

William Coggins

PhD Candidate in Human-Centered Computing, University of Florida

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RESEARCH PROFILE

I am a Human-centered computing researcher investigating how people from different communities understand, use, and respond to machine learning and AI applications. I combine computational modeling with user studies to connect system behavior with human experience, needs, and decision-making. Research practice emphasizes rigorous mixed-methods inquiry, responsible technology design, and clear communication across disciplinary boundaries. Committed to research-informed teaching that helps students connect technical concepts with the social contexts in which computing systems operate.

RESEARCH INTERESTS

Ethics & AI | Trust in AI | Human Centered Computing | Responsible and inclusive technology | Mixed-methods research | Research-informed computing education

EDUCATION

Expected Spring 2027 PhD in Human Centered Computing, University of Florida, Gainesville, FL, USA

Dissertation: "An Algorithm Audit Informed Philosophy to Construct Benchmarks for LLMs" | Supervisors: Eric Ragan | Committee: Christan Grant, Juan Gilbert, Jasmine McNealy

2019 MSc in Information Systems Management, Carnegie Mellon University, Pittsburgh, PA, USA

2018 BSc in Computer Science, Minor in Mathematics, Morehouse College, Atlanta, GA, USA

DOCTORAL RESEARCH

Audits on the Bench The audit adds to the discourse of building trustworthy AI through means of utilizing diverse casual user information as a means approximate how accurate models perform given these circumstances. With this, we build a benchmark and supplemental database meant for usage in testing large language models and their capacity to fairly provide judgments.

RESEARCH EXPERIENCE

2023-Present Research Assistant, Indie Lab, University of Florida

Principal investigator: Eric Ragan, PhD | Designed and conduct an interdisciplinary research program combining computational modeling with user studies, interviews, and usability studies in a varied number of applications. Developed research questions and protocols, prepared study materials, analyzed quantitative and qualitative evidence, and translated findings into technical and human-centered design implications.

RESEARCH OUTPUTS

Published and Forthcoming

Coggins, W. (2025). "That Ain't Right: Assessing LLM Performance on QA in African American and West African English Dialects" Proceedings of the 9th Widening NLP Workshop, 2025. 10.18653/v1/2025.winlp-main.21.

Under Review

Coggins, W., Anyi C. (2026). "Auditors At Work: Understanding the Procedure and Obstacles of Algorithm Auditing in Professional Settings" ACM CHI 2027

Other Research Outputs

SAE/AAVE/WAPE QA Dataset

METHODS AND TECHNICAL SKILLS

- Human-centered research: research-question development, user-study design, participant-facing protocols, usability or interaction evaluation, and responsible handling of human-subject data
- Computational methods: user modeling, model development and evaluation, structured data workflows, statistical analysis, and data visualization
- Mixed-methods analysis: integration of quantitative behavioral measures with qualitative or interpretive evidence from users
- Research practice: literature synthesis, ethical research procedures, reproducible documentation, collaborative interpretation, and interdisciplinary communication
- Technical tools: Python, C++, C#, Java, SQL, R, Hugging Face, Scikit-learn, Matlab

TEACHING EXPERIENCE

University of Florida

[Spring 2025, Fall 2025, Fall 2026] Fundamentals of Programming – Graduate Teaching Assistant

Undergraduate Level | 400+ Students | Led seminars with students; delivered lectures; marked assessments; held office hours; contributed to course design.

[Spring 2023, Summer 2025] Introduction to Virtual Reality – Graduate Teaching Assistant

Graduate Level | Online | 50+ Students | Marked assessments; held office hours; contributed to course design.

[Fall 2024] Data Engineering – Graduate Teaching Assistant

Graduate Level | 100 Students | Marked assessments; held office hours; contributed to course design.

[Fall 2023] Information & Database Systems 1 – Graduate Teaching Assistant

Graduate Level | 300+ Students | Marked assessments; held office hours.

Student Support and Mentoring

- Undergraduate support through mentorship with conducting research

PRESENTATIONS AND CONFERENCES

Conference Papers and Posters

2025 "That Ain't Right: Assessing LLM Performance on QA in African American and West African English Dialects" EMNLP 2025, Suzhou, China, November 2025.

FELLOWSHIPS SCHOLARSHIPS AND AWARDS

2023-2027 McKnight Doctoral Fellow, Florida Education Fund

2023-2027 GEM Fellowship, GEM

ACADEMIC SERVICE AND ENGAGEMENT

2026-Present Postgraduate Representative, Graduate Student Council, University of Florida

RELEVANT PROFESSIONAL EXPERIENCE

2023-2026 Algorithm Auditor/Machine Learning Engineer, **EFFa**

- Fine-Tuned Machine Learning Models for applications in employment
- Offered guidance and consulted companies with AI implementations on best practices

2023 Equipment Analytics Intern, **Lam Research**

- Created an analytics dashboard irregular performances for semiconductor manufacturing equipment

2022-2023 Data Engineer, **Amazon Web Services**

- Constructed ETL Pipelines for analytical dashboards
- Wrote python scripts to automate services that provides analytical reports to VP level stakeholders

2020-2022 Software Engineering Consultant, **West Monroe**

- Worked on projects featuring extensive backend (C#) and microservice front end (js, React) usage

2019 Marketing Analytics Intern, **Innovative Systems**

- Extracted and cleaned over 100k entries of customer information for recency frequency analysis
- Built a decision tree model to aid sales professionals in understanding efforts.

2018 Site Reliability Engineering Intern, **Google**

- Developed monitoring tools for one of Google's most profitable services by adapting legacy code.

2017 Site Reliability Engineering Intern, **Google**

- Linked systems together for data integrity service tools utilizing SQL and Golang.

2016 Engineering Practicum Intern, **Google**

- Implemented database endpoints from backend to frontend for Google developer tool.

REFERENCES

Eric Ragan, Ph.D.

Associate Professor, Computer/Information Sciences and Engineering, University of Florida
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P.O. Box 116120, Gainesville, FL 32611

Relationship: Doctoral Supervisor

Juan Gilbert, Ph.D.

Andrew Banks Family Preeminence Endowed Professor, Provost Fellow, Department of Engineering Education ,
University of Florida

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1889 Museum Rd., Gainesville, FL 32611

Relationship: Doctoral Committee Member

Therese Nkeng

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251 Little Falls Drive, Wilmington, DE 19808

Relationship: Manager