Cherie Sew

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ABOUT ME

I am a PhD candidate in Human-Computer Interaction at the University of Melbourne, and I'm interested in social behaviours on social media. My current research focuses on how people perceive the credibility of information shared by human and AI-generated content creators. I employ mixed-methods approaches to investigate these questions, drawing on research problematization, experimental design, large-scale online and lab-based user studies, and qualitative and quantitative data analysis. Beyond research, I have co-supervised graduate students and tutored HCI and introductory programming subjects, contributing to student mentoring, curriculum development, and subject enhancement.

EDUCATION

PhD in Human-Computer Interaction 2023 – 2027
University of Melbourne Melbourne, Australia

- Thesis: Understanding the Use of Heuristic Cues to Establish Credibility on Social Media
- Supervisors: A/Prof Jorge Goncalves, A/Prof Ryan Kelly, Dr Adélaïde Genay

Master of Information Technology (with distinction) 2021 – 2023
University of Melbourne Melbourne, Australia

- Specializing in Human-Computer Interaction
- Overall Grade: First Class Honours

Bachelor of Software Engineering 2015 – 2018
San Jose State University San Jose, United States

ACADEMIC EXPERIENCE

Head Tutor
University of Melbourne Melbourne, Australia
INFO 90007 - Social Computing (Sem 2 2026)

- Assisted with the design, development, and refinement of subject curriculum, and teaching and learning activities
- Delivered tutorials and workshops for graduate students
- Managed subject administration and attended to student queries
- Evaluated student assignments and mentored projects

Tutor
University of Melbourne Melbourne, Australia
COMP 10003 - Media Computation (Sem 1 2025)
INFO 90007 - Social Computing (Sem 2 2024)

- Delivered tutorials and workshops for graduate and undergraduate students
- Attended to student queries
- Evaluated student assignments and mentored projects

Casual Grader Aug 2023
University of Melbourne Melbourne, Australia
INFO 90007 - Social Computing

- Graded 89 graduate student essays.
- Provided feedback and responded to student queries related to graded assignment.

Research Assistant Mar 2023 – May 2023
University of Melbourne Melbourne, Australia
*Supported by **Facebook Research Awards***

- Contributed as a co-author to a published academic paper, responsible for writing and refining related work sections.
- Conducted background research and literature review for location privacy and user behaviours on mobile platforms.
- Developed an online survey to gather qualitative and quantitative data related to participants' location privacy behaviours across three mobile social network platforms.

INDUSTRY EXPERIENCE

Siri Technical Analyst Oct 2020 – April 2021
Apple (Advantis Global) Santa Clara, United States

- Developed tools for data analysis of users' workflow and project accuracy based on different reviews.
- Created, compiled, and conveyed technical tutorials in a concise manner for engineers and project managers.
- Researched and evaluated new tools to make recommendations on features that are applicable for other project managers.

Software Engineer (Siri Language) Nov 2018 – Oct 2020
Apple (Advantis Global) Santa Clara, United States

- Improved Siri Malay accuracy by 4%.
- Developed an internal web pipeline for ML training that increased the efficiency and productivity within teams by tenfold.
- Developed a Python tool to filter and extract named entity from sampled usage logs with the purpose of analysing data.
- Researched, tokenized, and improved ASR for two suffixes that are widely used in the Malay language.

PUBLICATIONS

2026

- **C. Sew**, S. Gunasekara, Y. Ma, S. Teng, A. Genay, R. Kelly, J. Goncalves (2026). Comparing Human and Virtual Influencers: How Self-Disclosure Shapes Engagement on Instagram. *Proceedings of the 38th Australian Conference on Human-Computer Interaction (OzCHI'26)*.
- **C. Sew**, S. Nugruho, S. Gunasekara, A. Genay, R. Kelly, J. Goncalves (2026). Influencers vs. Legacy Media on Instagram: Effects on Perceived Credibility and Following Intention. *Proceedings of the ACM on Human-Computer Interaction (CHI'26)*.
- S. Gunasekara, **C. Sew**, S. Pareek, R. Kelly, V. Kostakos, J. Goncalves (2026). Timing Matters: Designing Effective Corrections for Short-Form Video Misinformation. *Proceedings of the ACM on Human-Computer Interaction (CHI'26)*.
- J. Govers, **C. Sew**, E. Velloso, V. Kostakos, J. Goncalves (2026). Narratives and Perspectives: How AI Summaries Steer Users' Opinions and Engagement on Social Media. *Proceedings of the ACM on Human-Computer Interaction (CHI'26)*. 🏆**Best Paper Award**🏆.
- S. Gunasekara, **C. Sew**, S. Pareek, R. Kelly, V. Kostakos, J. Goncalves (2026). The Role of Presentation Styles in Countering Misinformation on Short Video Platforms. *Proceedings of the ACM on Human-Computer Interaction (CSCW'26)*.

