

# RUI ZHOU

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## EDUCATION

**Ph.D. in Human-Centered Computing**, May 2020  
Georgia Institute of Technology

**M.S. in Human-Computer Interaction design**, May 2014  
Indiana University Bloomington

**B.S. in Telecommunications Engineering with Management**, Jun 2012  
Beijing University of Posts and Telecommunications  
Queen Mary University of London (joint program)

## PUBLICATIONS

### Conference Proceedings

2017     **Rui Zhou**, Zhonghe Wen, Muchao Tang, and Betsy DiSalvo. 2017. Navigating Media Use: Chinese Parents and Their Overseas Adolescent Children on WeChat. In *Proceedings of the 2017 ACM Conference on Designing Interactive Systems (DIS '17)*. ACM, New York, NY, USA. 1025-1037. (Acceptance rate: 22%)

**Rui Zhou**, Jasmine Hentschel, and Neha Kumar. 2017. Goodbye Text, Hello Emoji: Mobile Communication on WeChat in China. In *Proceedings of the 2017 ACM Conference on Human Factors in Computing Systems (CHI '17)*. ACM, New York, NY, USA. 748-759. (Acceptance rate: 25%)

Jasmine Hentschel, Samyukta Sherugar, **Rui Zhou**, and Neha Kumar. 2017. Rice Today, Roti Tomorrow: Diets and Diabetes in Urban Indian Households. In *Proceedings of the 2017 ACM Conference on Human Factors in Computing Systems (CHI '17)*. ACM, New York, NY, USA. 4069-4081. (Acceptance rate: 25%)

### Other Publications

2016     **Rui Zhou**, Jasmine Hentschel, and Neha Kumar. 2016. Agricultural Knowledge Management in Rural China: Learning from Existing Approaches in India. Development Consortium. CHI 2016.

## AWARDS AND HONORS

- 2019     **Graduate Certificate in Science, Technology, and Society**, Feb 2019  
Ivan Allen College of Liberal Arts, Georgia Institute of Technology
- 2017     **GVU Travel Grant**, May 2017  
\$300, Gvu Center, Georgia Institute of Technology
- 2016     **Food, Energy, Water Systems Fellow Program**, May - Dec 2016  
\$1000, Center for Serve-Learn-Sustain, Georgia Institute of Technology
- GVU Travel Grant**, May 2016  
\$300, Gvu Center, Georgia Institute of Technology
- Ideas Track Runner Up**, Team Eating Right, Apr 2016  
\$2000, Scheller College of Business, Georgia Institute of Technology
- Best Poster**, Team Eating Right, Apr 2016  
\$500, Scheller College of Business, Georgia Institute of Technology
- CRA-W Grad Cohort**, Apr 2016  
\$500, Computing Research Association Women

## INVITED TALKS

- 2018     “Human-Computer Interaction and the Relation Between Technology and Culture:  
Use WeChat as An Example,” Southern University of Science and Technology,  
Shenzhen, China. Oct 23rd, 2018.

## CONFERENCE PARTICIPATION

### Papers Presented

- 2017     “Navigating Media Use: Chinese Parents and Their Overseas Adolescent Children on  
WeChat,” DIS 2017. Edinburgh, United Kingdom. Jun 14th, 2017.
- “Goodbye Text, Hello Emoji: Mobile Communication on WeChat in China,” CHI  
2017. Denver, United States. May 8th, 2017.

### Abstracts Presented

- 2019     “WeChat as an Infrastructure in Contemporary China,” 4S 2019. New Orleans,  
United States. Sep 7th, 2019.

## **TEACHING EXPERIENCE**

**Teaching Assistant**, Georgia Institute of Technology, Atlanta, GA

User Interface Design (Summer 2019)

Educational Technology (Spring 2017, 2016)

User Interface Design and Evaluation (Fall 2016, 2019)

**Associate Instructor**, Indiana University Bloomington, Bloomington, IN

Interaction Design Methods (Spring 2014)

Foundations of HCI (Fall 2013)

## **RESEARCH EXPERIENCE**

**Graduate Research Assistant**, Georgia Institute of Technology, Aug 2017 - May 2019

Studied how and why Chinese people bought and sold goods on WeChat collaboratively with Intel in China, in charge of setting up research, looking for participants, and interviewing participants.

Worked on Playful Formative Assessments for Computer Science in NYC (P-FACS), in charge of applying participatory design method for designing the game-based assessment prototype.

**Research Assistant**, Indiana University Bloomington, Feb 2013 - May 2014

Worked on subjectivity in HCI for Development as how researchers and designers constructed the notion of “user.”

## **SERVICE TO PROFESSION**

### **Peer-Reviewed Journals**

Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies

Chinese Journal of Communication

### **Peer-Reviewed Conference Papers**

2019, 2018, 2017 ACM Conference on Human Factors in Computing Systems

2019, 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing

2019 ACM Conference on Designing Interactive Systems

2018 ACM Conference on Interaction Design and Children

## **NON-ACADEMIC WORK**

**Consultant**, Aug 2019

Interviewed by Flamingo as an expert on WeChat to provide insights for culture and communication in China.

**UX Researcher Intern**, Facebook, Menlo Park, CA, May - Aug 2018

Worked as a user experience (UX) researcher intern and focused on utilizing qualitative research methodologies such as interviewing and usability testing to help inform product decision-making; Supported different product teams related to social networking monetization.

**STUDENTS ADVISED**

**Master students**, Georgia Institute of Technology, Atlanta, GA

Peiran Tan, Apr 2019 - Now

Shengxi Wu, Jun 2017 - Apr 2018

Linying Shangguan, Sep 2017 - Apr 2018

Zhonghe Wen, Sep - Dec 2016

Muchao Tang, Sep - Dec 2016

**Undergraduate students**, Georgia Institute of Technology, Atlanta, GA

Faye Zhang, Sep - Dec 2016

**Undergraduate students**, Boston University, Boston, MA

Tongyue Zhang, Jun 2017 - Oct 2017

**LANGUAGES**

**Mandarin**: Native

**English**: Fluent

**Cantonese**: Conversational