Renkai Ma
Mixed-methods HCI researcher

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Hightlights of Me

- **Research Interests**: HCI, Social computing, Platform governance, Content creation, Trust & Safety
- I published 7 first-authored, 3 second-authored, and 2 doctoral consortium papers at ACM CHI and CSCW.
- I am very self-motivated and professionally communicative, given my academic and industry experience.

Education

The Pennsylvania State University　　　　　　　　　　　　　　　　*2020 - Now*
Ph.D. in Informatics (Human-computer Interaction)　　　　　　　　　　　*PA, USA*

Syracuse University　　　　　　　　　　　　　　　　　　　　　　*2019 - 2020*
M.S. in Applied Data Science　　　　　　　　　　　　　　　　　　　　*NY, USA*

Chongqing University of Technology　　　　　　　　　　　　　　　*2014 - 2018*
BMgmt in Accounting Information Systems　　　　　　　　　　　　　　*CQ, China*

Research Experience

Graduate/Doctoral Researcher　　　　　　　　　　　　　　　　　*2020-now*
Health and Play lab at Pennsylvania State University, under supervision of Dr. Yubo Kou　　*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.

User Experience (UX) Research Intern　　　　　　　　　　　　*May 2023 - Aug 2023*
WhatsApp/Meta　　　　　　　　　　　　　　　　　　　　　　　　　*CA, USA*

UX Research Intern　　　　　　　　　　　　　　　　　　　　　*May 2022 - Aug 2022*
Sirius XM + Pandora　　　　　　　　　　　　　　　　　　　　　　　*Remote, USA*

Research Assistant　　　　　　　　　　　　　　　　　　　　　　*2019-2020*
Whitman School of Management, Syracuse University, under supervision of Dr. Rong Li　　*NY, USA*

Research Assistant　　　　　　　　　　　　　　　　　　　　*Feb 2019 - May 2019*
School of Information Studies, Syracuse University, under supervision of Dr. Yun Huang　　*NY, USA*

Publications

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

📖 Conference Proceedings

[C4] Yubo Kou, **Renkai Ma**, Zinan Zhang, Yingfan Zhoua, and Xinning Gui. 2024. Community Begins Where Moderation Ends: Peer Support and Its Implications for Community-Based Rehabilitation. In CHI 2024.

[C3] **Renkai Ma**, Yao Li, and Yubo Kou. 2023. "Transparency, Fairness, and Coping: How Players Experience Moderation 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. 2024. 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. 2024. (Paraphrased title) Creators' and Audience's Experiences with Classifying Content for Child Privacy Protection. In DIS 2024.

Teaching Experience

IST 597: User Experience Evaluation
Spring 2024

Teaching Assistant (Class size: 18), Pennsylvania State University
PA, USA

IST 331: Foundations of Human-Centered Design *Spring 2024*
Teaching Assistant (Class size: 63), Pennsylvania State University *PA, USA*

HCDD 364W: Methods for Studying Users *Fall 2023*
Teaching Assistant (Class size: 25), Pennsylvania State University *PA, USA*

IST 256: Programming for the Web *Fall 2023*
Teaching Assistant (Class size: 42), Pennsylvania State University *PA, USA*

IST 140 Introduction to Application Programming (Java) *Fall 2020*
Teaching Assistant (Class size: 53), Pennsylvania State University *PA, USA*

IST 220 Networking and Telecommunications *Fall 2020*
Teaching Assistant (Class size: 32), Pennsylvania State University *PA, USA*

Services & Leadership

Program Committee for Late-Breaking Work (LBW) *2024*
ACM Human Factors in Computing Systems (CHI 2024) *Hawai'i*

Peer Reviewer x 25 *2022-24*
ACM Human Factors in Computing Systems (CHI 2022-24)

Peer Reviewer x 22 *2021-23*
ACM Computer-Supported Cooperative Work and Social Computing (CSCW 2021-2024)

Reviewer *2024*
Information, Communication and Society

Program Committee for Late-Breaking Work (LBW) *2023*
ACM Human Factors in Computing Systems (CHI 2023) *Germany*

Student Volunteer *Oct 2023*
ACM Computer-Supported Cooperative Work and Social Computing (CSCW 2023) *Indianapolis, USA*

Peer Reviewer x 2 *2023*
ACM ACM Designing Interactive Systems

Peer Reviewer x 1 *2023*
Chinese CHI 2023

Student Volunteer *May 2022*
ACM Human Factors in Computing Systems (CHI 2022) *New Orleans, USA*

Peer Reviewer *2022*
The Annual Symposium on Computer-Human Interaction in Play (CHI Play 2022)

Peer Reviewer *2022*
Computers, Software & Applications in an Uncertain World (COMPSAC 2022)

Peer Reviewer x 2 *2020*
Hawaii International Conference on System Sciences (HICSS 2021)

Awards & Recognitions

Special Recognition for Outstanding Review x 6 *2022-24*
ACM Human Factors in Computing Systems (CHI 2022-24)

Doctoral Consortium Participant Award *2023*
ACM Computer Supported Cooperative Work and Social Computing (CSCW 2023) *$1800*

Doctoral Consortium Participant Award *2023*
ACM Human Factors in Computing Systems (CHI 2023) *$1800*

Special Recognition for Outstanding Review x 6 *2021-23*
ACM Computer Supported Cooperative Work and Social Computing (CSCW 2021-23)

First Place Winner in the 37th Annual Graduate Exhibition *2022*
Pennsylvania State University *$1000*

Graduate Program Travel Fund x 2 *2021-22*
College of Information Sciences and Technology, Pennsylvania State University

Graduate Program Excellence Tuition Scholarship *2019*
School of Information Studies, Syracuse University *$5202*

Outstanding University Graduate *2018*
CQ, China

National Scholarship in China *2016*
$1200

Skills

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

Guest Lecture X 3 at user experience evaluation course *Oct 2022, Jan 2023, Apr 2024*
UX portfolio and resume building, hosted by Dr. Xinning Gui at Pennsylvania State
University *PA, USA*

Media Coverage

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