Yinglong Zhang

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EDUCATION

University of North Carolina at Chapel Hill	Chapel Hill, NC
Doctor of Philosophy in Information Science	12/2019
Committee: Dr. Robert Capra (Chair), Dr. Gary Marchionini,	
Dr. Mohammad Hossein Jarrahi, Dr. Jaime Arguello, and Dr. Jacek Gwizdka.	
University of Texas at Austin	Austin, TX
Master of Science in Information Studies	5/2015
Advisor: Dr. Jacek Gwizdka	
Jianghan University	Wuhan, China
Bachelor of Science in Applied Psychology	5/2010

SKILLS

Methods:

- Qualitative Methods: eye-tracking, surveys, diary studies, usability testing, interviews.
- o Quantitative Methods: log analysis, text mining, data mining, eye movement analysis, experimental design, multilevel modeling, survival analysis, Bayesian analysis, psychometrics.
- Software:
 - Data Analysis: R, Python
 - Database: SQL, BigQuery
 - Prototyping: Axure
 - Usability Testing: Morae, Camtasia
 - Eye Tracking: Tobii
 - Survey design: Qualtrics
 - Web development: HTML, JavaScript, PHP

WORK EXPERIENCE

Google

Quantitative User Experience Research Intern Manager: Dr. Sören Preibusch

- Trained Doc2Vec model to learn the semantic relationships underlying an internal text corpus. Used trained word embeddings to identify the Ease of Use issues in AdWords;
- Conducted large-scale log analysis to evaluate Ease of Use of the go-to feature in AdWords. Developed design recommendations and presented the findings to stakeholders.

Google

Quantitative User Experience Research Intern Manager: Dr. Sören Preibusch

- o Applied qualitative (lab-based usability study with eye-tracking) and quantitative (large-scale log analysis) methods to investigate the simplicity of the audience targeting and traffic estimator features in AdWords.
- o Developed design recommendations and presented the findings to stakeholders (UX designers, qualitative UX researchers, software engineers, and product managers).

Mountain View, CA 6/2018 - 9/2018

Mountain View, CA 5/2017 - 8/2017

RESEARCH EXPERIENCE

Beyond Searching: Understanding How People Use Search to Support Their Creative Endeavors

- 10/2017 Present (dissertation)
- University of North Carolina at Chapel Hill
- Conducted a two-week diary study to understand how people used search engines along with other digital tools to support their creative processes in their design-related work.

OSSArcFlow: Researching Archival Workflows for Born - Digital Content 8/2017 – 6/2019

- University of North Carolina at Chapel Hill & Educopia Institute
- PI: Dr. Prof. Christopher Lee
- Collaborated with other researchers to conduct interviews to understand the digital curation workflows of the OSSArcFlow partner institutions; developed python script to support their workflows by automatically moving metadata from BitCurator to ArchivesSpace.

Knowledge Representation and Re-Use for Exploratory and Collaborative Search 9/2015 – 5/2017

11/2013 - 5/2015

- University of North Carolina at Chapel Hill
- PI: Dr. Robert Capra
- Collaborated with PI to design the study, run the experiments, and analyze the qualitative data.

Continuous Assessment of Cognitive Load in Information Seeking

- o University of Texas at Austin
- PI: Dr. Jacek Gwizdka
- Collaborated with PI to design the study, run the experiments, collect eye-tracking and log data, and develop statistical models to predict users' relevance judgments and cognitive load during web searches.

Publications

[1]WEI, Xing ; **ZHANG, YINGLONG** ; GWIZDKA, Jacek: YASFIIRE: yet another system for IIR evaluation. In: *Proceedings of the 5th Information Interaction in Context Symposium* ACM, 2014, S. 316–319

[2]**ZHANG, YINGLONG**; ZHANG, Jin; LEASE, Matthew; GWIZDKA, Jacek: Multidimensional Relevance Modeling via Psychometrics and Crowdsourcing. In: *SIGIR '14: Proceedings of the 37th international ACM SIGIR conference on Research & development in information retrieval*, 2014

[3]GWIZDKA, Jacek ; **ZHANG, YINGLONG**: Towards Inferring Web Page Relevance—An Eye-Tracking Study. In: *iConference* 2015 *Proceedings* (2015)

[4]**ZHANG, YINGLONG**; GWIZDKA, Jacek: Effects of tasks at similar and different complexity levels. In: *Proceedings of the American Society for Information Science and Technology* **51** (2014), Nr. 1, S. 1–4

[5]GWIZDKA, Jacek ; **ZHANG, YINGLONG**: Differences in eye-tracking measures between visits and revisits to relevant and irrelevant web pages. In: *Proceedings of the 38th International ACM SIGIR Conference on Research and Development in Information Retrieval* ACM, 2015, S. 811–814

[6]BRENNAN, Kathy ; KELLY, Diane ; **ZHANG, YINGLONG**: Factor analysis of a search self-efficacy scale. In: *Proceedings of the 2016 ACM on Conference on Human Information Interaction and Retrieval* ACM, 2016, S. 241–244

[7]**ZHANG, YINGLONG**; GWIZDKA, Jacek: Rethinking the Cost of Information Search Behavior. In: *Proceedings of the 39th International ACM SIGIR conference on Research and Development in Information Retrieval* ACM, 2016, S. 969–972

[8] CAPRA, Rob ; ARGUELLO, Jaime ; **ZHANG, YINGLONG**: The Effects of Search Task Determinability on Search Behavior. In: *Advances in Information Retrieval 39th European Conference on IR Research*, 2017

[9]**ZHANG, YINGLONG**; CAPRA, Robert: Understanding How People use Search to Support their Everyday Creative Tasks. In: *Proceedings of the 2019 Conference on Human Information Interaction and Retrieval* ACM, 2019, S. 153–162

[10]**ZHANG, YINGLONG**: Creative Search: Using Search to Leverage Your Everyday Creativity. In: *Proceedings of the 2018 Conference on Human Information Interaction & Retrieval* ACM, 2018, S. 366–368

[11]CRESCENZI, Anita ; LI, Yuan ; **ZHANG, YINGLONG** ; CAPRA, Robert: Towards Better Support for Exploratory Search through an Investigation of Notes-to-self and Notes-to-share. In: *Proceedings of the 42nd International ACM SIGIR conference on Research and Development in Information Retrieval* ACM, 2019

[12]Post, Colin ; Chassanoff, Alexandra ; Lee, Christopher ; RABKIN, Andrew ; **ZHANG, YINGLONG** ; SKINNER, Katherine ; MEISTER, Sam: Digital Curation at Work Modeling Workflows for Digital Archival Materials. In: *In Proceedings of ACM/IEE Joint Conference on Digital Libraries* (JCDL'19) ACM, 2019

[13]LI, Qiao ; WANG, Ping ; SUN, Yifan ; **ZHANG, YINGLONG** ; CHEN, Chuanfu: Data-Driven Decision-Making in Graduate Students' Research Topic Selection: Cognitive Processes and Challenging Factors. In: *Aslib Journal of Information Management (accepted)*