Fanghui Xiao

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🧠 RESEARCH INTERESTS

Human Information/Data interaction, Human-computer Interaction, Human-centered Design, User Experience Design, Human-centered Design for VR, Data Literacy, Open Data

🎓 EDUCATION

University of Pittsburgh	Library & Information Science GPA 3.8/4.0	Ph.D., 2022
University of Pittsburgh	Library & Information Science GPA 3.8/4.0	MLIS, 2016
Capital University of Economics and Business (China)	Human Resource Management GPA 3.5/4.0	BMS, 2007

🏅 HONORS AND AWARDS AND GRANT

The Year of Data and Society Funding ($4150), Principal Investigator, University of Pittsburgh	2021-2022
Mary Margaret Corbett Memorial Award for best Ph.D. LIS Dissertation proposal. University of Pittsburgh	2021
SIGIR Student Travel Grant, Conference on Human Information Interaction and Retrieval (CHIIR2021)	2021
Best Short Paper Award, Conference on Human Information Interaction and Retrieval (CHIIR2019)	2019
H.W.Wilson Scholarship for Full-time Dissertation ($2775)	2019
Graduate & Professional Student Government (GPSG) Travel Grant, University of Pittsburgh	2019
SIS Student Travel Award, University of Pittsburgh	2019, 2018
Clair Pyle Scholarship for Full-time Dissertation ($1184)	2018
Fellowship from Western Pennsylvania Regional Data Center	2016-2017
Outstanding Employee, Baidu Co., Ltd, Beijing, China	2008, 2009

📑 PUBLICATIONS and PRESENTATIONS

1	JASIS&T 2023	Xiao, F., Chi, Y., & He, D. (2023). Promoting data use through understanding user behaviors: A model for human open government data interaction. *Journal of the Association for Information Science and Technology.* DOI: https://doi.org/10.1002/asi.24831
2	ALISE 2022	Mattern, E., Pelechrinis, K., & Xiao, F. (2022, October). Strengthening Broadband through Library Engagement: Libraries as Critical Infrastructure Intermediaries. In *Proceedings of the ALISE Annual Conference.*
3	CHI 2022	Xiao, F., Thaker, K., & He, D. (2022, April). Categorizing Open Government Data Users by Exploring their Challenges and Proficiency. In *CHI Conference on Human Factors in Computing Systems Extended Abstracts* (pp. 1-7).
4	CHIIR 2021	Xiao, F., (2021). Toward a conceptual model for users' online open government data interaction. *In Proceedings of the 2021 Conference on Human Information Interaction and Retrieval (CHIIR '21).* Association for Computing Machinery, New York, NY, USA, 355–358.
5	ASIS&T 2021	Ma, R., & Xiao, F. (2021). What is a good visualization for digital humanities researchers? An exploratory study. *Proceedings of the Annual Meeting of the Association for Information Science and Technology,* 58 (1).
6	ASIS&T 2020	Xiao, F., Wang, Z., & He, D. (2020). Understanding users' accessing behaviors to local Open Government Data via transaction log analysis. *Proceedings of the Association for Information Science and Technology,* 57(1), e278.
7	ASIS&T 2020	Xiao, F., Ma, R., & He, D. (2020). Task-based human-structured research data interaction: A discipline independent examination. *Proceedings of the Association for Information Science and Technology,* 57(1), e308.
8	IJDC 2020	Ma, R., & Xiao, F. (2020). Data practices in digital history. *International Journal of Digital Curation* 15 (1). https://doi.org/10.2218/ijdc.v15i1.597.
9	PervasiveHealth 2020	Chi, Y., He, D., Xiao, F., & Zou, N. (2020). Connections and disconnections between online health information seeking and offline consequences. In *Proceedings of the 14th EAI international conference on pervasive computing technologies for healthcare* (pp. 73-84).
10	JCDL 2020	Zhang, H., Zhang, Y., Xin, Q., & Xiao, F. (2020). Contemporary Chinese Village Gazetteer Data Project: From Books to Data. *In Proceedings of the ACM/IEEE Joint Conference on Digital Libraries in 2020* (pp. 559-560).

📰 PUBLICATIONS and PRESENTATIONS

9	🏆 CHIIR 2019	<u>Xiao, F.</u>, He, D., Chi, Y., Jeng, W., & Tomer, C. (2019). Challenges and supports for accessing open government datasets: Data guide for better open data access and uses. *In Proceedings of the 2019 Conference on Human Information Interaction and Retrieval* (pp. 313-317). ACM.
10	ASIS&T 2018	<u>Xiao, F.</u>, Jeng, W., & He, D. (2018). Investigating metadata adoptions for open government data portals in US cities. *Proceedings of the Association for Information Science and Technology*, 55(1), 573-582.
11	IJDC 2018	<u>Xiao. F.</u>, Lyon. L, Zou. N., and Gradeck. R. (2018). Emerging Roles for Optimising Re-Use of Open Government Data. *International Journal of Digital Curation* 13 (1). DOI: https://doi.org/10.2218/ijdc.v13i1.609.

