

# Renkai Ma

Mixed-methods HCI researcher

+1 315 802 1318 | ✉ renkai@psu.edu | 🏠 renkaima.xyz | 📧 Renkai-Ma-2 | 🐦 renkai\_ma

I use human-centered design approaches and mixed methods to study **platform moderation with users, moderators, and policy experts to direct better design and policy-making changes for online communities** with 8+ full papers published in the top Human-Computer Interaction conferences such as ACM CHI and CSCW.

## Education

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### The Pennsylvania State University

Ph.D. in Informatics (Human-computer Interaction)

2020 - 2024

PA, USA

### Syracuse University

M.S. in Applied Data Science

2019 - 2020

NY, USA

### Chongqing University of Technology

BMgmt in Accounting Information Systems

2014 - 2018

CQ, China

## Research Experience

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### Graduate Student Researcher

The Health and Play lab at Pennsylvania State University, under supervision of Dr. Yubo Kou

2020-now

PA, USA

- Conducted over 50 in-depth interviews with content creators to uncover their experiences with moderation, monetization, and audience engagement across platforms, including YouTube, TikTok, Instagram, Facebook, Twitch, and more. Contributed to 5 first-authored papers presented at CSCW and CHI conferences on content policy and moderation design suggestions.
- Conducted user survey with game players in collaboration with two professors, to investigate the impact of perceived fairness and transparency on coping behaviors in online multiplayer games, resulting in 1 first-authored paper at CHI 2023.
- Analyzed data from online multiplayer games, using statistical tests such as Kruskal-Wallis H test to examine differences in rule enforcement across players, regions, and rule-breaking dates, resulting in 1 first-authored paper at CSCW 2022.

### UX Research Intern

WhatsApp/Meta

May 2023 - Aug 2023

CA, USA

- Conducted a diary study with new WhatsApp users, providing insights into potential opportunities for group chatting features and concept prioritizations for next year's product roadmapping.

### UX Research Intern

Sirius XM + Pandora

May 2022 - Aug 2022

Remote, USA

- Spearheaded a co-design workshop study in close collaboration with cross-functional teams, launching a product feature for creators and artist managers on Pandora.
- Conducted 6 in-depth audience interviews on Pandora, Spotify, and YouTube to understand their mental differentiation of recommendations and playback, informing product managers and designers of mismatched concepts of recommendation algorithms.
- Analyzed a listener survey data (N=1,000) through Latent Class Analysis to identify listener mental models of following artists on digital streaming platforms, informing the ideation and validation of a new listener following tier feature on Pandora.

### Research Assistant

Whitman School of Management, Syracuse University, under supervision of Dr. Rong Li

2019-2020

NY, USA

### Research Assistant

School of Information Studies, Syracuse University, under supervision of Dr. Yun Huang

Feb 2019 - May 2019

NY, USA

## Publications

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For a simplified layout of publications, please check out my Google Scholar profile.

### 📄 Conference Proceedings

[C3] **Renkai Ma**, Yao Li, and Yubo Kou. 2023. "Transparency, Fairness, and Coping: How Players Experience Moder-

ation in Multiplayer Online Games” forthcoming at CHI 2023. <https://doi.org/10.1145/3544548.3581097>

[C2] **Renkai Ma**, Xinning Gui, and Yubo Kou. 2023. “Multi-Platform Content Creation: The Configuration of Creator Ecology through Platform Prioritization, Content Synchronization, and Audience Management” forthcoming at CHI 2023. <https://doi.org/10.1145/3544548.3581106>

[C1] Yue You, **Renkai Ma**, Xinning Gui. User Experience of Symptom Checkers: A Systematic Review. In AMIA Annual Symposium Proceedings. 2022. American Medical Informatics Association, 2022.

## Journal Articles

[J6] Qiurong Song, **Renkai Ma**, Yubo Kou, and Xinning Gui. 2023. Collective Privacy Sensemaking on Social Media about Period and Fertility Tracking post Roe v. Wade. In *PACM on Human Computer Interaction*, CSCW, 2024.

