actionable design feedback and future direction suggestions.
- 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 archives and in-depth analysis over internal server logs quantified the usage trends of Google Fonts. The qualitative interviews with management roles, designers, and developers provided insights about key factors in decision making. The study successfully identified existing critical issues and future opportunities for product development.
- Facebook**, Menlo Park, CA Jan – Apr 2013
Software Engineering Intern, Search Group
Implemented a server log analysis system that visualized entries and simplified bug tracking.
- Stanford University**, Stanford, CA Jun – Dec 2012
Research Assistant, Multiagent 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. Mentor: Anmol Sheth
Worked on two text-mining projects based on Twitter data. One project analyzed and extracted popular trends from tweet texts and hashtags; 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 model that identify and analyze dynamic patterns in social networks.

Virginia Tech, Blacksburg, VA May – Aug 2008
Research Assistant. Advisor: Yong Cao
Assisted in building and testing 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. Each year one or two recipients were awarded.

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

Distinguished Scientist Scholarship, Bard College 2006 – 2010
Four-year merit-based full tuition scholarship awarded to student majoring in science.

SKILLS

Quantitative Methods: survey study, statistical testing, log analysis, data mining

Qualitative Methods: user interview, usability study, grounded theory

Data Analysis Tools: R, SPSS

Programming Languages: Python, C++, HTML/JavaScript

PEER-REVIEWED PUBLICATION

- C.10 **Soften the Pain, Increase the Gain: Enhancing Users' Resilience to Negative Valence Feedback**
Y. Wayne Wu and Brian P. Bailey
ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW), 2018
- 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 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 7th 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), 9th 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 24th 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