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ZHICONG LU

RESEARCH INTERESTS

Social computing, human-computer interaction, computational social science, computer-supported cooperative work, live streaming, intangible cultural heritage, misinformation

APPOINTMENTS

- 2020– **City University of Hong Kong**, Hong Kong
Assistant Professor, Department of Computer Science
- 2019– **Dataraction**, Toronto, Canada
Chief Scientist and co-founder

EDUCATION

- 2017-2020 **University of Toronto**, Toronto, Canada
Doctor of Philosophy, Computer Science
Thesis: *Live Streaming in Non-Western and Non-Gaming Contexts*
Committee: Daniel Wigdor (advisor), Tovi Grossman, Joseph Jay Williams, Ashton Anderson
- 2015-2017 **University of Toronto**, Toronto, Canada
Master of Science, Computer Science
Thesis: *Supporting Prewriting via Intelligent Visual Diagramming*
Advisor: Daniel Wigdor
- 2012-2015 **Tsinghua University**, Beijing, China
Master of Arts, Interdisciplinary Studies of Information and Art Design
Thesis: *IoT-Based Food Management System for Families to Reduce Food Waste*
Co-advisors: Ying-Qing Xu and Yuanchun Shi
- 2008-2012 **Tsinghua University**, Beijing, China
Bachelor of Engineering, Electronic Information Science and Technology
Thesis: *Energy Harvesting Device for Structural Health Monitoring System*
Bachelor of Arts, Design (double degree)
Thesis: *Designing a Tangible AR Game for Enhancing Collaborations between Players*

AWARDS & HONORS

- 2019 Best Paper Award, ACM CHI 2019
- 2015-2017 Wolfond Scholarship in Wireless Information Technology, University of Toronto
- 2014 Meilin Han Scholarship, Academy of Arts and Design (for distinguished students in arts & design)
- 2013 Ding Zhang Scholarship, Academy of Arts and Design (Top 5% in class)
- 2008-2012 Scholarship for Freshmen, Tsinghua University, Top 10 in Collage Entrance Exam in Ningxia Province
- 2008 Admission Priority Nomination to Tsinghua University (one of the 6 students selected out of 70,000 high school students in Ningxia Province)

PUBLICATIONS

- 2021 **Zhicong Lu**, Chenxinran Shen, Jiannan Li, Hong Shen, Daniel Wigdor. 2020. More Kawaii than a Real-Person Streamer: Understanding How Viewers Perceive and Engage with Virtual YouTubers. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)*.
- Chenxinran Shen, **Zhicong Lu**, Travis Faas, Daniel Wigdor. 2020. The Labor of Fun: Understanding the Social Relationships between Gamers and Paid Gaming Teammates in China. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)*.
- Jiangtao Gong, **Zhicong Lu**. 2020. All in One Group: Current Practices, Lessons and Challenges from Chinese Home-School Communication. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)*.
- Zhicong Lu**, Yue Jiang, Chenxinran Shen, Margaret Jack, Daniel Wigdor, Mor Naaman. 2021. "Positive Energy": Perceptions and Attitudes Towards COVID-19 Information on Social Media in China. In *Proceedings of the ACM on Human-Computer Interaction*, Vol. 5, CSCW. ACM, New York, NY. 24 pages (**CSCW '21**, in press).
- Zhicong Lu**, Rubaiat Habib, Li-Yi Wei, Mira Dontcheva, and Karrie Karahalios. 2021. StreamSketch: Exploring Multi-Modal Interactions in Creative Live Streams. In *Proceedings of the ACM on Human-Computer Interaction*, Vol. 5, CSCW. ACM, New York, NY. 25 pages (**CSCW '21**, in press).
- 2020 **Zhicong Lu**, Yue Jiang, Cheng Lu, Mor Naaman, and Daniel Wigdor. 2020. The Government's Dividend: Complex Perceptions of Social Media Misinformation in China. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems (CHI '20)*
- Zhicong Lu**. Live Streaming in China for Sharing Knowledge and Promoting Intangible Cultural Heritage. 2020. *Interactions* 27.1
- Xing Lu, **Zhicong Lu**, and Changqing Liu. 2020. Exploring TikTok Use and Non-Use Practices and Experiences in China. (to appear at **HCI 2020**)
- 2019 **Zhicong Lu**, Michelle Annett, Mingming Fan, Daniel Wigdor. 2019. "I feel it is my responsibility to stream": Streaming and Engaging with Intangible Cultural Heritage through Livestreaming. In *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI '19)*.
🏆 Best Paper Award
- Zhicong Lu**, Michelle Annett, and Daniel Wigdor. 2019. Vicariously Experiencing it all without Going Outside: A Study of Outdoor Livestreaming in China. In *Proceedings of the ACM on Human-Computer Interaction*, Vol. 3, CSCW, Article 25 (November 2019). ACM, New York, NY. 28 pages (**CSCW '19**).
- Xing Lu and **Zhicong Lu** (equal contribution). 2019. Fifteen Seconds of Fame: A Qualitative Study of Douyin, A Short Video Sharing Mobile Application in China. In: Meiselwitz G. (eds) *Social Computing and Social Media. Design, Human Behavior and Analytics. HCI 2019*. Lecture Notes in Computer Science, vol 11578. Springer, Cham
- 2018 **Zhicong Lu**, Seongkook Heo, and Daniel Wigdor. 2018. StreamWiki: Enabling Viewers of Knowledge Sharing Live Streams to Collaboratively Generate Archival Documentation for Effective In-Stream and Post Hoc Learning. In *Proceedings of the ACM on Human-Computer Interaction*, Vol. 2, CSCW, Article 112 (November 2018). ACM, New York, NY. 26 pages (**CSCW '18**).
- Zhicong Lu**, Mingming Fan, Yun Wang, Jian Zhao, Michelle Annett, and Daniel Wigdor. 2018. InkPlanner: Supporting Prewriting via Intelligent Visual Diagramming. In *IEEE VAST '18 and Transactions on Visualization and Computer Graphics (TVCG)*.