2025

- **C. Sew**, S. Pareek, J. Govers, S. Schömbs, R. Kelly, J. Goncalves (2025). The Impact of Human-Likeness and Self-Disclosure on Message Acceptance in Virtual AI Influencers. *ACM Designing Interactive Systems Conferences (DIS'25)*.
- **C. Sew**, R. Kelly, S. Schömbs, J. Goncalves (2025). User Willingness to Engage with AI-Generated Influencer Content. *ACM SIGCHI Conference on Human Factors in Computing Systems (CHI'25 LBW)*.
- Y. Zhang, T.S.R.R. Mudiyanselage, **C. Sew**, J. Knibbe, J, Goncalves, W. Johal (2025). Can you pass that tool?: Implications of Indirect Speech in Physical Human-Robot Collaboration. *ACM SIGCHI Conference on Human Factors in Computing Systems (CHI'25)*.

2024

- Y. Ma, **C. Sew**, Z. Sarsenbayeva, J. Knibbe, J. Goncalves (2024). Understanding Users' Perspectives on Location Privacy Management on Smartphones. *In Proceedings of the ACM International Conference on Mobile Human-Computer Interaction (MobileHCI'2024)*.

2023

- **C. Sew**, J. Goncalves (2023). Effects of External Factors on User Behaviour towards Influencer Generated Misinformation. *In Proceedings of the 35th Australian Conference on Human-Computer Interaction (OzCHI'23)*.

INVITED TALKS & MEDIA MENTIONS

Invited Talks

- "Investigating User Behaviour on Social Systems". Guest Lecture at University of Melbourne for Social Computing, 2024, 2026
- " Influencers vs. Legacy Media on Instagram: Effects on Perceived Credibility and Following Intention.". Presented CHI paper at Bringing ACM CHI 2026 to Melbourne event, 2026

Media Mentions

- TechXplore: Virtual personas attract millions as AI influencers reshape online celebrity culture (1 August 2025)

SUPERVISION

Co-Supervision MCS/MIT/MIS/BSc Research Project

- **MCS (75–100pts)**: Valynn Lobo (2025)
- **MIT/MIS (25-50pts)**: Joly Lin (2026), Zhuoer Liang (2026), Safira Nugroho (2025), Yanrong Zhang (2025), Wei Tang (2024)
- **BSc Research Project (25pts)**: Jui-Ching Kuo (2026)

SERVICE & LEADERSHIP

- **Conference Reviewer**: CHI, CSCW, MobileHCI, DIS
- **Student Volunteer**: DIS 2025, CIS Doctoral Colloquium 2025 (University of Melbourne), HRI UniMelb HCI Lab Visit 2025
- **Seminar Coordinator**, University of Melbourne HCI Lab (2024 – 2025)
- **Organizer**, UniMelb HCI Lab annual retreat (2024, 2025)
- **Organizer**, WOW! It's Engineering, Society of Women Engineers, San Jose State University (2017 – 2018)
- **Student Mentor**, Silicon Valley Innovation Challenge, San Jose State University (2017)

AWARDS & SCHOLARSHIPS

Shark Tank Research Grant, Human-Centred AI Workshop 2026
Monash University, Australia

Best Poster Award, 12th CIS Doctoral Colloquium 2026
University of Melbourne, Australia

Finalist, 3 Minute Thesis 2026
University of Melbourne, Australia
Faculty of Engineering and IT

CIS Winner, 3 Minute Thesis 2026
University of Melbourne, Australia
School of Computing and Information Systems

Engineering and IT Conference Travel Grant 2025
University of Melbourne

CIS Travel Grant 2025
University of Melbourne

Melbourne Research Scholarship 2023
University of Melbourne

People's Choice Award 2023
University of Melbourne
Advanced Interface Prototyping

Dean's Honour List 2022
University of Melbourne
Awarded in recognition of outstanding academic performance, representing the top 5% of students in the same programme.

Second Place, Best Engineering Project in Summer in Silicon Valley 2017
San Jose state University

Best use of Amazon Web Services in AngelHackSF 2017
AngelHackSF

Distinction in Writing & English, International Competitions and Assessments for Schools 2012
University of New South Wales

REFEREES

A/Prof. Jorge Goncalves
University of Melbourne
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A/Prof. Ryan Kelly
RMIT University
ryan.kelly@rmit.edu.au

Prof. Vassilis Kostakos
University of Melbourne
vassilis.kostakos@unimelb.edu.au