

Yubo Kou

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- Summary** My research interests lie in the intersection of human-computer interaction (HCI), computer-supported cooperative work (CSCW), and social computing. Fundamentally, I seek to understand individuals agency, action, and learning in their interactions with a rapidly shifting and increasingly complex socio-technical environment.
- Education**
- Ph.D.** Information and Computer Sciences March 2016
Department of Informatics, University of California at Irvine, USA
Dissertation: Rethinking Civic Computing in China
Committee: Bonnie Nardi (chair), Gloria Mark, Yunan Chen
- M.S.** Computer Science June 2010
Department of Computer Science, Renmin University of China, China
Thesis: Research on Graph Searching Techniques in Dataspace
Advisor: Xiaofeng Meng
- B.A.** Computational and Applied Linguistics June 2007
Department of Chinese Language and Literature, Peking University, China
- Appointments**
- Assistant Professor at Pennsylvania State University 2019 - Present
Assistant Professor at Florida State University 2018 - 2019
Postdoctoral Research Associate at Purdue University 2016 - 2018
Graduate Researcher at University of California at Irvine 2011 - 2016
Research Intern at Keio-NUS CUTE Center 2013
Research Intern at NEC Laboratories China 2011
Graduate Researcher at Remin University of China 2007 - 2011
- Awards and honors**
- Honorable Mention Award, CSCW2018 [J9]
Two Special Recognitions in Review, CHI2018
Honorable Mention Award, CHI2018 [C24]
Honorable Mention Award, CHI2017 [C14]
Honorable Mention Award, CHI2016 [C10]
Nomination for Best Paper, HICSS2015 [C7]
Exemplary Paper, FDG2014 [C5]
Best Paper, WISA2009 [C1]
- Peer-reviewed journal articles**
- [J16] **Yubo Kou** and Xinning Gui. 2020. Mediating Community-AI Interaction through Situated Explanation: The Case of AI-Led Moderation. In Proceedings of the ACM on Human-Computer Interaction, 4, CSCW2, Article 102, (October 2020). (CSCW'2020)
- [J15] **Yubo Kou** and Xinning Gui. 2020. Emotion Regulation in eSports Gaming: a Qualitative Study of League of Legends. In Proceedings of the ACM on Human-Computer Interaction, 4, CSCW2, Article 158, (October 2020). (CSCW'2020)

- [J14] Xun Zhang, Xinning Gui, **Yubo Kou**, and Yukun Li. 2020. Mobile Collocated Gaming: Collaborative Play and Meaning-Making on a University Campus. In Proceedings of the ACM on Human-Computer Interaction, 4, CSCW2, Article 142, (October 2020). (CSCW'2020)
- [J13] Jie Li, Xinning Gui, **Yubo Kou**, and Yukun Li. 2019. Live Streaming as Co-Performance: Dynamics between Center and Periphery in Theatrical Engagement. In Proceedings of the ACM on Human-Computer Interaction, 3, CSCW, Article 64, (November 2019). (CSCW'2019)
- [J12] Yuan Wang, Yukun Li, Xinning Gui, **Yubo Kou**, and Fenglian Liu. 2019. Culturally-Embedded Visual Literacy: A Study of Impression Management via Emoticon, Emoji, Sticker, and Meme on Social Media in China. In Proceedings of the ACM on Human-Computer Interaction, 3, CSCW, Article 68, (November 2019). (CSCW'2019)
- [J11] Colin M. Gray and **Yubo Kou**. 2019. Co-Producing, Curating, and Defining Design Knowledge in an Online Practitioner Community. CoDesign, 15, 1, 41-58.
- [J10] **Yubo Kou**, Colin M. Gray, Austin L. Toombs, and Robin S. Adams. 2018. Understanding Social Roles in an Online Community of Volatile Practice: A Study of User Experience Practitioners on Reddit, ACM Transactions on Social Computing, 1, 4, 1-22.
- [J9] **Yubo Kou** and Xinning Gui. 2018. Entangled with Numbers: Quantified Self and Others in a Team-Based Online Game, PACMHCI, 2, CSCW, Article 93, (November 2018). ***Honorable Mention Award*** (CSCW'2018 second cycle, acceptance rate: 25.5%)
- [J8] **Yubo Kou** and Colin M. Gray. 2018. What do you recommend a complete beginner like me to practice?": Professional Self-Disclosure in an Online Community, PACMHCI, 2, CSCW, Article 94, (November 2018). (CSCW'2018 second cycle, acceptance rate: 25.5%)
- [J7] Yao Li, **Yubo Kou**, Je Seok Lee, and Alfred Kobsa. 2018. Tell Me Before You Stream Me: Managing Information Disclosure in Video Game Live Streaming, PACMHCI, 2, CSCW, Article 107, (November 2018). (CSCW'2018 second cycle, acceptance rate: 25.5%)
- [J6] **Yubo Kou** and Colin M. Gray. 2017. Supporting Distributed Critique through Interpretation and Sense-making in an Online Creative Community, PACMHCI, 1, CSCW, Article 60, (November 2017). (CSCW'2018 online first, acceptance rate: 27.3%)
- [J5] **Yubo Kou**, Xinning Gui, Yunan Chen, and Kathleen Pine. 2017. Conspiracy Talk on Social Media: Collective Sensemaking during a Public Health Crisis, PACMHCI, 1, CSCW, Article 61, (November 2017). (CSCW'2018 online first, acceptance rate: 27.3%)
- [J4] **Yubo Kou**, Xinning Gui, Shaozeng Zhang, and Bonnie Nardi. 2017. Managing Disruptive Behavior through Non-Hierarchical Governance: Crowdsourcing in League of Legends and Weibo, PACMHCI, 1, CSCW, Article 62, (November 2017). (CSCW'2018 online first, acceptance rate: 27.3%)

