Zhuoyang (Ellen) LI

Seeking '24 fall RA and '25 fall PhD opportunities.

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RESEARCH INTERESTS

Human-Computer Interaction (HCI), Conversational Agent (CA), Well-being, Persuasive Technology (PT), Personal Informatics (PI)

EDUCATION & ACADEMIC BACKGROUND

08/2022- 06/2023 **University of Amsterdam**   Amsterdam, The Netherlands
Master of Science, Graduate School of Communication
Major: Communication Science

09/2018-06/2022 **City University of Hong Kong**   Hong Kong SAR
Bachelor of Arts, Department of Media and Communication (First class honours)
Major: Media and Communication
Minor: Computing

07/2019-08/2019 **University of Oxford, Hertford College**   Oxford, The UK
Advanced British Culture and Humanities Programme
Core modules: British culture and history, Creative media

RESEARCH EXPERIENCE

09/2023 - Present. **BiWell Lab, Dept. of Computer Science, City University of Hong Kong**
Research Assistant supervised by Dr. Yuhan Luo
- Conducting a comprehensive scoping review on Personal Informatics (PI) within the Human-Computer Interaction (HCI) field.
- Conducted in qualitative research investigating user interactions with Large Language Models (LLMs) for seeking mental health support.

06/2022- 09/2023. **Dept. of Computer Science, City University of Hong Kong**
Graduate Research Intern supervised by Dr. Yuhan Luo
- Formulated research initiatives, conducted extensive literature reviews, and developed research questions, methods and prototype design.
- Assisted in prototype development with Figma, coordinated a longitudinal field study, collected and analysed qualitative and quantitive data.

10/2020-12/2022. **Dept. of Media and Communication, City University of Hong Kong**
Undergraduate Research Assistant supervised by Prof. Yu-li Liu
- Conducted extensive research on the market for AI chatbots, analyzing industry trends, user preferences, and existing applications.
- Synthesized theories and concepts from the literature to create robust theoretical models that informed the development and design of the AI chatbots.
- Designed and built the chatbots for experimental materials using Microsoft Azure, Sanuker and ChatFuel.

SERVICE

Reviewer: ACM CHI'24, CSCW'24

SKILLS

Statistics Analysis: SPSS (good), R (basic), Python (basic), SQL (basic)
Web Development: HTML (basic), CSS (basic), JavaScript (basic)
UI/UX: Figma (good)
Visual: Photoshop (good), Premiere pro (good)

INDUSTRY EXPERIENCE

03/2022-06/2022   **BlueCurrent Group**   Hong Kong SAR
Internship, Marketing and Communications Agent

- **Media Monitoring:** Conducted media monitoring, including news monitoring and weekly industry research, in the fields of gaming, advertising technology, house applications and insurance.
- **Integrated Employer Branding Campaign Support:** Collaborated with multiple teams to conduct employee interviews, gathering valuable insights into company culture and values. Utilized these insights to create captivating and compelling content for the company's social media channels.

06/2021-09/2021   **BlueFocus Communication Group**   Beijing, PRC
Internship, International Advertising Agent

- **Advertising Placement and Optimisation:** Operated international advertising program covering Japan, South Africa, Greater China, and other international markets. Assumed responsibility for strategic ad placement across digital platforms such as Facebook, Twitter, and Tik Tok, as well as ROI tracking and report writing. Adjusted the budgets and bids for Mobile Application Install Ads (MAIA) and App Events Optimization (AEO) campaigns based on comprehensive analysis of conversation cost data.

04/2020-08/2020   **ByteDance Ltd.**   Tianjin, PRC
Intern, Content Quality Center

- **UGC Optimization:** Conducted an in-depth analysis of ByteDance's content products, focusing on their censorship and diversion policies. Monitored and assessed the user community ecology on these platforms, with a specific emphasis on evaluating the quality of User-Generated Content (UGC). Utilized findings to optimize UGC evaluation and filter criteria, enhancing the overall content experience for users.
- **Industry Research:** Conducted research on platforms such as Weibo, Snowball, and other competitors in the industry. Explored and identified high-quality accounts and analyzed UGC preferences on these platforms.

SELECTED WORK

[Co-first author] **Li, Z.,** Liang, M., LC, R., Luo, Y. StayFocused: Examining the Effects of Reflective Prompts and Chatbot Support on Compulsive Smartphone Use. The ACM conference on Human Factors in Computing Systems (To appear at CHI'24).

[Co-first author] **Li, Z.,** Liang, M., Le, H. T., LC, R., Luo, Y. (2023) Exploring Design Opportunities for Reflective Conversational Agents to Reduce Compulsive Smartphone Use. The ACM conference on Conversational User Interfaces (CUI'23).

[Co-author] Liu, Y., Song, C., Huang, D., Liu, X., **Li, Z**., & Hu, B. (2023). How can chatbots effectively comfort humans? Exploring the interaction of emoji and identity cues for perceived emotional support. European Conference of the International Telecommunications Society (ITS'23).

[Co-author] Liu, Y., Yan, W., Hu, B., **Li, Z**., & Lai, Y. L. (2022). Effects of personalization and source expertise on users' health beliefs and usage intention toward health chatbots: Evidence from an online experiment. *DIGITAL HEALTH*. https://doi.org/10.1177/20552076221129718

[Co-author] Liu, Y., Yan, W., Hu, B., **Li, Z**., & Lai, Y. L. (2021). Exploring How Personalization and Source Expertise of Information from Healthcare Chatbot Affect Users' Health Beliefs and Usage Intention. International Association for Media and Communication Research Conference (IAMCR'21).