Rui Zhou

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Tech Square Research Building, 85 5th St. NW

Atlanta, GA 30318

EDUCATION

Ph.D. in Human-Centered Computing, Aug 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

2020   **Rui Zhou**, Shengxi Wu, Susan Faulkner, and Betsy DiSalvo. 2020. Marketplace for Choice and Independence: Young Chinese's Social Commerce Practices on WeChat. In *Proceedings of the Eighth International Symposium of Chinese CHI* (Chinese CHI '20). ACM, New York, NY, USA. To appear.

                  Rui Zhou and Betsy DiSalvo. 2020. User's Role in Platform Infrastructuralization: WeChat as an Exemplar. In *Proceedings of the 2020 ACM Conference on Human Factors in Computing Systems* (CHI '20). ACM, New York, NY, USA. Paper No. 74. (Acceptance rate: 24%)

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

I2S Competition Ideas Track Runner Up, Team Eating Right, Apr 2016
$2000, Scheller College of Business, Georgia Institute of Technology

I2S Competition 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

RESEARCH EXPERIENCE

Graduate Research Assistant, Georgia Institute of Technology, Aug 2015 - May 2020
Utilized qualitative methods to study how and why Chinese people use a variety of different functions on WeChat, including emoji, stickers, communication media, payment and commercial functions, etc. Collaborated with Intel in part of this project. Was responsible for setting up research, recruiting participants, interviewing participants, analyzing data, and writing up results.

Graduate Research Assistant, Georgia Institute of Technology, Aug 2017 - May 2019
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," applied discourse analysis.

WORK EXPERIENCE

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.

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

2020   "Marketplace for Choice and Independence: Young Chinese's Social Commerce Practices on WeChat," Chinese CHI 2020. Online. May 30th, 2020.

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

2020   "Knowledge Construction in an 'Infodemic:' Roles of Social Media in Chinese People's Life during Coronavirus Outbreak," 4S/EASST 2020. Prague, Czech Republic. August 2020.

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
Design of Online Communities (Spring 2020)
Educational Technology (Spring 2017, 2016)
User Interface Design (Summer 2019, 2020)
User Interface Design and Evaluation (Fall 2019, 2016)

Associate Instructor, Indiana University Bloomington, Bloomington, IN
Interaction Design Methods (Spring 2014)
Foundations of HCI (Fall 2013)

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

2020 - 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

STUDENTS ADVISED

Master students, Georgia Institute of Technology, Atlanta, GA
Peiran Tan, Apr 2019 - Apr 2020
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: Intermediate