

# EUREKA FOONG, PHD ユリカ・フォン

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## RESEARCH INTERESTS

Design-based research, human-computer interaction (HCI), computer-supported cooperative work (CSCW), crowdsourcing, feedback, gig economy, online labor marketplaces, crowdwork, freelancing, creativity and innovation, sensemaking, expertise, online communities

## EDUCATION

### Ph.D., Technology and Social Behavior

2015 – 2020

Northwestern University, Evanston, Illinois, USA

- Committee members: Elizabeth Gerber, PhD (Primary); Darren Gergle, PhD; Jeremy Birnholtz, PhD; Joy Kim, PhD
- Joint program in Communication Studies and Computer Science
- Dissertation title: “Understanding and Designing Equitable Sociotechnical Systems to Support Freelancers in the Online Gig Economy”
- CGPA: 3.91
- Relevant coursework: *Software Development and Project Management, Machine Learning, Sociological Field Methods, Natural Language Processing, Social Computing and Crowdsourcing, Social Network Analysis*

### B.A., Psychology (Minor: Media Studies)

2012 – 2014

Linfield College, McMinnville, Oregon, USA

- Graduated Summa Cum Laude (CGPA: 4.00)
- Primary advisor: Kay Livesay, PhD
- Research project: *Mood, Attention and the Aha! Moment*
- Relevant coursework: *Introduction to Object-Oriented Programming I/II, Research in Cognitive Psychology, Media and Child Development, Principles of Advertising*

### American Degree Transfer Program

2011 – 2012

INTI International College Penang, Malaysia

## WORK AND RESEARCH EXPERIENCE

Postdoctoral Fellow, Tokyo College, The University of Tokyo

Jan 2021 – Present

- Lead research with Hideaki Kuzuoka, PhD, in the Cyber-Interface Lab to design and evaluate technologies that promote equity in the online gig economy and remote work

Research and Teaching Assistant, Delta Lab, Northwestern University

Sep 2015 – Dec 2020

- Conceptualized, led, executed, and published independent design-based research projects related to crowdsourcing and online labor marketplaces, feedback, and online communities

AI User Experience Research Intern, Facebook Inc.

Jan 2019 – Mar 2019

- Conducted design focus groups and interviews to understand the role of AI in promoting civil discourse
- Quickly established trust with stakeholders to gain buy-in for research study proposal
- Consolidated relevant research from 35 peer-reviewed resources across the company and beyond and generate point-of-view document to guide the research study proposal
- Presented design principles to product teams to guide the design of future app capabilities

Research Science Intern, Adobe Research

Jun 2018 – Aug 2018

- Directed independent, mixed-methods research project with research collaborators to design and evaluate effect of prompts and portfolio views on commenting behavior in online community, Behance
- Recruited participants and conducted 22 interviews with freelance designers and design students
- Prototyped tool for experiment in HTML and Node.js
- Designed, executed, and analyzed data using R from experimental study with more than 90 participants
- Presented results to Behance product team in New York

User Experience Research Lead, Piktochart

Nov 2014 – Sep 2015

- Led organizational shift toward design thinking by organizing company-wide “design sprints”
- Represented users in discussions with the design and development teams
- Implemented moderated and unmoderated, remote and in-person usability tests
- Prepared and analyzed surveys to assess attitudes of online users
- Combined insights from user interviews, web analytics and business goals to define user personas
- Made user-centered recommendations on infographic content, interaction design and website copy
- Communicated results of research internally at daily and weekly meetings

Public Affairs Intern, American Psychological Association (APA)

Jun 2014 – Aug 2014

- Helped attract media attention to the 122nd Annual APA Convention in Washington, D.C.
- Proofread press kits sent to hundreds of journalists worldwide
- Contributed to the addition of 2,464 new Twitter followers and 29,420 new Facebook fans
- Conducted interviews and wrote profiles for the APA magazine, *Monitor on Psychology*

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Web and Digital Marketing Intern, Linfield College

Jan 2013 – May 2014

- Improved site usability by reorganizing and updating 12 academic department websites using MODX

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APA Summer Science Research Fellow, George Mason University