[J3] Xinning Gui, Yu Chen, **Yubo Kou**, Kathleen Pine, and Yunan Chen. 2017. Investigating Support Seeking from Peers for Pregnancy in Online Health Communities, PACMHCI, 1, CSCW, Article 50, (November 2017). (CSCW'2018 online first, acceptance rate: 27.3%)

[J2] **Yubo Kou**, Yong Ming Kow, Xinning Gui, and Waikuen Cheng. 2017. One Social Movement, Two Social Media Sites: A Comparative Study of Public Discourses, Computer Supported Cooperative Work, 26, 4-6, 807-836. (ECSCW2017, acceptance rate: 32.7%)

[J1] **Yubo Kou** and Bonnie Nardi. 2016. Rethinking Civic Computing in China, First Monday, 21(7).

**Peer-reviewed
conference papers**

[C31] **Yubo Kou**. 2020. Toxic Behaviors in Team-Based Competitive Gaming: The Case of League of Legends. ACM SIGCHI Annual Symposium on Computer-Human Interaction in Play (CHI PLAY), Ottawa, Canada.

[C30] Zhan Zhang, Yu Lu, **Yubo Kou**, Danny Wu, Jina Huh-Yoo, and Zhe He. 2019. Understanding Patient Information Needs about their Clinical Laboratory Results: A Study of Social Q&A Site. World Congress of Medical and Health Informatics (MedInfo), Lyon, France.

[C29] Yong Ming Kow, **Yubo Kou**, Xitong Zhu, and Wang Hin Sy. 2019. Just my intuition: Awareness of versus Acting on Political News Misinformation, iConference 2019, Washington DC, USA.

[C28] **Yubo Kou**, Xinning Gui, Yunan Chen, and Bonnie Nardi. 2019. Turn to the Self in Human-Computer Interaction: Care of the Self in Negotiating the Human-Technology Relationship. SIGCHI Conference on Human Factors in Computing Systems (CHI), Glasgow, UK.

[C27] **Yubo Kou** and Colin M. Gray. 2019. A Practice-Led Account of the Conceptual Evolution of UX Knowledge. SIGCHI Conference on Human Factors in Computing Systems (CHI), Glasgow, UK.

[C26] **Yubo Kou** and Colin M. Gray. 2018. Distinctions between the Communication of Experiential and Academic Design Knowledge: A Linguistic Analysis, Design Research Society (DRS), Limerick, Ireland.