🖥️ TEACHING EXPERIENCES

❑ **Guest Lecturer, School of Computing and Information, University of Pittsburgh**
- *Data Visualization.* LIS 2678 Data Science for Library and Information Professionals (Summer 2018)
- *Introduction of Open Government Data.* LIS 2975 Research Data Management (Fall 2017)

❑ **Instructor, Baidu Co., Ltd, Beijing, China. Dec. 2006 – Feb. 2010**
- Performed lectures to new employees and internal training for existing employees, two hours per day on average. The training courses included:
  - Company Culture Introduction
  - Products Introduction
  - Basis of Internet Technology
  - Social Etiquette
  - Stress Management

❑ **Curriculum development, School of Computing and Information, University of Pittsburgh**
- LIS 2021Identifying Information Needs in Knowledge Organizations online course (Spring 2020)

❑ **Onboard training and internal employee training mechanisms development. Baidu Co., Ltd, Beijing, China. Dec. 2006 – Feb. 2010**
  - Designed the training mechanisms for different levels of employees, including the levels of new, entry intermediate and senior, also, manager and senior manager levels.
  - Used user-center design method to design and conduct interviews to learn training needs, analyzed the interview results and then designed the courses and training techniques according to the analysis results.
  - Evaluated and documented training session performance

❑ **Teaching Assistant, School of Computing and Information, University of Pittsburgh**
  LIS 2020 Lifecycles of Data and Information (Fall 2019, 2020, 2021)
  LIS 2020 Lifecycles of Data and Information Online (Fall 2020)
  LIS 2030 Data and Information in Systems Online (Spring 2021)
  LIS 2332 Resources and Services for Adults (Spring 2019)
  LIS 2323 Resources for Young Adults (Spring 2019)
  LIS 2005 Knowledge Organization (Fall 2018)
  LIS 2186 Information Policy (Fall 2018)
  LIS 2678 Data Science for Library and Information Professionals (Summer 2018)
  LIS 2184 Intellectual Property and Open Movements (Summer 2018)
  LIS 2110 Research Method in Library and Information Science (Spring 2018)
  LIS 2975 Research Data Management (Fall 2017)

📝 ACADEMIC SERVICES

  - Reviewer of ACM Conference on Human Factors in Computing Systems (CHI) 2022
  - Reviewer of Journal of PLOS ONE 2021
  - Reviewer of Aslib Journal of Information Management 2021, 2022
  - Reviewer of Journal of The Association for Information Science and Technology (JASIS&T) 2020
  - Reviewer of ASIS&T Asia-Pacific Regional Conference, 2020
  - Member of ASIS&T, 2019-2020
  - Member of SIGIR (ACM), 2019-2021
  - Student volunteer, 13th International Digital Curation Conference

📷 SELECTED RESEARCH and PPROFESSIONAL EXPERIENCE

LX Director (Director of Learning Experience Design)

Jul. 2024
Present

DART Collective

Led the design of an online learning platform aimed at educating older adults to safeguard against scams. As a key team member, I contributed to establishing the platform's information infrastructure, creating and optimizing workflows, developing course content, and coordinating cross-functional teams to achieve project objectives.

Project Management
- Developed and implemented a comprehensive project plan, clearly defining objectives, milestones, and task assignments.
- Established and maintained a detailed project schedule, ensuring efficient progress tracking and adherence to timelines.
- Coordinated cross-functional teams to achieve project goals.

Course Development
- Designed and developed online courses focusing on various types of fraud and scam awareness.
- Created interactive learning modules to enhance user engagement and knowledge retention.
- Implemented diverse instructional strategies to cater to different learning styles and maximize course effectiveness.

Postdoctoral Associate

Jan. 2023
Jul. 2024

Cornell University—NSF Project

- The DART Academy project is to develop an online learning platform that aims to educate the elderly population, safeguard them against scams. I have been leading and contributing to the platform's design and coordinating diverse teams to achieve the objectives.
- Create a comprehensive project plan that outlines clear objectives, milestones, and task forces. Take charge of establishing a well-defined time schedule to ensure efficient progress and adherence to timelines throughout the platform development process.
- Build platform information infrastructure and develop user flow.
- Develop compelling lesson designs and user-friendly features for the DART platform, ensuring an engaging and seamless user experience.
- Create the DART platform prototype using Figma, including the design system and interface pages.
- Establish clear goals and benchmarks for evaluating the platform's outcomes and effectiveness.

	- Create user testing instruments to gather feedback and evaluate the usability and efficiency of the DART platform.
	- Incorporate feedback from user testing to enhance the product design.
	- Conduct in-depth exploratory studies to assess the impact and effectiveness of the DART platform; analyze data and prepare research papers for potential publications.
	- Collaborate with experts in different universities. Create a comprehensive task forces workflow to facilitate smooth coordination among project members and tasks across different sites and universities.
	- Mentor and provide guidance to research assistants involved in the project to ensure their successful contribution.

Project Manager (Full time) Mar. 2010 Jun. 2012	**Baidu Co., Ltd, Beijing, China** - Collaborated with product management and software engineer to design internal management products, including the Business Process Management System and an Online Training System used by more than 2000 employees in five sales branches of Baidu. - Helped coordinate the Pangu project which increased sales by 114.34 percent per capita, which received 2011 Baidu President's Special Award. - Analyzed sales performance data from branches nationwide and generated reports for the director.

Training Specialist (Full time) Dec. 2006 Feb. 2010	**Baidu Co., Ltd, Beijing, China** - Formulated and implemented onboard training plans for new employees, and internal products/tools training for existing employees. - Designed and conducted interviews to learn training needs for enhancing employee training mechanisms: analyzed the interview results and then designed the courses and training techniques according to the analysis results. Evaluated and documented training session performance. - Delivered lectures daily, with an average duration of 2 hours each day. - Initiated the creation of a library system. Worked with PM on the system design; selected books to meet diverse departments' needs. More than 1000 employees use that in the Beijing branch of Baidu.

⚒ SKILLS

Qualitative user study: Interview, Content Analysis, Experimental Research Design, Focus Group, Survey

Quantitative method: Transaction Log Analysis, Survey

Statistical Analysis: SPSS

Programming skill: Python

Data Visualization: Gephi, Tableau

Language: English, Chinese