Yuka Yu-chia Tseng

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Education

2023 - present

PhD Program in Information Science
Cornell University, New York State
　　　Advisor: Professor Susan Fussell.

2012 - 2015

Master of Communication, Cognition Lab
National Yang Ming Chiao Tung University, Hsinchu, Taiwan
- Conducted researches with Tobii Eye Trackers in market research and digital user interface.
- Advisor: Professor Chen-Chao Tao.
  Dissertation: List or grid- Eye movement assessment of the influence of the presentation format on decision making during Web searching.

2007 - 2011

Bachelor of Mass Television and Broadcast
National Taiwan University of Arts, New Taipei City, Taiwan

Professional Experience

2022 - 2023

Research Assistant, D-school, National Taiwan University, Taiwan
- Conducted experiments and reading papers for AI related studies.

Research Assistant, Graduate Institute of Library & Information Studies, National Taiwan Normal University, Taiwan
- Designed experiments and analyze data for AI-human interaction studies.

2021 - 2022

Research Assistant, Center for Artificial Intelligence and Advanced Robotics, National Taiwan University, Taiwan
- Oversaw the creation of research projects and experiments and advanced AI and robotics that can and lessen the burden of caregivers.

2019 - 2021

UI / UX designer (freelance), Xnet Inc.,
- Optimized for Xnet' Predictive Analytics Platform.
- Conducted Sports IoT Apps, and provided UI and wireframes.

2017 - 2019

UX Designer / Researcher, ASUS Design Center, ASUS Computer Inc.
- Focused on applications in AI products (e. g. Zenbo robot, AI Speaker, etc.) and 2B E-commerce (e.g., education tools) areas while providing the innovative user experience.
- Conducted user flows, and wireframes, user research, competitive product analysis for ASUS products.

2015 - 2017

Frontend Engineer, Foxconn Inc.,
- Implementation/development of interactive as well as effective web applications of Nokia, Sharp, and Anta with Angular (JavaScript framework) and Bootstrap.
- Collected and assessed user requirements and conducted an Information architecture (flow) with members.

May, 2013 - Nov, 2013	**Research Assistant**, Institute of Information Science, Academia Sinica • Examined different modes for creative value-added of digital archives. • Digitized cultural heritage objects by building the meta-data.

Journal Publications

Hou, T.Y., **Tseng, Y.C.**, & Yuan, C.W. (2024, June). Is this AI sexist? The effects of a biased AI's anthropomorphic appearance and explainability on users' bias perceptions and trust. International Journal of Information Management, 76, 102775.

Conference Publications

11. **Tseng, Y.C.**, Bi, N., Chang, Y.J., & Yuan, C.W. (2023, May). Investigating the correction effects of debunking information to misinformation across different modes. Presented at the Annual Meeting of the International Communication Association (ICA 2023). Toronto, Canada.

10. **Tseng, Y.C.** & Yuan, C.W. (2023, April). Investigating perceived message credibility and detection accuracy of fake and real information across information types and modalities. Proceedings of the extended abstracts of the 41st Annual ACM CHI Conference on Human Factors in Computing Systems (CHI 2023 EA), Hamburg, Germany.

9. **Tseng, Y.C**., Bi, N.Y., Chang, Y.J. & Yuan, C.W. (2022, Nov). Investigating Correction Effects of Different Modalities for Misinformation about COVID-19. In the 25th Computer-Supported Cooperative Work, Virtual Meeting.

8. Tsai, C.C., Huang, C.W., Chen, L.Y., Wu, S.H., **Tseng, Y.C**., Liu, H.Y., Wu, C.J, Cheng, J.Y., Zheng, P.Y. & Yeh, S.L. (2022, Sep). The effect of perception on investment decision making. The 61th Annual Conference of Taiwanese Psychological Association, Virtual Meeting.

7. **Tseng, Y.C.**,& Tao, C.C. (2015, August). List or grid? Eye movement assessment of the influence of the presentation format on decision making during Web searching. In the 18th European Conferences on Eye Movements, Vienna, Austria (dissertation).

6. **Tseng, Y.C.**, Tai, K.H.,& Hsu, C.C. (2015, May). The assessment of Pinterest's interface, and usability. The 20th Conference on Chinese Institute of Design, Taipei, Taiwan.

5. **Tseng, Y.C.** ,& Hsu, C.C. (2014, May). The Effects of Representation Modes and Semantic Consistency on Eye Movements during Scene Perception. The 19th Conference on Chinese Institute of Design, Yunlin, Taiwan.

4. **Tseng, Y.C.**, & Chao, Y.C. (2013, Nov). The effect of keyword advertising during mobile search. Conference on Annual Conference Of Taiwan Academy for Information Society, Hsinchu, Taiwan.

3. **Tseng, Y.C.**, & Huang, K.Y. (2013, Nov). The spill-over effect in social network : a case of anti-nuclear movement. Conference on Annual Conference Of Taiwan Academy for Information Society, Hsinchu, Taiwan.

2. **Tseng, Y.C.** (2013, May). Electronic Surveillance in Romantic Relationships - A study of romantic jealousy and satisfaction on Facebook. Conference on Chinese Communication Society, Taipei, Taiwan.

1. **Tseng, Y.C.**, & Hsu, C.C. (2013, May). The Eye Movement Study on Representation Types in Scene Perception. The 18th Conference on

Chinese Institute of Design, Kaohsiung, Taiwan.

Awards and Honors

Dec, 2021	Government Fellowship for Studying Abroad, Taiwan.
Oct, 2019	The Best women's team, NASA Hackathon SpaceApps Challenge, Taipei, Taiwan.

- Chosen as a finalist out of 67 of teams to present our idea where I was the team leader.

May, 2019	Best Choice Category Award and Best Design Award for Zenbo Junior, Computex 2019, Taipei, Taiwan.

- Awarded for Zenbo junior's product design and UX design where I had been the chief UX designer.

June, 2013	The Presidential Award, National Yang Ming Chiao Tung University, Hsinchu, Taiwan.
January, 2013	The Presidential Award, National Yang Ming Chiao Tung University, Hsinchu, Taiwan
2012	Enrollment Scholarships, National Yang Ming Chiao Tung University, Hsinchu, Taiwan.

Technical Skills

Design: Sketch / Ziplin / InVision/ Figma / Adobe Photoshop/Illustrator
Programming: HTML /jQuery/JavaScript