[C25] **Yubo Kou**, Colin M. Gray, Austin L. Toombs, and Bonnie Nardi. 2018. The Politics of Titling: The Representation of Countries in CHI Papers, alt.chi 2018, Montreal, Canada. (Acceptance rate: 26.2%)

[C24] **Yubo Kou** and Bonnie Nardi. 2018. Complex Mediation in the Formation of Political Opinions, SIGCHI Conference on Human Factors in Computing Systems (CHI), Montreal, Canada. ***Honorable Mention Award*** (Acceptance rate: 25.7%, Honorable Mention: top 5%)

[C23] **Yubo Kou**, Yao Li, Xinning Gui, and Eli Suzuki-Gill. 2018. Playing with Streakiness in Online Games: How Players Perceive and React to Winning and Losing Streaks in League of Legends, SIGCHI Conference on Human Factors in Computing Systems (CHI), Montreal, Canada. (Acceptance rate: 25.7%)

[C22] Xinning Gui, **Yubo Kou**, Kathleen H. Pine, Elisa Ladaw, Harold Kim, Eli

- Suzuki-Gill, and Yunan Chen. 2018. Multidimensional Risk Communication: Public discourse on Risks during an Emerging Epidemic, SIGCHI Conference on Human Factors in Computing Systems (CHI), Montral, Canada. (Acceptance rate: 25.7%)
- [C21] Colin M. Gray, **Yubo Kou**, Bryan Battles, Joseph Hoggatt, and Austin L. Toombs. 2018. The Dark (Patterns) Side of UX Design, SIGCHI Conference on Human Factors in Computing Systems (CHI), Montral, Canada. (Acceptance rate: 25.7%)
- [C20] **Yubo Kou** and Colin M. Gray. 2018. Towards Professionalization in an Online Community of Emerging Occupation: Discourses among UX Practitioners, the ACM International Conference on Supporting Group Work (GROUP), FL, USA. (Acceptance rate: 23.4%)
- [C19] **Yubo Kou**, Colin M. Gray, Austin L. Toombs, and Robin S. Adams. 2018. Knowledge Production and Social Roles in an Online Community of Emerging Occupation: A Study of User Experience Practitioners on Reddit, Hawaii International Conference on System Sciences (HICSS), HI, USA.
- [C18] Xinning Gui, Yue Wang, **Yubo Kou**, Tera Leigh Reynolds, Yunan Chen, Qiaozhu Mei, and Kai Zheng. 2017. Understanding the Patterns of Health Information Dissemination on Social Media during the Zika Outbreak. American Medical Informatics Association Annual Symposium (AMIA), Washington, DC, USA.
- [C17] **Yubo Kou**, Magnus Johansson, and Harko Verhagen. 2017. Prosocial Behavior in an Online Game Community: an Ethnographic Study, Foundations of Digital Games (FDG), Hyannis, MA, USA. (Acceptance rate: 39%)
- [C16] **Yubo Kou**. 2017. Exploring Offline Context and Consciousness in Social Media Use, International Conference on Human-Computer Interaction (HCI) INTERACT, Mumbai, India. (short paper, acceptance rate: 29.1%)
- [C15] **Yubo Kou**, Bryan Semaan, and Bonnie Nardi. 2017. A Confucian Look at Internet Censorship in China, International Conference on Human-Computer Interaction (HCI) INTERACT, Mumbai, India. (full paper, acceptance rate: 30.7%)
- [C14] Xinning Gui, **Yubo Kou**, Kathleen H. Pine, and Yunan Chen. 2017. Managing Uncertainty: Using Social Media for Risk Assessment during a Public Health Crisis, SIGCHI Conference on Human Factors in Computing Systems (CHI), Denver, CO, USA. ***Honorable Mention Award*** (Acceptance rate: 25%, Honorable Mention: top 5%)
- [C13] **Yubo Kou** and Xinning Gui. 2017. When Code Governs Community, Hawaii International Conference on System Sciences (HICSS), HI, USA.
- [C12] **Yubo Kou**, Yong Ming Kow, and Xinning Gui. 2017. Resisting the Censorship Infrastructure in China, Hawaii International Conference on System Sciences (HICSS), HI, USA.
- [C11] **Yubo Kou**, Xinning Gui, and Yong Ming Kow. 2016. Ranking Practices and Distinction in League of Legends, ACM SIGCHI Annual Symposium on Computer-Human Interaction in Play (CHI PLAY), Austin, TX, USA. (Acceptance rate: 29%)
- [C10] Yong Ming Kow, **Yubo Kou**, Bryan Semaan, and Waikuen Cheng. 2016.

Mediating the Undercurrents: Using Social Media to Sustain a Social Movement, SIGCHI Conference on Human Factors in Computing Systems (CHI), San Jose, CA, USA. ***Honorable Mention Award*** (Acceptance rate: 23%, Honorable Mention: top 5%)

[C9] **Yubo Kou**, Yong Ming Kow, and Kelvin Cheng. 2015. Developing Intuitive Gestures for Spatial Interaction with Large Public Displays, HCI International, Los Angeles, CA, USA.