[J5] **Renkai Ma**, Yue You, Xinning Gui, and Yubo Kou. 2023. How Do Users Experience Moderation?: A Systematic Literature Review. In *PACM on Human Computer Interaction*, CSCW, 2023. <https://doi.org/10.1145/3610069>

[J4] **Renkai Ma** and Yubo Kou. 2023. “Defaulting to boilerplate answers, they didn’t engage in a genuine conversation”: Dimensions of Transparency Design in Creator Moderation. In *PACM on Human Computer Interaction*, CSCW, 2023. 27 pages. <https://doi.org/10.1145/3579477>

[J3] **Renkai Ma** and Yubo Kou. 2022. “I’m not sure what difference is between their content and mine, other than the person itself”: A Study of Fairness Perception of Content Moderation on YouTube. In *PACM on Human Computer Interaction*, CSCW, 2022. 28 pages. <https://doi.org/10.1145/3555150>

[J2] **Renkai Ma**, Xinning Gui, and Yubo Kou. 2022. Esports Governance: An Analysis of Rule Enforcement in League of Legends. In *PACM on Human Computer Interaction*, CSCW, 2022. 28 pages. <https://doi.org/10.1145/3555541>

[J1] **Renkai Ma** and Yubo Kou. 2021. “How advertiser-friendly is my video?”: YouTuber’s Socioeconomic Interactions with Algorithmic Content Moderation. In *PACM on Human Computer Interaction*, CSCW, 2021. 25 pages. <https://doi.org/10.1145/3479573>

## Poster & Doctoral Consortium

[E3] **Renkai Ma**. 2023. Conceptualizing and Improving Creator Moderation Design with Platform Stakeholders. In *In Computer Supported Cooperative Work and Social Computing (CSCW ’23 Companion)*, 4 pages. <https://doi.org/10.1145/3584931.3608927>

[E2] **Renkai Ma**. 2023. Conceptualizing and Rethinking the Design of Cross-platform Creator Moderation. In *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems (CHI EA ’23)*, 4 pages. <https://doi.org/10.1145/3544549.3577049>

[E1] **Renkai Ma** and Yubo Kou. 2022. “I am not a YouTuber who can make whatever video I want. I have to keep appeasing algorithms”: Bureaucracy of Creator Moderation on YouTube. In *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW ’22 Companion)*, 2022. 5 pages. <https://doi.org/10.1145/3500868.3559445>

## Workshop Organized

[W1] Yao Li, Yubo Kou, **Renkai Ma**, Yanlai Wu, Guo Freeman, and Bryan Semaan. 2023. Multi-Stakeholder Privacy and Safety on Content Creation Platforms. In *Designing Interactive Systems Conference (DIS Companion ’23)* 3 pages. <https://doi.org/10.1145/3563703.3591461>

## Under Review

[U2] **Renkai Ma**, Zinan Zhang, Xinning Gui, and Yubo Kou. 2023. (Paraphrased title) Creators’ and Audience’s Experiences with Classifying Content for Child Privacy Protection. In CHI 2024.

[U1] Yubo Kou, **Renkai Ma**, Zinan Zhang, Yingfan Zhoua, and Xinning Gui. 2023. (Paraphrased title) Peer Feedback as Community-Based Rehabilitation. In CHI 2024.

## Awards & Recognitions

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| <b>Doctoral Consortium Participant Award</b><br>ACM Computer Supported Cooperative Work and Social Computing (CSCW 2023)             | 2023<br>\$1800 |
| <b>Doctoral Consortium Participant Award</b><br>ACM Human Factors in Computing Systems (CHI 2023)                                    | 2023<br>\$1800 |
| <b>Special Recognition for Outstanding Review x 6</b><br>ACM Computer Supported Cooperative Work and Social Computing (CSCW 2021-23) | 2021-23        |
| <b>Special Recognition for Outstanding Review x 4</b><br>ACM Human Factors in Computing Systems (CHI 2022-23)                        | 2022-23        |
| <b>First Place Winner in the 37th Annual Graduate Exhibition</b><br>Pennsylvania State University                                    | 2022<br>\$1000 |
| <b>Graduate Program Travel Fund x 2</b><br>College of Information Sciences and Technology, Pennsylvania State University             | 2021-22        |
| <b>Graduate Program Excellence Tuition Scholarship</b><br>School of Information Studies, Syracuse University                         | 2019<br>\$5202 |
| <b>Outstanding University Graduate</b><br>CQ, China  | 2018           |
| <b>National Scholarship in China</b>   | 2016<br>\$1200 |

