Joey Chiao-Yin Hsiao, PhD

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OVERVIEW

I am a User Experience (UX) & Human-Computer Interaction (HCI) researcher specialized in mixed-methods and longitudinal field studies. I am passionate about understanding how technologies influence user trust and community development. My PhD research focused on marginalized populations' use of local e-commerce platforms, and contributed design recommendations that can largely improve these populations' trust and commitment to their local communities and also the platforms.

PROFESSIONAL EXPERIENCES

UX Research & Consumer Insights Team, Oath (aka Yahoo) — San Francisco, CA, USA

User Experience Researcher, Comms Pod — Dec. 2022 - Present

Lead the UX research of Yahoo Mail Plus. Projects include Mail Plus products and feature innovation, new subscription opportunity development, and holistic insight synthesis. Also support broad Yahoo Mail UXR projects beyond Mail Plus (Manager: Eun Yoon).

User Experience Researcher, Transaction Pod — Nov. 2021 - Nov. 2022

Led the UX research of Yahoo's subscription services and commerce initiatives. Projects include new user acquisition, Yahoo Plus products and feature innovation, new subscription opportunity development, and holistic insight synthesis (Manager: Leslie Drueke).

Academic Research Collaborator — Sep. 2020 - Jan. 2021

Extended the internship research project by finishing up the project and contributing the results as an academic research article (Manager: Frank Bentley)

User Experience Research Intern — Jun. 2020 - Aug. 2020

Led a project on exploring email-inspired information needs by conducting a series of studies, which included a two-week diary study, semi-structured interviews, and multiple online surveys (Manager: Frank Bentley)

Social Innovations Group, School of Information, Univ. of Michigan — Ann Arbor, MI, USA

Graduate Student Research Assistant — Sep. 2015 – Aug. 2021

Lead research projects of the Social Innovations Group (SIG), which are focused on designing technologies to help low-resourced populations seek employment and education (Advisor: Dr. Tawanna R. Dillahunt)

HCI/UX Research Team, NTU IoX Center — Taipei, Taiwan

Research Assistant — Jul. 2014 – Jul. 2015

Carried out research on user experience and natural user interface under smart environment as the only M.S. member on the team (Advisor: Dr. Bing-Yu Chen)

Workshop Organizer — Mar. 2015 – May 2015

Organized the collaborative workshop on design thinking of Stanford d.school and National Taiwan University IoX Center

Collaborative & Social Computing Lab, Dept. CS, Natl. Tsing-Hua Univ. — Hsinchu, Taiwan

Visiting Research Assistant — Jul. 2014 – Jul. 2015

Led a project on friendsourcing, aiming to understand how social capital works when a SNS user requests resources on her/his own social network (Advisor: Dr. Hao-Chuan Wang)

EDUCATION

University of Michigan — Ann Arbor, MI, USA

Ph.D in Information Science — 2015 – 2021

Advisor: Dr. Tawanna R. Dillahunt

National Taiwan University — Taipei, Taiwan

M.S. in Computer Science — 2010 – 2013

Advisor: Dr. Jane Yung-Jen Hsu

Carnegie Mellon University (Silicon Valley Campus) — Moffett Field, CA, USA

Visiting Student — 2012

Advisor: Dr. Ted Selker

National Taiwan University — Taipei, Taiwan

B.S. in Computer Science — 2006 – 2010

PUBLICATIONS

Citation Indices (as of Feb. 2023)

- Citations: 201
- h-index: 7
- i10-index: 6

Peer-Reviewed Journal Articles

[**J5**] **Hsiao, J. C.-Y.**, Darling, S., and Dillahunt, T. R. (2023). How Recent Migrants Develop Trust Through Community Commerce: The Emergence of Sociotechnical Adaptation. To Appear in *Proceedings of the ACM on Human-Computer Interaction*, Vol. 7, CSCW 1.

[**J4**] Lu, A. J., Gilhool, A., **Hsiao, J. C.-Y.**, and Dillahunt, T. R. (2022). Emotional Labor in Everyday Resilience: Class-based Experiences of Navigating Unemployment Amid the COVID-19 Pandemic in the US. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 6, CSCW 2, Article 388.