- Zhicong Lu**, Haijun Xia, Seongkook Heo, and Daniel Wigdor. 2018. You Watch, You Give, and You Engage: A Study of Live Streaming Practices in China. In Proceedings of the *2018 CHI Conference on Human Factors in Computing Systems (CHI '18)*.
- 2017 Jinglan Lin, **Zhicong Lu**. The Rise and Proliferation of Live-Streaming in China: Insights and Lessons. In: Stephanidis C. (eds) HCI International 2017 – Posters' Extended Abstracts. *HCI 2017*. Communications in Computer and Information Science, vol 714. Springer, Cham
- Mingming Fan, Anuruddha Hettiarachchi, **Zhicong Lu**, Seyong Ha, Priyank Gupta. Comparing Mid-air Finger Motion with Touch for Small Target Acquisition on Wearable Devices. *ACM CHI Conference Extended Abstracts on Human Factors in Computing Systems (CHI EA '17)*.
- 2014 Francois Grey, En-Te Hwu, **Zhicong Lu**, et al. "LEGO2NANO: Designing interactive science for children in China" *IDC 2014 Extended Abstract (Demo Paper)*, Aarhus, Denmark, 2014.
- Danqing Shi, Ke Fang, **Zhicong Lu**, Mengxing Ao, Chang Liu, Ying-Qing Xu. "Smart Flash: A Prototype of an Active Style Camera" Issue 10, *Journal of Decoration*, Beijing, 2014.

PROFESSIONAL EXPERIENCE

- Summer 2019 Research Intern, **Adobe Research**, Adobe Inc., Seattle, USA
Advisors: Rubaiat Habib, Li-Yi Wei, and Mira Dontcheva, Adobe Research
Project: Exploring multi-modal interactions within creative live streams
- Winter 2018 Research Intern, **Social Technologies Lab**, Cornell Tech, New York City, USA
Advisor: Prof. Mor Naaman, Cornell Tech
Project: Understanding misinformation in the complex social media environment in China
- Summer 2014 Interaction Design Intern, **HITLab AU**, Univ. of Tasmania, Tasmania, Australia
Advisor: Prof. Henry Duh, University of Tasmania
Project: Designing information architecture and user interfaces of the situational awareness system, based on data of their sensor networks and findings from workshop with 20 farm managers

TEACHING

- 2016-2020 **Teaching Assistant**, CSC318: **Designing Interactive Digital Media**, University of Toronto
Graduate TA for a project-based introductory HCI course on user interface design, with over 120 students enrolled. Led tutorials every week to guide students through their design process.
- 2017 **Teaching Assistant**, CSC384: **Introduction to Artificial Intelligence**, University of Toronto
Graduate TA for an introductory course on AI and probability, with over 200 students enrolled. Compiled digital quizzes for students and hosted office hours to answer their questions.
- 2016 & 2017 **Teaching Assistant**, CSC309: **Programming on the Web**, University of Toronto
Graduate TA for a course about technologies for developing web applications. Led tutorials every week to teach students the use of web developing tools, and provide feedback on their projects.
- 2016 **Teaching Assistant**, CSC258: **Computer Organization**, University of Toronto
Graduate TA for an undergrad course about the architecture of a computer hardware, circuits, and assembly language. Led lab tutorials every week to guide students through experiments.

