Ang Li

PhD student, 2016-present
University of Pittsburgh | School of Computing and Information

linkedin.com/in/angli432100 github.com/LittleRabbitHole www.pitt.edu/ anl125/
520-247-8820 ANL125@pitt.edu or li.ang198744@gmail.com

I am interested in social computing and data science. Specifically, I am interested in utilizing data-driven methods to understand the human factors for social computing systems and to design better systems to support their users in achieving their goals.

Education

2016 – present **University of Pittsburgh**, Pittsburgh, PA
PhD in Information Science; 3.9/4.0 GPA

2013 - 2016 **DePaul University**, Chicago, IL
Master of Science in Predictive Analytics, 3.9/4.0 GPA

Experience

June 2019 – August 2019 | Spotify, New York City, NY
Summer Research Scientist Internship, Supervised by Dr. Benjamin Carterette
Research on understanding the users' *podcast vs. music listening habits* : Adopting quasi-experimental techniques, this project intends to understand the causal influence of adding a new class of content (i.e. podcasts) on the users' original listening habits based on large scale observational data collected over one year. The results uncover the users' consumption habits for different types of content. Our contributions also include a machine learning model that predict users' listening behavior.
Methods and Skills *:* Causal inference from observational data, Propensity score matching, Difference-in-difference, Statistical analysis, Machine learning

June 2018 – August 2018 | Spotify, Boston, MA
Summer Research Scientist Internship, Supervised by Dr. Jenn Thom
Research on the *music search mindset* project : This project intends to understand how users seek information in the domain of the music search. Utilized a mixed-method approach that combines both qualitative user studies with quantitative statistical analyses, this research investigated how users search music within the music streaming platform. The results uncover the different behavior patterns when users conduct a music search and provide design implications on how to improve the current platform to better support users
Methods and Skills *:* Usability test, Survey Design, Interview, Regression analysis, Machine learning

March 2018 – Present | University of Pittsburgh, Pittsburgh, PA
Research Assistant, Research Advisor : Dr. Rosta Farzan
Research on the *worldwide events in Wikipedia* project : This project aims to describe and evaluate the process of Wikipedia representing news events across the four most spoken languages in the world : Chinese, Spanish, Arabic, and English. The results provide evidence for the unbiased representation of worldwide events across different Wikipedia language communities. Besides, this study contributes to the understanding of the collaboration process of news reporting across different language communities with different backgrounds who come together under one unified online community platform to produce content.
Methods and Skills *:* Statistical analysis, Natural language processing, Topic modeling, PCA

September 2017 – March 2018 | University of Pittsburgh, Pittsburgh, PA
Research Assistant, Research Advisor : Dr. Rosta Farzan
Research on the *Breaking events in Wikipedia* project : This project aims to explore the value and impact of breaking events on engaging newcomers into the online production communities, such as Wikipedia. Utilized different statistical data analysis methods, we evaluated the influence of the current events on the newcomers production and retention. The results provide insights on how the intrinsic and extrinsic motivation works differently for engaging new users in the user generated content systems.
Methods and Skills *:* Qualitative content analysis, Regression analysis, Survival analysis

September 2016 – September 2017 | University of Pittsburgh, Pittsburgh, PA
Research Assistant, Research Advisor : Dr. Rosta Farzan
Research on the *Wikipedia Education Project* : This project intends to understand and evaluate the Wikipedia Education (Wiki Ed) program as an institutionalized socialization strategy for engaging student newcomers to online production communities, such as Wikipedia. Utilized a mixed-method approach, we evaluated the impact of Wiki Ed program on the quality and quantity of production in Wikipedia. The results provide insights and design implications on how to design systems to better engage new users and encourage their contributions.
Methods and Skills *:* Qualitative content analysis, Regression analysis, Survival analysis

January 2017 – September 2017 | University of Pittsburgh, Pittsburgh, PA
Research Assistant, Supervised by : Dr. Yu-Ru Lin
Research on the *Black Lives Matter in Twitter* project : This project intends to understand how public utilize social media (twitter data (>1T)) to participate in the Black Lives Matter social movement and whether we could predict the offline protest based on the online participation features.
Methods and Skills *:* Statistical analysis, Natural language processing, Machine learning

June 2015 – December 2015 | Northwestern University, Social Media Lab, Evanston, IL
Research Assistant, Supervised by Dr. Jeremy Birnholtz
Research on the *Attention Management Project* : This project explored attention management and negotiation on mobile devices to understand how users' attention shifted among different contact groups based on social ties.

Publication

1. **Li, A.**, Thom, J., Chandar, P., Hosey, C., Thomas, B. S., & Garcia-Gathright, J. (2019, May). Search Mindsets : Understanding Focused and Non-Focused Information Seeking in Music Search. In *The World Wide Web Conference* (pp. 2971-2977). ACM.

2. **Li, A.**, & Farzan, R. (2018, September). Keeping up on Current Events ! A Case Study of Newcomers to Wikipedia. In *International Conference on Social Informatics* (pp. 348-369). Springer, Cham.

3. Chung, W. T., Lin, Y. R., **Li, A.**, Ertugrul, A. M., & Yan, M. (2018, September). March with and Without Feet : The Talking About Protests and Beyond. In *International Conference on Social Informatics* (pp. 134-150). Springer, Cham.

4. Zheng, K., **Li, A.**, & Farzan, R. (2018, March). Exploration of Online Health Support Groups Through the Lens of Sentiment Analysis. In *International Conference on Information* (pp. 145-151). Springer, Cham.

5. Birnholtz, J., Davison, J., & **Li, A.** (2017). Attending to attention : How do people attract, manage, and negotiate attention using mobile devices ? *Mobile Media & Communication*, 2050157917714504.

6. **Li, A.**, Chau, H., & Lin, Y. R. (2017). Predicting Student's Performance Based on Their Reading Behaviors. In *International Conference on Social Computing, Behavioral-Cultural Modeling and Prediction and Behavior Representation in Modeling and Simulation*

Academic Services

- Reviewer of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW) 2018, 2019
- Reviewer of AAAI Conference on Web and Social Media (ICWSM) 2020
- Reviewer of ACM Transactions on Social Computing Journal
- Student volunteer for CSCW 2018

Skills

Data Mining	R, Python, Matlab
Database	Oracle Database, MySQL
Statistical Analysis	R, SPSS and SAS
Data Visualization	Gephi, Tableau, D3.js