[**J3**] Dillahunt, T. R., Rodrigues, L. S., **Hsiao, J. C.-Y.**, and Cherubini, M. (2022). Self-regulation and Autonomy in the Job Search: Key Factors to Support Job Search among Swiss Job Seekers. *Interacting with Computers*, Vol. 33, Issue 5.

[**J2**] **Hsiao, J. C.-Y.** and Bentley, F. (2021). Exploring Email-Prompted Information Needs. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 5, CSCW 2, Article 474 (**Honorable Mention**; Presenter).

[**J1**] **Hsiao, J. C.-Y.** and Dillahunt, T. R. (2018). Technology to Support Immigrant Access to Social Capital and Adaptation to a New Country. *Proceedings of the ACM on Human-Computer Interaction*, Vol. 2, CSCW, Article 70 (acceptance rate: 25.6%; Presenter).

Peer-Reviewed Conference Proceeding Papers

[**C8**] Cherubini, M., Lu, A. J., **Hsiao, J. C.-Y.**, Zhao, M., Aggarwal, A., and Dillahunt, T. R. (2021). Elucidating Skills for Job Seekers: Insights and Critical Concerns from a Field Deployment in Switzerland. In *Proc. of the 2021 ACM Designing Interactive Systems conference (DIS '21)*.

[**C7**] Dillahunt, T. R., Israni A., Lu, A. J., Cai, M., and **Hsiao, J. C.-Y.** (2021). Examining the Use of Online Platforms for Employment: A Survey of US Job Seekers. In *Proc. of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)* (acceptance rate: 26.3%).

[**C6**] Dillahunt, T. R. and **Hsiao, J. C.-Y.** (2021). SkillsIdentifier: A Tool to Promote Career Identity and Self-efficacy Among Underrepresented Job Seekers. In *Proc. of The Annual Hawaii International Conference on System Sciences (HICSS '21)* (Presenter).

[**C5**] Dillahunt, T. R. and **Hsiao, J. C.-Y.** (2020). Positive Feedback and Self-reflection: Features to Support Self-efficacy among Underrepresented Job Seekers. In *Proc. of The ACM CHI Conference on Human Factors in Computing Systems 2020 (CHI '20)* (acceptance rate: 24.3%; Presenter).

[**C4**] **Hsiao, J. C.-Y.**, Moser, C., Schoenebeck, S., and Dillahunt, T. R. (2018). The Role of Demographics, Trust, Computer Self-efficacy, and Ease of Use in the Sharing Economy. In *Proc. of the 1st ACM SIGCAS Conference on Computing and Sustainable Societies (COMPASS '18)*, Article 37 (Presenter).

[**C3**] **Hsiao, J. C.-Y.** and Dillahunt, T. R. (2017). People-Nearby Applications: How Newcomers Move Their Relationships Offline and Develop Social and Cultural Capital. In *Proc. of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW '17)*, 26-40 (acceptance rate: 33%; Presenter).

[**C2**] Rajan, R., **Hsiao, J. C.-Y.**, Lahoti, D., and Selker, T. (2013). "Roger that!" - The Value of Adding Social Feedback in Audio-mediated Communications. In *Proc. of IFIP TC.13 International Conference on Human-Computer Interaction 2013 (INTERACT '13)*, 471-488 (acceptance rate: 31%).

[**C1**] Tsai, W.-C., **Hsiao, J. C.-Y.**, Lee, H.-C., Huang, C.-H., Hu, J.-C., Liang, R.-H., and Hsu, Y.-J. (2013). Designing a Reminiscence Aid in Personal Soundscape. In *Proc. of International Association of Societies of Design Research 2013 (IASDR '13)*, 5150-5160.

Posters, Workshop Papers, and Presentations

[**P9**] **Hsiao, J. C.-Y.** and Dillahunt, T. R. (2021) More than Shared Ethnicity: Shared Identity's Role in Transnational Newcomers' Trust in Local Consumer-to-Consumer E-commerce. In *The ACM SIGCHI Conference on Human Factors in Computing Systems Extended Abstract 2021 (CHI EA '21)* (Presenter).

[**P8**] **Hsiao, J. C.-Y.** (2019) Fostering Immigrants' Trust in Online Local Social Exchange. Presented at *The 22nd ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '19), Doctoral Consortium* (Presenter).