Summer 2013

- Selected as one of 12 undergraduates from 500 applicants across the United States
- Worked at the Arch Lab in the Human Factors and Applied Cognition program
- Under the supervision of Robert Youmans, PhD, helped build experimental designs to study individual differences in cognitive flexibility
- Contributed to the development of a new measure of cognitive flexibility
- Successfully ran pilot studies using the concurrent verbal protocol (CVP) technique. Prepared slides in Adobe Photoshop to aid the coding of CVP data

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Founding Editor, The Spark News

Nov 2011 – Apr 2012

- Launched INTI International College Penang's student newspaper in 2011
- Managed a team of 35 students while overseeing weekly operations, outlining roles and guidelines for members, organizing meetings, recruiting and training new staff and encouraging a positive work ethic

## JOURNAL ARTICLES

**Foong, E.,** Kim, J. O., Dontcheva, M., & Gerber, E. M. (2021). CrowdFolio: Understanding how holistic and decomposed workflows influence feedback on online portfolios. *Proceedings of the ACM: Human-Computer Interaction*. (forthcoming)

**Foong, E.,** Vincent, N., Hecht, B., & Gerber, E. M. (2018). Women (still) ask for less: Gender differences in hourly rate in an online labor marketplace. *Proceedings of the ACM: Human-Computer Interaction*, 2(53).

<https://doi.org/10.1145/3274322>

**Foong, E.,** Gergle, D., & Gerber, E. (2017). Novice and expert sensemaking of crowdsourced feedback. *Proceedings of the ACM: Human-Computer Interaction*, 1(45). <https://doi.org/10.1145/3134680>

## CONFERENCE PROCEEDINGS

**Foong, E.,** & Gerber, E. M. (2021). Understanding gender differences in pricing strategies in online labor marketplaces. *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)*. (forthcoming)

Gerber, E. M., & **Foong, E.** (2020). How Freelancers Experience Online Labor Marketplaces during a Pandemic. *Microsoft Research New Future of Work Conference*. <https://www.microsoft.com/en-us/research/publication/how-freelancers-experience-online-labor-marketplaces-during-a-pandemic/>

**Foong, E.,** Dow, S., Bailey, B., & Gerber, E. (2017). Online feedback exchange: A framework for understanding the socio-psychological factors. *Proceedings of the Annual ACM Conference on Human Factors in Computing Systems (CHI '17)*. <https://doi.org/10.1145/3025453.3025791>

McGee, S., Roberts, J., Banerjee, A., **Foong, E.,** Matcuk, M., & Horn, M. (2017). Designing Digital Rails to Foster Scientific Curiosity around Museum Collections. *Annual Meeting of the American Education Research Association*.

## WORKSHOPS AND CONFERENCE PRESENTATIONS

**Foong, E.** (2020). Understanding and designing sociotechnical systems to support the impression management practices of online freelance workers. Doctoral Consortium conducted at the ACM International Conference on Supporting Group Work (GROUP '20), Sanibel Island, FL, USA.

**Foong, E.** (2019). Standing out in the sea of online workers: The future of impression management for creative freelancers. In Hui, J., et al. (Chairs), *The Future of Work(places): Creating a Sense of Place for On-Demand Work*. Workshop conducted at the ACM Conference on Computer-Supported Cooperative Work (CSCW '19), Austin, TX.

**Foong, E.,** Vincent, N., Hecht, B., & Gerber, E. M. (2018). Women (still) ask for less: Gender differences in hourly rate in an online labor marketplace. Presented at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '18), Jersey City, NJ.

**Foong, E.,** Gergle, D., & Gerber, E. (2017). Novice and expert sensemaking of crowdsourced feedback. Presented at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '18), Jersey City, NJ.

**Foong, E.** & Gerber, E. M. (2018). Understanding inequalities in pay and peer support for freelancers in online work platforms. In Dye, M., et al. (Chairs), *Solidarity Across Borders*. Workshop conducted at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '18), Jersey City, NJ.

**Foong, E.** & Gerber, E. M. (2018). Understanding how critiquing others influences sensemaking. In Russell, D. et al., (Chairs), *Making Sense in a Senseless World*. Workshop conducted at the ACM Conference on Human Factors in Computing Systems (CHI '18), Montreal, Canada.

