

Qinglai He

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Academic Positions

2021 - Present	Assistant Professor in Business Analytics, <i>Wisconsin School of Business, University of Wisconsin - Madison</i>
2016 - 2021	Graduate Associate in Information Systems, <i>W. P. Carey School of Business, Arizona State University</i>

Education

2016 - 2021	Ph.D. in Information Systems	<i>Arizona State University</i>
	<i>Dissertation Title: Online Platform Policy and User Engagement</i>	
2013 - 2016	M.S. in Computer Science	<i>Sichuan University</i>
2009 - 2013	B.S. in Computer Science, B.A. in Finance (Minor)	<i>Sichuan University</i>

Research Interests

- Human-AI Interaction
- Incentives & Creativity of User-generated content
- Online Platform Policy

Honors and Awards

- 2024 Best Associate Editor, 2024 International Conference on Information Systems
- 2024 Appreciation for Service as Session Chair, 2024 INFORMS Annual Meeting
- 2021 ACM SIGMIS Doctoral Dissertation, Runner-up
- 2020 Americas Conference on Information Systems (AMCIS) Doctoral Consortium Fellow
- 2020 Outstanding Research, Department of Information Systems, Arizona State University
- 2018 Travel Funding from Graduate and Professional Student Association, Arizona State University
- 2015 Outstanding Graduate Student, Sichuan University
- 2013 Creative Talents Award of College of Computer Science, Sichuan University
- 2012 Outstanding Graduate, Sichuan University
- 2012 Outstanding Student in the 1st Summer Camp of Economics and Management School of Wuhan University (only 79 students were selected nationally)
- 2011 The Second Class Scholarship, Sichuan University
- 2010 First Place of the English Speech Contest of College Computer Science, Sichuan University

Peer Reviewed Research

1. He, Q., Hong, Y., & Santanam, R. "Platform Governance with Algorithm-based Content Moderation: An Empirical Study on Reddit". Forthcoming at *Information Systems Research*.
2. Burtch, G.*, He, Q.*, Hong, Y.*., & Lee, D*. (2022). "How Do Peer Awards Motivate Creative Content? Experimental Evidence from Reddit." *Management Science*, 68(5), 3488-3506. * All coauthors contributed equally.
3. Lu, B., Zhu, M., He, Q., Li, M., & Jia, R. (2017). "TMNVis: Visual Analysis of Evolution in Temporal Multivariate Network at Multiple Granularities ". *Journal of Visual Languages & Computing*, 43, 30-41.

Conference Proceedings

1. Zhang, X., He, Q., & Zhang, Z. (2022) "Impact of Hiding Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". In: *Proceedings of the International Conference on Information Systems (ICIS)*, Copenhagen, Denmark.
2. He, Q., Hong, Y., & Santanam, R. (2022) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*.
3. He, Q., Hong, Y., & Santanam, R. (2020) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the International Conference on Information Systems (ICIS)*.
4. Burtch, G., He, Q., Hong, Y., & Lee, D. (2019) "Peer Awards Retain New Users and Encourage Exploitation in Users' Production of Creative Content." In: *Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.
5. He, Q., Zhu, M., Lu, B., Liu, H., & Shen, Q. (2016). MENA: Visual Analysis of Multivariate Egocentric Network Evolution. In: *Proceedings of the International Conference on Virtual Reality and Visualization (ICVRV)* (pp. 488-496). IEEE.

Paper in Review

1. Yuan, H.*, He, Q.*, Wang, L., Huang, N., Zhang, J., & Ye, Q. "What Happens When Machines Become Smarter? An Empirical Investigation of AI Opponents in Online Gaming". * Joint Frist Authors. Under the 3rd round of review at *MIS Quarterly*.
2. Zhang, X., He, Q., & Zhang, Z. "Impact of Reducing Visibility of Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". Under revision for the 3rd round of review at *Information Systems Research*.
3. Ma, Y.*, He, Q.*, Li, X., & Wu, L. "The Double-edged Sword of Banning Generative AI on Online Question & Answer Community: Evidence from Stack Exchange". * Joint Frist Authors. Under revision for the 2nd round of review at *Management Science*.
4. Qiao, M., He, Q., & Huang, KW. "Detecting and Correcting Estimation Bias Caused by Content Deletion in User-generated Content Studies". Under revision for the 2nd round of review at *MIS Quarterly*.
5. Miao, Y., He, Q., Kim, S. & Saffarizadeh, K. "Creative Gains, Reputational Strains: Generative AI Elevates Style and Aesthetic Quality but Triggers Spillover on Non-AI Artworks". Under review at *Journal of the Association for Information Systems*.
6. Feng, R*, He, C*, He, Q*. "When Saving Means Sacrificing: The Impact of State-Mandated IRA Programs on Household Consumption Choices". *Equal contribution. Under revision for resubmit at *Marketing Science*.