MENTORING

- 2019 Chenxinran Shen, Undergraduate, University of Toronto
 2019 Peng Tan, Master of Arts, Guangdong University of Technology
 2018 Jinlu Wu, Undergraduate, Zhongnan University of Economics and Law

INVITED TALKS

- 2020 Stanford HCI Lunch Talk Series, **Stanford University**, California, USA
 Department of Computer Science, **City University of Hong Kong**, Hong Kong
 Department of Information Management, **Wuhan University**, Wuhan, China
 Department of Systems and Computer Engineering, **Carleton University**, Ottawa, Canada
 School of Information Science and Technology, **Xiamen University**, Xiamen, China
 Department of Computer Science, **Nanjing University**, Nanjing, China
 Faculty of Business and Information Technology, **Ontario Tech University**, Oshawa, Canada
 2019 Department of Information Management, **Peking University**, Beijing, China
 2018 Faculty of Information, **University of Toronto**, Toronto, Canada
 Life-Long Learning Lab, **Tsinghua University**, Beijing, China

SERVICE

- Conference Reviewer & Organizing Committee
- 2021 ACM CSCW 2021 Associate Chair for Papers
 ACM IMX 2021 Publicity Co-Chair
- 2020 ACM CHI 2020 Associate Chair for Late-Breaking Work
 ACM UIST 2020 Program Chair Assistant
 ACM IMX 2020 Associate Chair for Papers
 Graphics Interface (GI) 2020 Associate Chair for Papers
 Reviewer for papers: CHI 2020, CSCW 2020, IDC 2020, DIS 2020, MobileHCI 2020
- 2019 ACM CHI 2019 Associate Chair for Late-Breaking Work
 Reviewer for papers: CHI 2019, CSCW 2019, UIST 2019, CHI PLAY 2019, MobileHCI 2019, TVX 2019, IDC 2019, TEI 2019, C&C 2019, Pacific Asia Conf. on Information Systems (PACIS 2019)
- 2018 CHI 2018 reviewer for papers and Student Design Competition
 CSCW 2018, CHI PLAY 2018, reviewer for papers and posters
 IDC 2018, MobileHCI 2018, reviewer for Late-Breaking Work/Posters
- 2017 CHI 2017 reviewer for Late-Breaking Work
 Chinese CHI 2017 Technical Liaison
- 2016 CHI 2016 reviewer for Art Exhibition
 DIS 2016 reviewer for papers and notes
- 2015 Chinese CHI 2015, editor of Chinese CHI Newsletters
- Journal Reviewer
- 2020 Frontiers Psychology - Human-Media Interaction
 2019 International Journal of Human-Computer Interaction (IJHCI)
 Interacting with Computers
 Chinese Journal of Communication
 Cyberpsychology: Journal of Psychosocial Research on Cyberspace

Recognitions for Outstanding Reviews

CHI 2018, CSCW 2019, CSCW 2020, CHI 2020, CHI 2021

Session Chair

CHI 2019, CSCW 2019

OUTREACH & EXTRACURRICULARS

- 2019– Co-founder and Chief Scientist, **Dataraction**, International
Designed and deployed a live streaming and social media platform for sharing knowledge among online communities. Raising fund for further development and marketing of the platform.
- 2013 Core Member, **PiMi** Personal PM2.5 Monitor and Mobile App, Beijing, China
Designed the interaction flow of the application through interviews and storyboard. Built an on-line community for users to log personal air quality data. Covered by China Education TV.
- 2011 Core Member, “**Falling in Love with Library**” Tsinghua Library Project, Beijing, China
Made a web-based bookshelf-matching game to raise brand awareness for the library; first library game in China. Awarded *1st place of 10th IFLA International Marketing Award* in 2012