**Foong, E.** & Gerber, E. M. (2018). Hackathon team leadership: Supporting innovation through teaming at time-bounded events. In Pe Than, E. P. P., et al. (Chairs), *2nd Workshop on Hacking and Making at Time-Bounded Events: Current Trends and Next Steps in Research and Event Design*. Workshop conducted at the ACM Conference on Human Factors in Computing Systems (CHI '18), Montreal, Canada.

**Foong, E.,** Dow, S., Bailey, B., & Gerber, E. (2017). Online feedback exchange: A framework for understanding the socio-psychological factors. *InfoSocial*, Northwestern University, Evanston, IL.

**Foong, E.,** & Gerber, E. (2017, February). Challenges incorporating community feedback at recurring civic hackathons. In Filippova, A. (Chair), *Hacking and Making at Time-Bounded Events: Current Trends and Next Steps in Research and Event Design*. Workshop conducted at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '17), Portland, OR.

**Foong, E.,** Gerber, E., & Franconeri, S. (2016, May). An exploratory study of developing expertise through crowdwork. In M. Krause (Chair), *Connecting online work and online education at scale*. Workshop conducted at the ACM Conference on Human Factors in Computing Systems (CHI '16), San Jose, CA.

**Foong, E.,** Gerber, E., & Franconeri, S. (2016, February). Learning on the job: Training crowdworkers to learn complex skills through micro-tasks. In A. Lampinen (Chair), *The future of platforms as sites of work, collaboration and trust*. Workshop conducted at the ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '16), San Francisco, CA.

**Foong, E. C. Y.** (2014, May 25). *Mood, attention, and the aha! moment*. Poster presented at the 26th Association for Psychological Science Annual Convention, San Francisco, CA.

**Foong, E. C. Y.** (2014, May 16). *Mood, attention, and the aha! moment*. Poster presented at the 22nd Annual Linfield College Student Scholarship Symposium, McMinnville, OR.

**Foong, E. C. Y.** (2014, February 28). *The psychology of creativity*. Oral presentation for the Department of Psychology at Linfield College, McMinnville, OR.

**Foong, E. C. Y.,** & Guevara, J. D. (2013, July). *A three-way approach to creativity*. Oral presentation at American Psychological Association Summer Science Fellowship Research Symposium at George Mason University, VA.

## INVITED TALKS

**Foong, E.** (2018, Nov 8). Invited research presentation at Behance, Adobe Inc., New York, NY.

**Foong, E.** (2018, Jan 27). Invited talk at Brave Initiatives Awards, Chicago, IL.

**Foong, E.** (2016, April 9). *Don't start with the solution: What hackathons can tell us about solving big problems*. Invited talk at TEDxNorthwesternU, Northwestern University, IL.

**Foong, E.** (2015, May 29). *UX in the industry*. Invited talk at Universiti Putra Malaysia Human-Computer Interaction Day, Serdang, Malaysia.

**Foong, E.** (2015, May 28). *Should we be scared of psychologists? Psychology in marketing and product design*. Invited talk at TEDxKLWomen 2015, Kuala Lumpur, Malaysia.

**Foong, E.** (2015, April 18). *UI/UX Day*. Invited moderator at One Academy UI/UX Day, Penang, Malaysia.

**Foong, E.** (2015, April 11). *Why marketers should think about user experience*. Invited talk at Exabytes Malaysia Internet Marketing Summit, Subang Jaya, Malaysia.

## POSTERS

**Foong, E.** (2019, June). *Standing out in the sea of online workers: Understanding and designing systems that support the online self-presentation of freelancers*. Poster presented at the Human-Computer Interaction Consortium (HCIC) in Pajaro Dunes, CA.

**Foong, E.** (2016, October). *Crowdfedback: A multi-faceted framework for designing crowd-based feedback systems*. Poster presented at the Grace Hopper Celebration of Women in Computing in Houston, TX.

