Gina Jingruo Chen

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Research Interest

I am broadly interested in Human-AI interaction, computer-mediated communication, and online communities. I wish to explore the responsible integration and moderation of AI in social media and other online spaces.

EDUCATION

	Cornell University	Ithaca, New York
•	Master of Information Science	September 2023 - December 2024
	Focus Area in User Experience	GPA: 4.01
	Relevant Courses: Human-AI Interaction Design Research, Practical Principles for Designing	Fair Algorithms, Qualitative User
	Research Methods, Behavior and Technology, Human-Computer Interaction	

Hong Kong University of Science and Technology

Hong Kong Bachelor of Science in Quantitative Social Analysis September 2019 - June 2023 Minor in Psychology and Behavioral Science First Class Honors Relevant Courses: Computational Social Science, Applied Statistics, Social Inequality and Mobility, Research Methods in Psychology Honors and Awards: University Continuing Scholarship (September 2019 - June 2023)

MANUSCRIPTS

- Yue, K.*, Zhang, M.*, Chen, J.*, Yu, C., Nie, K., Gao, Z., Yang, J., Liang, C., & Shi, Y. (2024). SituFont: A Just-in-Time Adaptive Intervention System for Enhancing Mobile Readability in Situational Visual Impairments. Under Review. arXiv: https://arxiv.org/abs/2410.09562
- Yue, K.*, Chen, J.*, Nie, K., Gao, Z., & Liang C. (2024) MemoLens: AI-Driven Contextual Reminders with OHMD for Enhancing Prospective Memory (In preparation)
- Kang, EJ., Chen, J., & Fussell, S. R. Understanding Creator's Perception of How AI-MC Tools can Support Mass-Personal Communication (In preparation)
- Richter, V., Chen, J., & Duffy, B. AI in the Platformed Creator Economy: Authenticity, Authorship, and Audience Boundary Work (In preparation)

^{*}Equal Contribution

Research Experience

- AI-assisted reminder for prospective memory with AR glasses
- Supervisor: Prof. Chen Liang
 - Conducted user interviews and thematic analysis to identify unmet needs in prospective memory reminders, leading to the design and development of an AI-powered reminder system integrated with AR glasses.
 - Designed and conducted iterative pilot studies, analyzing results to refine and improve the AR glasses design.

• AI-assisted chatbot for creator-audience communication

Supervisor: Prof. Susan Fussell

- Categorized message scenarios for direct messages between creators and audiences based on content analysis of 10+ YouTube videos.
- Designed functionalities, user interface, and prompts of AI-assisted chatbot for content creators to more effectively communicate with the audience utilizing social media posts, language customization, and message scenarios.
- Assisted and analyzed interviews with creators to understand the design space for AI-mediated communication tools.
- Wrote a 10-page literature review on AI's autonomous and disobedient behaviors and its impact on users' trust and engagement.

• Generative AI and Creator Economy

Supervisor: Prof. Brooke Duffy

- Investigated the impact of Generative AI on social media content creation through a comprehensive literature review and proposed interview protocol
- Proof edited and assisted with chapters for a book project on creator economy and visibility.

• Just-in-time adaptive system for situational visual impairments with Human-AI loop

Supervisor: Prof. Yuanchun Shi

- Contributed to all research stages, from literature review and system design to user study execution, data analysis, and majority of the manuscript preparation
- Developed SituFont, a just-in-time adaptive system utilizing a human-AI loop to dynamically adjust the font parameters for users experiencing situational visual impairments.

February 2024 - Present

May 2024 - Present

April 2024 - Present

February 2024 - October 2024

• Thesis: Expressive writing interventions and mental well-being

Supervisor: Prof. Melody Man Chi Chao

January 2023 - May 2023

- Analyzed the impact of writing interventions and individual characteristics such as gender, income, employment status, and personality on mental well-being improvement through multilevel modeling.
- Analyzed text features like sentiment and topics of the writing intervention with sentiment analysis and LDA topic modeling.

• Work-life conflict, gender, ideal worker norms, and psychological well-being during pandemic

- Supervisor: Prof. Soljee Lee; Prof. Melody Man Chi Chao
 January 2021 December 2022

 Conducted comprehensive literature reviews, assisted in meta-analysis, and helped conduct longitudinal surveys with
 - 400+ participants.Analyzed data using Explanatory Factor Analysis and Confirmatory Factor Analysis with R to develop a new scale measuring individuals' ideal worker norms.
 - Studies published in Social and Personality Psychology Compass (Link) and Journal of Social Issues (Link)
- Psychological factors influencing consumers' decision making on environmental-friendly products Supervisor: Prof. Kevin Kim-Pong Tam February - August 2022
 - Produced a data analysis plan and analyzed data of 500+ survey participants using Ordered Logistic Regression and Multinomial Logistic Regression independently with R.

INDUSTRY EXPERIENCE

TikTok

User Experience Research Intern

- Conducted interviews with 20+ top creators, analyzing their preferences to inform strategic decisions regarding creator monetization.
- Analyzed qualitative research data across eight countries, including Japan, Saudi Arabia, and the UK, delivering a 20-page report that informed multiple product and operation teams on localization strategies.
- $\circ~$ Assisted in conducting, and analyzing 5+ user studies on product features, such as private messages and sharing, directly influencing product changes that enhanced social interaction and boosted user engagement.

HUPU Sports Media

- User Experience Research Intern
 - Investigated consumer preferences in the largest Chinese sports-related online communities and analyzed surveys along with website background data using SQL, VBA, and Python.
 - Delivered 10+ reports on the community environment through user surveys and interviews, driving data-informed decisions and enhancing community engagement.
 - $\circ~$ Presented 5+ research reports on more than 10 competitors, providing valuable insights for future product development directions.

Knowyourself Psychology

Product Operation and Counseling Intern

- Assisted in managing the online mental health community and developed standard operating procedures for online community engagement analysis.
- Provided clients with suggestions through online text counseling after training in Cognitive Behavior Therapy.

INDUSTRY PROJECT

• UX Market research for evaluating generative AI products for IBM

- Co-op Client: IBM Watson Product Team
 - Conducted market research to generate an assessment framework to evaluate enterprise-faced generative AI platforms.
 - $\circ~$ Compared IBM GenAI products with over 12 competitors for use cases on customer support, business intelligence, code assistance, and human resources management.

• Metrics for evaluating customer trust on generative AI products for Google Cloud

Co-op Client: Google Cloud UX Team

- Conducted desk research to develop a metric evaluating customer trust in generative AI products, catering to the needs of new-generation developers.
- Designed and conducted surveys and in-depth interviews to identify five key metrics and benchmarks for evaluating customer trust in generative AI products that impacted the design of the Google Cloud Gen-AI Hackathon.

TEACHING EXPERIENCE

• Graduate Teaching Assistant for INFO2950 Introduction to Data Science

Cornell University

- Hosted lab sessions for R programming weekly for 30 students.
- $\circ~$ Supervised students on their term projects by hosting office hours and providing detailed feedback with grading.

Skills

- Languages English (Professional), Mandarin (Native)
- **Programming** R (5 years); SQL, Python (4 years); C++, Java (Experienced)
- Skills In-depth interviews, Usability Testing, A/B Testing, Heuristic Evaluation
- Tools SPSS, Google Analytics, Useberry, Qualtrics, Google Forms, Figma, Miro, MaxQDA, Atlas.ti

February - May 2024

August - December 2023

April - August 2022

Shanghai, China

April 2021 - January 2022

February - May 2024

Shanghai, China

Shanghai, China

May - August 2023