Work in Progress

1. **He, Q.**, Pamuru, V., Burtch, G., Hong, Y., and Santanam, R. "Political Identity Signaling. Online Disclosure Interaction and Polarization".
2. Bairathi, M.*, Banerjee, S.*; **He, Q.***; & Huang, J*. "Governance Shocks and User Engagement: Lessons from the 2023 Reddit 'Go Dark' Protests". * Authors listed alphabetically.

Invited Talks

- **Boston University**, Online Research Seminar of Online Businesses. Virtual, *May 2025*.
- **University of Wisconsin – Madison**, Madison, WI, USA, *October 2024*
- **University of Rochester** Virtual, *December 2020*
- **University of Wisconsin – Madison** Virtual, *November 2020*
- **Erasmus University** Virtual, *November 2020*

Conference & Workshop Presentations

1. (October 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". INFORMS Annual Meeting, Seattle, WA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
2. (September 2023) "The Impacts of the AIGC Ban on Question & Answer Community: Evidence from Stack Exchange", Wharton Business and Generative AI Conference, San Francisco, CA, USA – co-authored with Ma, Y., Li, X., & Wu, L.
3. (May 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interactions at Harvard, 2023, Boston, MA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
4. (October 2022) "Correcting Missing Value Bias Caused by Platform Content Management". INFORMS Annual Meeting, 2022, Indianapolis, IN, USA – co-authored with Qiao, M., & Huang, KW.
5. (April 2022) "The Impact of Influencer Activities on Service and Quality of Care in Online Healthcare Platforms." POMS Conference, 2022, Virtual – co-authored with Yang, H., Huang, N., Hong, Y., & Yan, Z.
6. (October 2021) "Does Identity Declaration Amplify or Attenuate Polarization in Online Political Discourse?" Conference on Information Systems and Technology (CIST), 2021, Newport Beach, CA, USA – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.
7. (June 2021) "Does Mandatory Declaration of Ideological Stance Amplify or Attenuate Polarization in Online Political Discourse?". Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2021, Virtual – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.
8. (December 2020) "Machine-assisted Regulation, Online Participation and Human Moderation". International Conference on Information Systems (ICIS), 2020, Virtual – co-authored with Hong, Y., & Santanam, R.
9. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Workshop on Information Systems and Economics (WISE), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.
10. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." International Conference on Information Systems (ICIS), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.

11. (November 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Conference on Digital Experimentation at MIT (CODE), 2019, Boston, MA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
12. (October 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." INFORMS Annual Meeting, 2019, Seattle, WA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
13. (October 2019) "Peer Symbolic Awards Increases Content Generation but Reduces Content Novelty." Conference on Information Systems and Technology (CIST), 2019, Seattle, WA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
14. (June 2019) "The Role of Peer Symbolic Awards on User-generated Content Creativity: Evidence from a Random Field Experiment." Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2019, Hong Kong, China – co-authored with Burtch, G., Hong, Y., & Lee, D.
15. (December 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Workshop of Information Technologies and System (WITS), 2018, Santa Clara, CA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
16. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Conference on Digital Experimentation at MIT (CODE), 2018, Boston, MA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
17. (October 2018) "Multi-channel Complementarity in Goal-directed Platforms." Conference on Information Systems and Technology (CIST), 2018, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
18. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." INFORMS Annual Meeting, 2019, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
19. (December 2017) "Multi-channel Complementarity in the Online Learning Context." Workshop on Information Technologies and System (WITS), 2017, Seoul, South Korea – co-authored with Benjamin, V., Hong, Y., & Santanam, R.

Teaching Experience

Text Analytics and Business Applications

University of Wisconsin – Madison

INFO SYS 723 (Graduate), Spring 2023, Spring 2024, Spring 2025

Digital Platform Analytics

University of Wisconsin – Madison

INFO SYS 423 (Undergraduate), Spring 2022, Spring 2023, Spring 2024, Spring 2025

Business Database Systems

Arizona State University

CIS 365 (Undergraduate), Spring 2019, Fall 2020, Spring 2021

Professional Service

- 2021-Present Ad-hoc reviewer for *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Production and Operations Management*
- 2023-2024 Associate editor for ICIS
- 2021, 2024 Session chair of INFORMS Annual Meeting
- 2017-Present Ad-hoc reviewer for ICIS, CIST, WITS, HICSS
- 2019-2020 Reviewer of Research and Travel Funding at GPSA, ASU
- 2018 Volunteer at CIST, Phoenix, USA
- 2017 Volunteer at ICIS & WITS, Seoul, South Korea
- 2016 Volunteer at DocNet, Phoenix, AZ, USA

University Service

- 2024-Present Research Engagement & Visibility Committee *OIM Dept, Wisconsin School of Business*
- 2023 Search Committee Member *Wisconsin School of Business*
- 2021-Present Faculty Senator *University of Wisconsin – Madison*

Technical Skills

- Programming Languages: Python, Java, C++, C, JavaScript, JQuery, SQL, D3.js
- Machine Learning: Scikit-learn, NLTK, Spacy, TensorFlow
- Statistical Software: R, Stata, SAS, Tableau