[**P7**] Haimson, O. L., Semaan, B., Dym, B., **Hsiao, J. C.-Y**, Herron, D., and Moncur, W. (2019) Life Transitions and Social Technologies: Research and Design for Times of Life Change. Workshop at *The 22nd ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW '19)*.

[**P6**] **Hsiao, J. C.-Y.**, Dillahunt, T. R. (2017) Detecting Life Changes: Increasing Opportunities to Benefit from People-Nearby Applications. In Proc. of *The ACM SIGCHI Conference on Human Factors in Computing Systems Extended Abstract 2017 (CHI EA '17)*, 1700 - 1707 (Presenter).

[**P5**] **Hsiao, J. C.-Y.**, Pan, M.-H., Wang, H.-C., and Hsu, Y.-J. (2015) Let's Solve It Together: Introducing Crowd Workers to Friendsourcing for Improving Creative Design. Presented at *The Taiwan Computer-Human Interaction Workshop 2015 (Tai-CHI '15)* (Presenter).

[**P4**] **Hsiao, J. C.-Y.**, Pan, M.-H., Wang, H.-C., and Hsu, Y.-J. (2015). The Price of the Priceless: Understanding Estimated Costs of Work in Friendsourcing. In *The ACM SIGCHI Conference on Human Factors in Computing Systems Extended Abstract 2015 (CHI EA '15)*, 1893-1898 (Presenter).

[**P3**] Tsai, W.-C., Lee, H.-C., **Hsiao, J. C.-Y.**, Liang, R.-H., and Hsu, Y.-J. (2013). Framing Design of Reminiscence Aids with Transactive Memory Theory. In *The ACM SIGCHI Conference on Human Factors in Computing Systems Extended Abstract 2013 (CHI EA '13)*, 331-336.

[**P2**] Tsai, W.-C., **Hsiao, J. C.-Y.**, Lee, H.-C., Huang, C.-H., and Hsu, Y.-J. (2012). In Search of Lost Sounds: Designing a Reminiscence Aid in Everyday Soundscape. Presented at *The ACM conference on Designing Interactive Systems 2012 (DIS '12)*.

[**P1**] **Hsiao, J. C.-Y.**, Jih, W.-R., and Hsu, Y.-J. (2012). Recognizing Continuous Social Engagement Level in Dyadic Conversation by Using Turn-taking and Speech Emotion Patterns. Presented at *AAAI '12 Activity Context Representation Workshop (ACR '12)* (Presenter).

Unpublished Theses and Research Reports

[**U4**] **Hsiao, J. C.-Y.** (2021). Online and Offline Adaptation among Transnational Newcomers: Technology-mediated Social Exchange and Trust Development. *Dissertation*, School of Information, Univ. of Michigan.

[**U3**] **Hsiao, J. C.-Y.** (2018). Social Network Matters: Opportunities for Technologies to Support Immigrants' Jobseeking. *Field Prelim*, School of Information, Univ. of Michigan.

[**U2**] **Hsiao, J. C.-Y.** (2017). Can People-Nearby Applications Benefit Newly-Arrived Immigrants? An Exploratory Study. *Pre-candidacy research paper*, School of Information, Univ. of Michigan.

[**U1**] **Hsiao, J. C.-Y.** (2012). Assessing Engagement in Conversation by Hierarchically Decomposing Emotion and Interaction. *Master's Thesis*, Dept. of Computer Science and Information Engineering (CSIE), Natl. Taiwan Univ.

RESEARCH PROJECTS

Exploring Information Needs Sparked by Email

Research Leader 06/08/2020 - 08/25/2020

Exploring email-inspired information needs by conducting a series of mixed-method field studies, which included a two-week diary study with 50 participants, and three online surveys with 500+ respondents.

Designing Next-Generational Employment Tools for Underserved Job Seekers

Research Leader 09/01/2018 - 08/31/2021

Designing, deploying, and investigating novel employment tools' influences on resource-constrained job seekers' job search.

Designing Social Technologies to Support Newly Arrived Immigrants' Adaptation
  Research Leader   06/01/2016 - 08/31/2021
    Exploring socio-technical factors that affect recent immigrants' engagement in using social applications
    to interact with ethnically mixed user communities, and designing technology interventions that address
    these factors.

