Chenglong MA, Ph.D.

✉ chenglong.m@outlook.com 🌐 https://chenglongma.com/ 🐙 ChenglongMa

🔗 in/machenglong 🎓 Google Scholar 🆔 0000-0002-6745-4029

Research Interests

- Recommender Systems
- Social Influence
- Responsible AI
- Information Retrieval
- User Modelling
- Simulation

Education

2020 – 2024 **Ph.D. Computer Science, RMIT**
- **Dissertation**: *Beyond Accuracy: Understanding and Modeling the Role of User Conformity in Recommender Systems.*
- **Achievement**: Dissertation approved without any changes

2018 – 2019 **M.Sc. Information Technology, RMIT**
- **Thesis**: *Learning Nearest Neighbour for Collaborative Filtering.*
- **Achievement**: Graduated with Distinction

2010 – 2014 **B.Eng. Mechatronic Engineering, BISTU**
- **Thesis**: *A Novel Algorithmic Design for Programmable Multi-Axis Controller (PMAC).*

Employment History

Academia

Sem. 1, 2023 **Tutor.** Practical Data Science (COSC2670), School of Computing Technologies, RMIT.
- **Good Teaching Score**: 4.92 (School: 3.94, College: 4.00, RMIT: 4.12)

Sem. 1, 2022 **Tutor.** Practical Data Science (COSC2670), School of Computing Technologies, RMIT.

Sem. 1, 2020 **Tutor.** Practical Data Science (COSC2670), School of Computing Technologies, RMIT.
- **Good Teaching Score**: 4.50 (School: 3.91, College: 4.03, RMIT: 4.11)

2018 – 2020 **Research Assistant.** School of Computing Technologies, RMIT.
Collaborate with senior researchers; Mentor master students.

Industry

2019 – 2024 **Senior Software Engineer.** Blobfish International, Melbourne, Australia.

2014 – 2017 **Software Engineer.** CAXA Technology CO., LTD., Beijing, China.

Research Publications

Conference Proceedings

1. **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "Temporal conformity-aware hawkes graph network for recommendations," in *Proceedings of the ACM Web Conference 2024*, ser. WWW '24, Singapore, Singapore: Association for Computing Machinery, 2024. 🔗 DOI: 10.1145/3589334.3645354.

2. **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "Evaluation of Herd Behavior Caused by Population-scale Concept Drift in Collaborative Filtering," in *Proceedings of the 45th International ACM SIGIR Conference on Research and Development in Information Retrieval*, ser. SIGIR '22, New York, NY, USA: Association for Computing Machinery, Jul. 2022, pp. 1984–1989, ISBN: 978-1-4503-8732-3. 🔗 DOI: 10.1145/3477495.3531792.

3   **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "NEST: Simulating Pandemic-like Events for Collaborative Filtering by Modeling User Needs Evolution," in *Proceedings of the 31st ACM International Conference on Information & Knowledge Management*, ser. CIKM '22, New York, NY, USA: Association for Computing Machinery, Oct. 2022, pp. 1430–1440, ISBN: 978-1-4503-9236-5. DOI: `10.1145/3511808.3557407`.

4   **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "From changing user needs to changing behavior: The impact of user macro-trends on recommender systems," in *SimuRec: Workshop on Synthetic Data and Simulation Methods for Recommender Systems Research*, ser. RecSys '21, Amsterdam, Netherlands: Association for Computing Machinery, 2021, pp. 803–805, ISBN: 9781450384582. DOI: `10.1145/3460231.3470938`.

Journal Articles

1   R. A. Rejón Piña and **C. Ma**, "Classification Algorithm for Skin Color (CASCo): A new tool to measure skin color in social science research," en, *Social Science Quarterly*, vol. 104, no. 2, pp. 168–179, 2023, ISSN: 1540-6237. DOI: `10.1111/ssqu.13242`.

Manuscript Peer Review Experience

2024	🔖	Sub-reviewer for **CIKM'24** and **RecSys'24** Conferences.
2023	🔖	Sub-reviewer for **CIKM'23** Conference.
2021	🔖	Sub-reviewer for **CIKM'21** Conference.

Featured Open-Source Projects

My Projects

Zoplicate	A plugin for managing duplicate items in Zotero.	⭐ 302	⬇ 50k	
SkinToneClassifier	A Python library for skin tone classification.	⭐ 90	⬇ 21k	
skipper-gcstorage	A Skipper adapter for Google Cloud storage.	⭐ 5	⬇ 16k	

Contributions

RecBole	A PyTorch-based unified recommendation library.	⭐ 3.3k	⬇ 110k
Recbole-Debias	A debiased recommendation toolkit of RecBole.	⭐ 38	

Skills

Coding	🔖	Python, R, C#, Java, Javascript, PHP, C++ (*Most advanced programming languages*).
Deep Learning	🔖	CNN, RNN, RL, Transformer, GNN, Hawkes Process, etc.
Misc.	🔖	Academic research, Teaching, Open source development, etc.