

# Chenglong Ma, Ph.D. Candidate

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## Research Interests

- 📖 Recommender Systems
- 📖 Information Retrieval
- 📖 Social Influence
- 📖 User Modeling
- 📖 Computer Vision
- 📖 Simulation

## Employment History

- 2020 – 2023    📖 **Tutor.** Practical Data Science, School of Computing Technologies, RMIT University, Melbourne AU.
- 2018 – 2020    📖 **Research Assistant.** School of Computing Technologies, RMIT University, Melbourne AU.
- 2014 – 2017    📖 **Software Engineer.** CAXA Technology CO., LTD., Beijing CN.

## Education

- 2020 – 2024    📖 **Ph.D. Computer Science, RMIT University**  
Thesis title: *Beyond Accuracy: Understanding and Modeling the Role of User Conformity in Recommender Systems.*
- 2018 – 2019    📖 **M.Sc. Information Technology, RMIT University**  
Thesis title: *Learning Nearest Neighbour for Collaborative Filtering.*
- 2010 – 2014    📖 **B.Eng. Mechatronic Engineering, BISTU**  
Thesis title: *A Novel PMAC Algorithm-based Controller Design for Industrial Automation Systems.*

## 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.

## Skills

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

## Manuscript Peer Review Experience

- 2023 [CIKM'23](#) Reviewer in the 32nd ACM International Conference on Information & Knowledge Management.
- 2021 [CIKM'21](#) Reviewer in the 30th ACM International Conference on Information & Knowledge Management.

## References

Available on Request