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Department of Informatics
New Jersey Institute of Technology
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Jie Cai

Profile

My primary area of focus is in human-computer interaction (HCI) with a particular interest in live streaming such as live streaming shopping and content moderation. I applied both survey-based and interview-based research methods to understand users' motivation for shopping in live streams and how moderators manage harassment in live-chat channels and provide design suggestions to improve user experience in live streaming communities.

Eeducation

- 2017-2021 **Ph.D. in Informatics, HCI Track**
New Jersey Institute of Technology, NJ, USA
Dissertation: *Understanding the Voluntary Moderation Practices in Live Streaming Communities*
Committee: Donghee Y. Wohn (advisor), Starr Roxanne Hiltz, Aritra Dasgupta, Cody Bauntain, David Wang, Bryan Dosono
- 2014-2016 **M.S.in Marketing Research**
Hofstra University, NY, USA
Thesis: *The Effect of Color and Dispersion of Review Ratings on Consumers' Purchase Decisions*
Advisor: Veronika Ilyuk-Morace
- 2010-2014 **B.A.in Marketing/Organizational Leadership (dual degree)**
Shenyang Normal University/Fort Hays State University, Shenyang, China

Publications & Presentations

CONFERENCE PROCEEDINGS & JOURNAL PAPERS

- 2019 **Jie Cai** and Donghee Y. Wohn. (2019). Categorizing Live Streaming Moderation Tools: An Analysis of Twitch. *International Journal of Interactive Communication Systems and Technologies - IJICST*, 9(2), 36-50.
- Jie Cai** and Donghee Y. Wohn. (2019). Live Streaming Commerce : Uses and gratifications

Approach to Understanding Consumers' Motivations. In *Proceedings of the 52nd Hawaii International Conference on System Sciences - HICSS'19*.

Jie Cai and Donghee Y. Wohn. (2019). What are Effective Strategies of Handling Harassment on Twitch? Users' Perspectives. In *Companion of the 2019 ACM Conference on Computer Supported Cooperative Work and Social Computing - CSCW'19*.

Jie Cai, Donghee Y. Wohn, and Guo Freeman. (2019). Who Purchases and Why? Explaining Motivations for In-game Purchasing in the Online Survival Game Fortnite. In *Proceedings of Computer-Human Interaction in Play - CHI PLAY'19*.

2018 **Jie Cai**, Ankit Mittal, Dhanush Sureshababu, and Donghee Y. Wohn. (2018). Utilitarian and Hedonic Motivations for Live Streaming Shopping. In *Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video - TVX'18*.

PRESENTATIONS & WORKSHOPS

2019 **Jie Cai** and Donghee Y. Wohn. (2019). Ignoring As a Strategy: Why Moderators Use It And How It Influences Viewers' Behaviors. *Workshop paper presented at the 2019 ACM Conference on Computer Supported Cooperative Work and Social Computing - CSCW'19*.

Jie Cai and Donghee Y. Wohn. (2019). Live Streaming Shopping. *Presentation at NJIT Dana Knox Showcase*.

2016 **Jie Cai**, Danlin Liang, Zhibin Cen, Boonghee Yoo. (2016). An Exploratory Model of Consumers' Perceived Value of Business College Education. *Student Paper presented at the 45th Annual Meeting of the Western Decision Science Institute - WDSI'16*.

DOCTORAL CONSORTIUM

2019 **Jie Cai**. (2019). The Motivation of Live Virtual Reality Shopping and Design Principles. *Presentation at the 52nd Hawaii International Conference on System Sciences - HICSS'19*.

Teaching Experience

2020-2021 **Research Assistant**, Project: *Collaborative Research: Augmenting Social Media Content Moderation*. PI and Advisor: Dr. Donghee Y. Wohn.

2019 fall **Instructor**, IS448: *Usability and Measuring UX*. Independently teach a course.

2018-2020 **Teaching Assistant**, IS117: *Introduction to Website Development*, IS265: *Introduction to Information System*. Work with Dr. Arthur H. Hendela.

2017 fall **Teaching Assistant**, IS448: *Usability and Measuring UX*, IS375: *Discovering User Needs for UX*. Work with Dr. Donghee Y. Wohn.

Working Experience

2016-2017 **Merchandising Assistant**, VIP.com, New York

Conducted sales report analysis, market trends and brand research and identified trendy brands to business development managers.
 Accomplished brand introduction to Website in China in food, home, beauty and maternity categories from the major platforms - Costco and BJ's Wholesale.

Student Advising

2019-2020	Andrew Suarez , Undergraduate majoring in Information Technology
2019-2020	Aaron Samuel , Undergraduate majoring in Computer Science
2020	Abdelmalek Benaissa , Undergraduate
2019	Jessy Martinez , Undergraduate majoring in Chemistry

Service

CONFERENCE REVIEWER

2020	CHI 2020, CHI Late Breaking Work 2020, ICWSM 2020, CSCW 2020, PACIS 2020, CHI PLAY 2020
2019	CHI 2019, CHI Late Breaking Work 2019, HICSS 2019, CSCW 2019
2018	MobileHCI 2018, CSCW 2018

JOURNAL REVIEWER

2020	Cyberpsychology: Journal of Psychosocial Research on Cyberspace
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STUDENT ACTIVITIES

2019	Student Volunteer	CSCW
2018-2019	Graduate Student Association (GSA) Treasurer	NJIT

Awards & Honors

2019	Lisa A. Pierce Student Leader of the Year Award	NJIT
2019	\$1300 - Graduate Student Association (GSA) Travel Grant	NJIT
2018	\$800 - Graduate Student Association (GSA) Travel Grant	NJIT