## Services & Leadership

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| <b>Peer Reviewer x 25</b><br>ACM Human Factors in Computing Systems (CHI 2022-24)                          | 2022-24                       |
| <b>Program Committee for Late-Breaking Work (LBW)</b><br>ACM Human Factors in Computing Systems (CHI 2023) | 2023<br>Germany               |
| <b>Student Volunteer</b><br>ACM Computer-Supported Cooperative Work and Social Computing (CSCW 2023)       | Oct 2023<br>Indianapolis, USA |
| <b>Peer Reviewer x 21</b><br>ACM Computer-Supported Cooperative Work and Social Computing (CSCW 2021-2023) | 2021-23                       |
| <b>Peer Reviewer x 2</b><br>ACM ACM Designing Interactive Systems  | 2023                          |
| <b>Peer Reviewer x 1</b><br>Chinese CHI 2023   | 2023                          |
| <b>Student Volunteer</b><br>ACM Human Factors in Computing Systems (CHI 2022)                              | May 2022<br>New Orleans, USA  |
| <b>Peer Reviewer</b><br>The Annual Symposium on Computer-Human Interaction in Play (CHI Play 2022)         | 2022                          |
| <b>Peer Reviewer</b><br>Computers, Software & Applications in an Uncertain World (COMPSAC 2022)            | 2022                          |
| <b>Peer Reviewer x 2</b><br>Hawaii International Conference on System Sciences (HICSS 2021)                | 2020                          |

## Teaching Experience

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### Teaching Assistant

HCDD 364W: Methods for Studying Users, Pennsylvania State University

Fall 2023

PA, USA

### Teaching Assistant

IST 256: Programming for the Web, Pennsylvania State University

Fall 2023

PA, USA

### Teaching Assistant

IST 140 Introduction to Application Programming (Java), Pennsylvania State University

Fall 2020

PA, USA

### Teaching Assistant

IST 220 Networking and Telecommunications, Pennsylvania State University

Fall 2020

PA, USA

## Skills

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### Qualitative Methods

In-depth Interview, Focus Group, Contextual Inquiry, Qualitative Survey, Usability Testing, Thematic Analysis, Content Analysis, Competitive Analysis, Personas, Diary Studies

### Quantitative Methods

Factor Analysis, SEM, Survey design, T-test, within/between-subjects/repeated measures ANOVAs, Regressions, Latent Class/profile Analysis, User Log Analysis, Text Mining, Sentiment Analysis, Topic Modeling

### Data Analytics Tools

R, SQL and MySQL, SPSS, Mplus, Python (Google Colab, Jupyter Notebook)

### Design/UX Tools

Figma, FigJam, Adobe XD, Wix, UserZoom, UserTesting.com, dscout

### Data Visualization

ggplot in R, Adobe Illustrator, Tableau, Power BI

### Soft Skills

Project management/multitasking, Time management, Communication skills

## Invited Talks

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### Guest Lecture X 2 at user experience evaluation course

UX portfolio and resume building, hosted by Dr. Xinning Gui at Pennsylvania State University

Oct 2022 and Jan 2023

PA, USA

## Media Coverage

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**Penn State Pulls Aside Curtain at 2023 Graduate Exhibition**, *Town&Gown Magazine*, February 23, 2023

**IST intern aids in SiriusXM/Pandora user experience research**, *Penn State News*, July 27, 2022