[C8] Magnus Johansson, Harko Verhagen, and **Yubo Kou**. 2015. I Am Being Watched by The Tribunal-Trust and Control in Multiplayer Online Battle Arena Games, Foundations of Digital Games (FDG), Monterey, CA, USA.

[C7] Samantha Meyer, Casey Pierce, **Yubo Kou**, Paul Leonardi, Bonnie Nardi, and Diane Bailey. 2015. Offshoring Digital Work, But Not Physical Output: Differential Access to Task Objects and Coordination in Globally Distributed Automotive Engineering and Graphic Design Work, Hawaii International Conference on System Sciences (HICSS), Kauai, HI, USA. ***Nomination for Best Paper***

[C6] **Yubo Kou** and Xinning Gui. 2014. Playing with Strangers: Understanding Temporary Teams in league of legends, ACM SIGCHI Annual Symposium on Computer-Human Interaction in Play (CHI PLAY), Toronto, Canada. (Acceptance rate: 29%)

[C5] **Yubo Kou** and Bonnie Nardi. 2014. Governance in League of Legends: A Hybrid System, Foundations of Digital Games (FDG), Fort Lauderdale, FL, USA. ***Exemplary Paper*** (Acceptance rate: 47.6%, Exemplary Paper: top 19.7%)

[C4] **Yubo Kou** and Bonnie Nardi. 2013. Regulating Anti-Social Behavior on the Internet: The Example of League of Legends, iConference, Fort Worth, TX, USA.

[C3] **Yubo Kou**, Yukun Li, and Xiaofeng Meng. 2010. DSI: A Method for Indexing Large Graphs Using Distance Set, International Conference on Web-Age Information Management (WAIM), Jiuzhaigou, China.

[C2] **Yubo Kou**, Yukun Li, Xiaofeng Meng, Xiangyu Zhang, and Jing Zhao. 2009. A Strategy for Task Mining in Personal Dataspace Management, National Database Conference (NDBC), Nanchang, China. (in Chinese)

[C1] Yukun Li, Xiaofeng Meng, and **Yubo Kou**. 2009. An Efficient Method for Constructing Personal DataSpace, Web Information Systems and Applications Conference (WISA), Xuzhou, China. ***Best Paper Award***

Posters

[P4] **Yubo Kou** and Colin M. Gray. 2018. Exploring the Knowledge Creation Practices of UX Designers on Stack Exchange, ACM Conference Companion on Designing Interactive Systems (DIS), Hong Kong, China.

[P3] Jason Brier, Colin M. Gray, and **Yubo Kou**. 2017. In Search of UX Translators: Analyzing Researcher-Practitioner Interactions on Twitter, ACM Conference Companion on Designing Interactive Systems (DIS), Edinburgh, UK.

[P2] Colin M. Gray and **Yubo Kou**. 2017. UX Practitioners Engagement with Intermediate-Level Knowledge (DIS), ACM Conference Companion on Designing Interactive Systems, Edinburgh, UK.

[P1] **Yubo Kou** and Xinning Gui. 2017. The Rise and Fall of Moral Labor in an Online Game Community, ACM Conference Companion on Computer Supported Cooperative Work & Social Computing, Portland, OR, USA.

Talks [T1] Care of the Self in Human-Computer Interaction. Purdue Polytechnic Institute, Purdue University, West Lafayette, IN. (May 2016)

Panels Panelist and presenter for "League of Game Community and Company Governance," the 67th Annual Conference of the International Communication Association, San Diego, CA. (May 2017)

Grants **External**

[EG1] National Science Foundation. 2020-2023. CHS: Small: Investigating and Designing for Behavioral Improvement in Online Community Moderation. #2006854. PI: **Yubo Kou**. \$249,420.

Internal

[IG3] Penn State College of IST COVID-19 Seed Grant Call. 2020-2021. Civic Capacity and ICTs during the COVID-19 Pandemic. PIs: Xinning Gui and **Yubo Kou**. \$25,000

[IG2] Penn State 2020 - 2021 College of Information Sciences and Technology Seed Grant Program.2020-2021. Investigating End Users Explanations of AI-Powered Symptom Checkers. PIs: **Yubo Kou** and Xinning Gui. \$51,000

[IG1] Florida State University First Year Assistant Professor (FYAP) award. 2019 Summer. Development of a Maker Identity at the Innovation Hub. PI: **Yubo Kou**. \$20,000.

