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ZHICONG LU

RESEARCH INTERESTS

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

APPOINTMENTS

2020.12– **City University of Hong Kong**, Hong Kong
Assistant Professor, Department of Computer Science

EDUCATION

2017-2020 **University of Toronto**, Toronto, Canada
Doctor of Philosophy, Computer Science
Committee: Daniel Wigdor (advisor), Tovi Grossman, Joseph Jay Williams, Ashton Anderson

2015-2017 **University of Toronto**, Toronto, Canada
Master of Science, Computer Science
Advisor: Daniel Wigdor

2012-2015 **Tsinghua University**, Beijing, China
Master of Arts, Interdisciplinary Studies of Information and Art Design
Co-advisors: Ying-Qing Xu and Yuanchun Shi

2008-2012 **Tsinghua University**, Beijing, China
Bachelor of Engineering, Electronic Information Science and Technology
Bachelor of Arts, Design (double degree)

AWARDS & HONORS

2023 **Best Paper Honorable Mention Award**, ACM CHI 2023
2021 **Young Scholar Award**, Tencent-CCF Rhino-Bird Focused Research Program, Tencent
2021 **Rising Star Award**, International Chinese Association of Computer Human Interaction, ICACHI
2021 **Best Paper Honorable Mention Award**, ACM CHI 2021
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, Tsinghua University
2013 Ding Zhang Scholarship, Academy of Arts and Design, Tsinghua University

PUBLICATIONS

Top-tier venues in human-computer interaction (HCI) research include the ACM conferences **CHI**, **CSCW**, **UIST**, **CHI Play**, and **DIS**. In 2018, CSCW transitioned to a hybrid journal structure and renamed itself Proceedings of the ACM: CSCW (PACM: CSCW).

2024

Piaohong Wang, Siying Hu, Bo Wen, and **Zhicong Lu**. 2024. “There is a Job Prepared for Me Here”: Understanding How Short Video and Live-streaming Platforms Empower Ageing Job Seekers in China. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (to appear at **CHI '24**).

Qian Wan, Xin Feng, Yining Bei, Zhiqi Gao, and **Zhicong Lu**. 2024. Metamorpheus: Interactive, Affective, and Creative Dream Narration Through Metaphorical Visual Storytelling. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Li Feng, Ryan Yen, Yuzhe You, Mingming Fan, Jian Zhao, and **Zhicong Lu**. 2024. CoPrompt: Supporting Prompt Sharing and Referring in Collaborative Natural Language Programming. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Huanchen Wang, Minzhu Zhao, Wanyang Hu, Yuxin Ma, and **Zhicong Lu**. 2024. Critical Heritage Studies as a Lens to Understand Short Video Sharing of Intangible Cultural Heritage on Douyin. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Ankolika De and **Zhicong Lu**. 2024. #PoetsOfInstagram: Navigating the Practices and Challenges of Novice Poets on Instagram. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Chenxinran Shen, Yan Xu, Ray LC, and **Zhicong Lu**. 2024. Seeking Soulmate via Voice: Understanding Promises and Challenges of Online Synchronized Voice-Based Mobile Dating. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Lanjing Liu, Chao Zhang, and **Zhicong Lu**. 2024. Wrist-bound Guanxi, Jiazu, and Kuolie: Unpacking Chinese Adolescent Smartwatch-Mediated Socialization. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Yue Deng, Chen Zheng, Changyang He, **Zhicong Lu**, and Bo Li. 2024. Persuasion or Insulting? Unpacking Discursive Strategies of Gender Debate in Everyday Feminism in China. In Proceedings of the *2024 CHI Conference on Human Factors in Computing Systems* (**CHI '24**).

Yigang Qin, Weilun Duan, Qunfang Wu, and **Zhicong Lu**. 2024. Dismantling Gender Blindness in Online Discussion of a Crime/Gender Dichotomy. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 8, CSCW. (to appear at **CSCW '24**).

Qian Wan and **Zhicong Lu**. 2023. Investigating VTubing as a Reconstruction of Streamer Self-Presentation: Identity, Performance, and Gender. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 8, CSCW. (to appear at **CSCW '24**).

Qian Wan, Siying Hu, Yu Zhang, PiaoHong Wang, Bo Wen, and **Zhicong Lu**. 2023. “It Felt Like Having a Second Mind”: Investigating Human-AI Co-creativity in Prewriting with Large Language Models. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 8, CSCW. (to appear at **CSCW '24**).

