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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 communities such as gaming, shopping and content moderation. I applied both qualitative (e.g., interview, observation) and quantitative (e.g., survey) methods to understand users' mental model and behavioral pattern and provide design suggestions to improve user experience.

Education

- 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

- 2020 **Jie Cai** and Donghee Y. Wohn. (2020). Behind the Scenes, on the Stage, and in the Audience: Practices of Volunteer Moderators on Twitch. *(Full paper, under review)*
- Jie Cai** and Donghee Y. Wohn. (2020). After Violation But Before Sanction: Understanding Volunteer Moderators' Profiling Processes Toward Violators in Live Streaming Communities. *(Full paper, under review)*

- 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
- Telematics and Informatics

STUDENT ACTIVITIES

- 2020 Student Volunteer CSCW
- 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