Services

Program committee

CSCW 2019 Papers

CHI 2021 Understanding People: Theory, Concepts, Methods

CHI 2020 Understanding People: Theory, Concepts, Methods

CHI 2019 Understanding People: Theory, Concepts, Methods

CHI 2017 Late-Breaking Work

CHI PLAY 2018 Works-in-Progress

DIS 2018 Provocations and Works-in-Progress

FDG 2017 Regular Paper

GROUP 2022 Papers

GROUP 2020 Papers Second Wave

GROUP 2020 Papers First Wave

iConference 2019 Papers

ICWSM 2018 Paper and Poster

IEEE Conference on Games 2019 Papers

WebSci 2020

Organizing committee

iConference 2019 Undergraduate Symposium, co-chair

International Chinese Association of Computer Human Interaction (ICACHI) 2016

Election Committee

Student volunteer

CSCW 2014
CHI PLAY 2014

Conference reviewer

CHI 2016 - 2020
CSCW 2014 - 2020
CHI PLAY 2015 - 2020
DIS 2017 - 2019
C&C 2019
iConference 2014 - 2020
HICSS 2018
ICWSM 2018 - 2019
FDG 2017

Ad hoc journal reviewer

ACM Transactions on Computer-Human Interaction 2019-2020
ACM Transactions on Computing Education 2019-2020
ACM Transactions on Social Computing 2019-2020
Journal of Experimental Psychology: General 2019
Mind, Culture, and Activity 2018
Information Visualization 2017
Interacting with Computers 2017

Services to College of Information Sciences and Technology

Faculty Activity Review (FAR) Committee 2020

Students**Present**

Yao Lyu, Ph.D. Student at Pennsylvania State University, 2019 - Present
Kon Woo Kim, M.S. Student at Pennsylvania State University, 2019 - Present

Past

Lynette Hammond Gerido, Ph.D. student, Florida State University, 2019
Weiran Ma, M.S. Student, Purdue University, 2017
Yexin Wang, M.S. Student, Purdue University, 2017
Qingheng Zhou, M.S. Student, Purdue University, 2017
Abby Perez, Undergraduate Researcher at UXP2 Lab, Purdue University, 2016
Ashvin Lohiya, Undergraduate Researcher at UXP2 Lab, UROP, Purdue University, 2016
Jason Brier, Undergraduate Researcher at UXP2 Lab, Purdue University, 2016-2017
Meghavin Bhatasana, Undergraduate Researcher, UROP, Purdue University, 2016
Xiaolu Bai, Undergraduate Researcher, UROP, Purdue University, 2016
Bryan Battles, Undergraduate Researcher at UXP2 Lab, Purdue University, 2017
Joseph Hoggatt, Undergraduate Researcher at UXP2 Lab, Purdue University, 2017
Eli Suzuki-Gill, Undergraduate Researcher, University of California, Irvine, 2017-2018

Teaching**Instructor, Pennsylvania State University**

IST402 Emerging Issues and Technologies: Game and Play (Fall 2020)
IST520 Foundations of Human-Centered Design (Spring 2020)
IST331 Foundations of Human-Centered Design (Fall 2019)

Instructor, Florida State University

LIS3201 Research and Data Analysis in Information Technology (Spring 2019)

LIS3201 Research and Data Analysis in Information Technology (Fall 2018)

Teaching Assistant, University of California, Irvine

ICS 60 Computer Games and Society (Fall 2012)

INF 161 Social Analysis of Computing (Fall 2013)

ICS 10 How Computer Works (Summer 2015)

Reader, University of California, Irvine

ICS 4 Human Factors for the Web (Winter 2013)

ICS 62 Game Technology and Interactive Media (Spring 2013)

ICS 10 How Computer Works (Summer 2014)

INF 131 Human Computer Interaction (Summer 2014)

INF 131 Human Computer Interaction (Summer 2015)

Guest Lecturer

Digital Ethnography. TECH69700 Qualitative Methods in Technology Studies, Purdue University. (March 2018)

Observation in User Experience Design. CGT17208 Human-Centered Design And Development Studio, Purdue University. (February 2017)

Governance in League of Legends: A Hybrid System. ICS 60, Computer Games and Society, University of California, Irvine. (September 2014)

Language

Mandarin: native language

English: fluent

Media report

January 2018, The Globe Post, Chinese Government to Tighten Internet Censorship Further in 2018.