Morgana Mo Zhou, Zhiyan Qu, Jinhan Wan, Bo Wen, Yaxing Yao, and **Zhicong Lu**. 2023. Understanding Chinese Internet Users’ Perceptions of, and Online Platforms’ Compliance with, the Personal Information Protection Law (PIPL). *Proceedings of the ACM on Human-Computer Interaction*, Vol. 8, CSCW. (to appear at **CSCW '24**).

Changyang He, Yue Deng, Lu He, Qingyu Guo, Yu Zhang, **Zhicong Lu**, and Bo Li. 2023. Engage Wider Audience or Facilitate Quality Answers? a Mixed-methods Analysis of Questioning Strategies for Research Sensemaking on a Community Q&A Site. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 8, CSCW. (to appear at **CSCW '24**).

- 2023 Piaohong Wang and **Zhicong Lu**. 2023. Let's Play Together through Channels: Understanding the Practices and Experience of Danmaku Participation Game Players in China. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 7, CHI PLAY. (**CHI Play '23**).
- Yu Zhang, Changyang He, Huanchen Wang, and **Zhicong Lu**. 2023. Understanding Communication Strategies and Viewer Engagements of Science Knowledge Videos on Bilibili. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*.
- Yucheng Wang and **Zhicong Lu**. 2023. Making Sense of Post-game Fan Behaviors in the Online Football Communities. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*.
- Hen Chen Yen, Li Feng, Brinda Mehra, Ching Christie Pang, Siying Hu, and **Zhicong Lu**. 2023. StoryChat: Designing a Narrative-Based Viewer Participation Tool for Live Streaming Chatrooms. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*.
- Ethan Z. Rong, Mo Morgana Zhou, Ge Gao, and **Zhicong Lu**. 2023. Understanding Personal Data Tracking and Sensemaking Practices for Self-Directed Learning in Non-classroom and Non-computer-based Contexts. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. **🏆 Best Paper Honorable Mention Award**
- Changyang He, Lu He, **Zhicong Lu**, and Bo Li. 2023. Seeking Love and Companionship through Streaming: Unpacking Livestreamer-moderated Senior Matchmaking in China. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*.
- Mengdi Chu, Keyu Zong, Xin Shu, Jiangtao Gong, **Zhicong Lu**, Xinyi Dai, Kaimin Guo, Guyue Zhou. Work with AI and Work for AI: Autonomous Vehicle Safety Drivers' Lived Experiences. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*.
- Qunfang Wu, Yisi Sang, Dakuo Wang, and **Zhicong Lu**. 2023. Malicious Selling Strategies in Livestream E-commerce: A Case Study of Alibaba's Taobao and ByteDance's TikTok. *ACM Transactions on Computer-Human Interaction (TOCHI)*. 30, 3, Article 35 (June 2023), 29 pages.
- Qian Wan and **Zhicong Lu**. 2023. GANCollage: A GAN-Driven Digital Mood Board to Facilitate Ideation in Creativity Support. In *Proceedings of the 2023 ACM Designing Interactive Systems Conference (DIS '23)*.
- Saiyue Lyu and **Zhicong Lu**. 2023. Exploring Temporal and Multilingual Dynamics of Post-Disaster Social Media Discourse: A Case of Fukushima Daiichi Nuclear Accident. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 7, CSCW. (to appear at **CSCW '23**).
- Si Chen, Xinyue Chen, Yun Huang, and **Zhicong Lu**. 2023. "My Culture, My People, My Hometown": Chinese Ethnic Minorities Seeking Cultural Sustainability by Video Blogging. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 7, CSCW. (**CSCW '23**).
- Changyang He, Lu He, **Zhicong Lu**, and Bo Li. "I Have to Use My Son's QR Code to Run the Business": Unpacking Senior Street Vendors' Challenges in Mobile Money Collection in China. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 7, CSCW. (**CSCW '23**).
- 2022 Ningjing Tang, Lei Tao, Bo Wen, **Zhicong Lu**. 2022. Dare to Dream, Dare to Livestream: How E-Commerce Livestreaming Empowers Chinese Rural Women. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*.

Siling Guo, Tianchen Sun, Jiangtao Gong, **Zhicong Lu**, Liuxin Zhang, and Qianying Wang. 2022. Remote Co-teaching in Rural Classroom: Current Practices, Impacts, and Challenges. In Proceedings of the 2022 *CHI Conference on Human Factors in Computing Systems (CHI '22)*.