Investigating Factors Influencing Participation in the Sharing Economy
  Research Assistant   09/01/2017 - 05/31/2018
    Examining the effects of online trust, demographics, and digital literacy on people's participating in
    the digital sharing economy.

Discovering People-Nearby Applications' Potential Benefits for People who Face Life Transitions
  Research Leader   09/01/2015 - 05/31/2016
    Studying how people who are new to an area use people-nearby applications' (PNAs) to develop social
    capital and what are the concerns associated to their use.

HONORS

University of Michigan   Ann Arbor, MI, USA
  Rackham Candidate Research Grant   2021
    Was granted $3,000 for conducting research on the project that explores immigrants' social technology
    use for adaptation.

Graham Sustainability Institute, University of Michigan   Ann Arbor, MI, USA
  Dow Sustainability Doctoral Fellowship   2020
    Was granted $15,000 for research on designing social technologies to support immigrants' adaptation and
    local communities' sustainability; Only ten UM doctoral candidates were granted with the fellowship.

University of Michigan   Ann Arbor, MI, USA
  Rackham Pre-candidate Research Grant   2016
    Was granted $1,500 for conducting research on the project that explores immigrants' social technology
    use for adaptation.

PROFESSIONAL SERVICES

Professional Events & Activities
  ACM CSCW 2022   2022
    Emerging Scholar Chair

  ACM MobileHCI 2019   2019
    Student Volunteer Chair

  Taiwan CHI 2015   2015
    Organizing Committee

  OpenHCI Workshop 2014 (student-organized workshop on HCI in Taiwan)   2014
    Steering Committee

  OpenHCI Workshop 2013   2013
    Program Chair

  OpenHCI Workshop 2011   2011
    Registration and Volunteer Chair

Social Events & Activities
  Univ. of Michigan, School of Information   Academic Year 2018
    Doctoral Committee - Student Representative

  First Taiwan Night at CSCW   2019
    Organizing Committee

  Annual Taiwan Night at CHI   2015 - 2018
    Organizing Committee

Mandatory Military Service   Taiwan
  Company Chief Consultant (Second Lieutenant)   2013 – 2014
    Handled psychological consulting, human resources management, and welfare of a military company
    with 40+ members

Peer Reviewer
ACM CHI 2017 - 2021 (**Three Special Recognitions for Outstanding Reviews**); ACM CSCW 2017 - 2023; ACM DIS 2021; ACM MobileHCI 2018 & 2019; ACM TEI 2017

Conference Student Volunteer
ACM CSCW 2018, 2019; ACM COMPASS 2018; ACM CHI 2017

TEACHING EXPERIENCE

Teaching Assistant/Graduate Student Instructor

School of Information, Univ. of Michigan   Winter 2018
SI-622: Usability Testing
Instructor: Prof. Joyojeet Pal

School of Information, Univ. of Michigan   Fall 2017
SI-501: Contextual Inquiry
Instructor: Prof. Kentaro Toyama

Dept. CSIE, Natl. Taiwan Univ. &
Dept. Design, Natl. Taiwan Univ. of Tech. and Sci.   Spring 2013
Advanced Human-Computer Interface/User-Oriented Innovation Design
Instructor: Prof. Hsien-Hui Tang & Prof. Mike Y. Chen

Dept. CSIE, Natl. Taiwan Univ.   Fall 2011
Introduction to Computer Science
Instructor: Prof. Jane Yung-Jen Hsu

Workshop Student Coach
OpenHCI Workshop 2011   2011

SPEAKING ENGAGEMENT

Panel Chair   ACM SICGHI 2022
Combining UXR + CI Capabilities for Highest Impact on the Business   05/2022

Invited Panelist   Taiwanese Association of Comp.-Hum. Interaction
TAICHI x CSCW Online Interview Room   08/2021

Invited Speaker   School of Information, Univ. of Michigan
SI699: Mastery User Experience Research and Design   12/2019

Lightning Speaker   Univ. of Michigan
iDEI: Talks at the Intersection of Information, Diversity, Equity & Inclusion   10/2018