## MAGAZINE PUBLICATIONS

**Foong, E.** (2015, January). Random Sample: Carmen J. Cividanes-Lago, PhD. *Monitor on Psychology*, 28.

**Foong, E.** (2014, November). Random Sample: Karen Ferguson, PhD. *Monitor on Psychology*, 24.

## TEACHING EXPERIENCE

Teaching Assistant for “Inclusive Making” LS 351/451 / DSGN 395 / EECS 397/497 (Fall 2017) with Marcelo Worsley, PhD

- Interdisciplinary, 10-week project-based course in which students attended weekly lectures about issues in accessibility in makerspaces and developed technological solutions to improve accessibility
- Example lecture and discussion topics: Issues of Equity, Inclusivity, and Diversity in Making; Making and Visual Impairment; Introduction to Multimodal Sensors, Actuators, and Virtual Reality; Brain-Computer Interfaces

Tutor for Psychological Research Methods course (2013-2014) at Linfield College, OR

## HONORS AND AWARDS

Most Social Impact Award (Runner-up), Hackathon for Wildlife	2015
First Place, Noba Psychology Student Video Award (\$6000)	2014
Linfield College Ploog-Tieleman Research Award (\$500)	2014
Linfield College Department of Psychology Poster of the Year Award	2014
Linfield College Dean's List	2012
INTI International College Penang President's List	2011
Highly Commendable Project, CO2nnect: CO2 on the Way to School	2010

## GRANTS AND FELLOWSHIPS

Adobe Research grant for continuing internship research	2019
Northwestern Design Research Cluster Senior Fellow 2017-2019	2019
Segal Design Cluster Fellowship 2016-2017	2016
Computing Research Association – Women (CRA-W) Grad Cohort 2016 participant	2016
Segal Design Institute Norman Design Fund Grant	2015
Northwestern University School of Communication Graduate Assistantship	2015
Linfield College Department of Psychology Research Travel Grant (\$650)	2014
American Psychological Association Summer Science Fellowship (\$3,450)	2013
Linfield College International Trustee Scholarship (\$23,000/year)	2012
INTI International College Penang Merit Scholarship	2011

## PROFESSIONAL AND COMMUNITY SERVICE

Northwestern Design Research Cluster Senior Fellow	2017-2019
Reviewer, ACM Conference on Computer-Supported Cooperative Work	2017-2020
Reviewer, ACM CHI Conference on Human Factors in Computing Systems	2020
Reviewer, IEEE Software	2020
Reviewer, ACM Conference on Creativity and Cognition (C&C)	2019
Student Volunteer, ACM Conference on Computer-Supported Cooperative Work	2017-2018
Mentor, Graduates Mentoring Undergraduates	2017-2018
Volunteer and programming mentor, Brave Initiatives	2016-2018
Volunteer, International Design, Computing and Cognition 2016 conference	2016
Northwestern University Women in Computing graduate representative and mentor	2016
Participant in the Access to Justice project at Chi Hack Night, Chicago	2016
Volunteer and member, ABI.Chicago (Anita Borg Institute local chapter)	2015
Graduate Student Mentor, Northwestern Society of Women Engineers	2015
Department Representative, Graduate Leadership and Advocacy Council	2015-2018
Participant, Hackathon for Wildlife sponsored by Internet of Elephants	2015
Volunteer, <i>Youth Empowerment and Literacy</i> in Oakland, California	2014
Peer Mentor, Linfield College	2014
RISE Research Award Competition reviewer, Association for Psychological Science	2013
Campus Representative, Association for Psychological Science	2013
Graphic Design Volunteer, Malaysia U.S. Chamber of Commerce	2013

## MEMBERSHIP

Design Research Cluster, Northwestern University  
Delta Lab, Northwestern University  
Association for Computing Machinery (ACM), Student Member  
Illinois Technology Association, Student Member  
American Psychological Association, Student Affiliate  
Association for Psychological Science, Undergraduate Student Affiliate  
Psi Chi International Honor Society in Psychology

## TECHNICAL SKILLS

Python, PostgreSQL, JavaScript, Java, HTML, CSS  
Basic understanding of machine learning and social network analysis  
Adobe Photoshop, Inkscape, Adobe Premiere Pro, iMovie  
R, IBM SPSS Statistics, SuperLab, JMP  
Microsoft Office