Zhilong Chen, Hancheng Cao, Xiaochong Lan, **Zhicong Lu**, Yong Li. 2022. Beyond Virtual Bazaar: How Social Commerce Promotes Inclusivity for the Traditionally Underserved Community in Chinese Developing Regions. In Proceedings of the 2022 *CHI Conference on Human Factors in Computing Systems (CHI '22)*.

Ye Wang, Patrick Zuest, Yaxing Yao, **Zhicong Lu**, and Roger Wattenhofer. 2022. Impact and User Perception of Sandwich Attacks in the DeFi Ecosystem. In Proceedings of the 2022 *CHI Conference on Human Factors in Computing Systems (CHI '22)*.

Zhilong Chen, Jinghua Piao, Xiaochong Lan, Hancheng Cao, Chen Gao, **Zhicong Lu**, and Yong Li. 2022. Practitioners Versus Users: A Value-Sensitive Evaluation of Current Industrial Recommender System Design. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 6, CSCW2. (*CSCW '22*).

Xinru Tang, Yuling Sun, Bowen Zhang, Zimi Liu, RAY LC, **Zhicong Lu**, and Xin Tong. 2022. “I Never Imagined Grandma Could Do So Well with Technology”: Evolving Roles of Younger Family Members in Older Adults’ Technology Learning. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 6, CSCW2. (*CSCW '22*).

Franklin Mingzhe Li, Cheng Lu, **Zhicong Lu**, Patrick Carrington, and Khai Truong. 2022. An Exploration of Captioning Practices and Challenges of Individual Content Creators on YouTube for People with Hearing Impairments. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 6, CSCW. ACM, New York, NY. (*CSCW '22*).

Ye Wang, **Zhicong Lu**, and Roger Wattenhofer. 2022. Gay Dating on Non-dating Platforms: The Case of Online Dating Activities of Gay Men on a Q&A Platform. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 6, CSCW. (*CSCW '22*).

Zhicong Lu, Peng Tan, Yi Ji, and Xiaojuan Ma. 2022. The Crafts+Fabrication Workshop: Engaging Students with Intangible Cultural Heritage-Oriented Creative Design. In Designing Interactive Systems Conference (*DIS '22*).

Ethan Z. Rong, Mo Morgana Zhou, **Zhicong Lu**, and Mingming Fan. 2022. “It Feels Like Being Locked in A Cage”: Understanding Blind or Low Vision Streamers’ Perceptions of Content Curation Algorithms. In Designing Interactive Systems Conference (*DIS '22*).

Kexin Zhang, Elmira Deldari, **Zhicong Lu**, Yaxing Yao, and Yuhang Zhao. 2022. “It’s Just Part of Me.” Understanding Avatar Diversity and Self-presentation of People with Disabilities in Social Virtual Reality. In Proceedings of the 24th International ACM SIGACCESS Conference on Computers and Accessibility (*ASSETS '22*).

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)*. 🏆 **Best Paper Honorable Mention Award**

- 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**).
- 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**).
- Xin Tong, Diane Gromala, Carman Neustaedter, F. David Fracchia, Yisen Dai, and **Zhicong Lu**. 2021. Players' Stories and Secrets in Animal Crossing: New Horizons-Exploring Design Factors for Positive Emotions and Social Interactions in a Multiplayer Online Game. *Proc. ACM Hum.-Comput. Interact.* 5, CHI PLAY, Article 284 (September 2021), 23 pages (**CHI Play '21**).
- Travis Faas and **Zhicong Lu**. 2021. Leadership Styles of Game Jam Organizers. Sixth Annual International Conference on Game Jams, Hackathons, and Game Creation Events.
- 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. (**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)*.

PROFESSIONAL EXPERIENCE

- 2019 Research Intern, **Adobe Research**, Adobe Inc., Seattle, USA
Advisors: Rubaiat Habib, Li-Yi Wei, and Mira Dontcheva, Adobe Research
- 2018 Research Intern, **Social Technologies Lab**, Cornell Tech, New York City, USA
Advisor: Prof. Mor Naaman, Cornell Tech
- 2014 Interaction Design Intern, **HITLab AU**, Univ. of Tasmania, Tasmania, Australia
Advisor: Prof. Henry Duh, University of Tasmania

REFEREES

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Mor Naaman

Professor, Information Science, Cornell Tech
Email: mor.naaman@cornell.edu
Address: 2 W Loop Rd New York, NY, 10044

Li-Yi Wei

Research Scientist, Adobe Research & Professor, Computer Science, University of Hong Kong
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