Ang Li

PhD candidate, expected graduation : December 2021
University of Pittsburgh | School of Computing and Information

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

Education

September 2016 – December 2021 **University of Pittsburgh**, Pittsburgh, PA
PhD in Information Science; 3.9/4.0 GPA

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

Experience

June 2020 – August 2020 **Google, Mountain View, CA**
UX Research Internship, Host : Dr. Tao Dong, Co-host : Dr. JaYoung Lee
Conducted user experience research to support **Flutter** open source software (OSS) community.

- Utilized a mixed-method approach, the project aims to improve the current pull request (PR) triaging and reviewing process while maintainers interacting with the PR contributors.
- Utilized content analyses, we evaluated the project documents to understand the ideal attributes of good PRs maintainers would like to see and draw hypotheses on what maintainers are expected to do during PR reviewing and accepting process.
- Utilized statistical methods based on the large-scale log data, we investigated the maintainers' current practices in triaging and reviewing PRs.
- The results identify different gaps existed in the current system, and also provide recommendations on how the system can be better designed to support project maintainers.

June 2019 – August 2019 **Spotify, New York City, NY**
Research Scientist Internship, Supervised by Dr. Benjamin Carterette
Research on understanding users' *Music* versus *Podcast* consumption habits.

- Adopting propensity score matching and difference-in-difference methods, we assessed the causal influence of adding podcasts listening on user music consumption behavior by using large scale observational data collected over one year.
- Utilized statistical methods based on the large-scale log data, we examined users' consumption habits for podcasts vs. music and uncovered the differences.
- A machine learning model was then developed to predict users' listening content based on their listening habit, and the model can achieve high accuracy rate.
- The research paper was presented in the Web Conference 2020. Paper is available at : `https://dl.acm.org/doi/10.1145/3366423.3380260`.

June 2018 – August 2018 **Spotify, Boston, MA**
UX 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 to uncover how users search music within the music streaming platform.
- Guided by the usability test and interview study, we designed and conducted a user survey to gather data directly from users about their mindsets when they search music using mobile devices.
- Utilized statistical methods and machine learning techniques based on the large-scale log data, we examined users' behavior to infer users mindset as they approach a music search. The model achieve good accuracy level.
- The results uncover the different behavior patterns when users conduct a music search and provide design implications on how to improve current platform to better support users.
- The research paper was presented in the Web Conference 2019.Paper is available at : `https://dl.acm.org/doi/10.1145/3308558.3313627`

September 2016 – Present

University of Pittsburgh, PITTSBURGH, PA
Research Assistant, Research Supervisor : Dr. Rosta Farzan, Dr. Yu-Ru Lin

Working on research projects that understand the content production process by users in various social media platforms including Wikipedia and Twitter. The results provide insights on how to design social computing systems that can provide more inclusive and less polarized user-generated content. Research methods include both qualitative analysis such as content analysis and human annotation as well as quantitative methods such as analyzing and modeling the large-scale human generated online behavior data including :

- Generalized regression analysis to evaluate the relationship between users' content production process and the content quality/bias as outcomes;
- Survival analysis to evaluate the member retention in the platform;
- Develop coding scheme and utilize qualitative content analysis to understand how different types of the communications could help to engage current users;
- Mediation analysis to examine the social interactions as mediator factors that influence members' production and retention;
- Network analysis to discover social interaction patterns;
- NLP techniques (e.g. topic modeling, word-embedding, sentiment analysis, etc.) to process the user-generated content and extract the linguistic features and topics.

SELECTED PUBLICATION

1. **Li, A.**, Yao, Z., Yang, D., Kulkarni, C., Farzan, R., & Kraut, R. E.. (2020, May). Successful Online Socialization : Lessons from the Wikipedia Education Program. In Proceedings of ACM Hum.-Comput. Interact. 4, CSCW1, Article 050 (May 2020)

2. **Li, A.**, Wang, A., Nazari, Z., Chandar, P., & Carterette, B. (2020, April). Do podcasts and music compete with one another? Understanding users' audio streaming habits. In Proceedings of *The Web Conference 2020* (pp. 1920-1931).ACM.

3. **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 Proceedings of *The World Wide Web Conference 2019* (pp. 2971-2977). ACM.

4. **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.

5. 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.

6. 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.

7. 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.

ACADEMIC SERVICES

- Reviewer of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW) 2018, 2019, 2020
- 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

Qualitative User study	Interview, Usability test, Content analysis
Statistical Analysis	R, Python, Matlab
Database	Relational Database, SQL
Data Visualization	Gephi, Tableau, D3.js