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New Jersey Institute of Technology  
Newark, NJ, 07102

## Jie Cai

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### Profile

My primary area of focus is in human-computer interaction (HCI) with an interest in phenomena in novel and interactive social media, such as gaming, shopping, and content moderation in live streaming communities. I also have broad interest in work from home technology and social music. I applied both qualitative (e.g., interview, observation) and quantitative (e.g., survey) methods to understand users' mental model and behavioral patterns and to provide design suggestions to improve user experience.

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### Education

2017-2022  
(Expected)

**Ph.D. in Information Systems, 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

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### Publications & Presentations

CONFERENCE PROCEEDINGS & JOURNAL PAPERS

C7

Sahaj Vaidya, **Jie Cai**, Soumyadeep Basu, Azadeh Naderi, Donghee Y. Wohn, and Aritra Dasgupta. (2021). Conceptualizing Visual Analytic Interventions for Content Moderation. *In Proceedings of the IEEE Visualization Conference - VIS'21*.

J2

**Jie Cai** and Donghee Y. Wohn. (2021). After Violation But Before Sanction: Understanding Volunteer Moderators' Profiling Processes Toward Violators in Live Streaming Communities. *In Proceedings of the ACM on Human Computer Interaction - CSCW'21*.

- P<sub>3</sub> **Jie Cai**, Ruiqi Shen, Starr Roxanne Hiltz. (2021). Understanding Choice of Social Music Systems in China: A Study of NetEase Cloud Music. *In Proceedings of the ACM International Conference on Mobile Human-Computer Interaction - MobileHCI'21*.
- C<sub>6</sub> **Jie Cai**, Sarah J Ryu, Donghee Y. Wohn, and Hyejin Hannah Kum-Biocca. (2021). Understanding Working from Home Practical Changes and Adaptations During the COVID-19 Pandemic. *In Proceedings of the International BCS Human Computer Interaction Conference - BritishHCI'21*.
- P<sub>2</sub> **Jie Cai**, Cameron Guanlao, and Donghee Y. Wohn. (2021). Understanding Rules in Live Streaming Micro Communities on Twitch. *In WiP proceedings of the 2021 ACM International Conference on Interactive Media Experiences - IMX'21*.
- C<sub>5</sub> **Jie Cai** and Donghee Y. Wohn. (2021). Moderation Visibility: Mapping the Strategies of Volunteer Moderators in Live Streaming Micro Communities. *In proceedings of the 2021 ACM International Conference on Interactive Media Experiences - IMX'21*.
- C<sub>4</sub> Jirassaya Uttarapong, **Jie Cai**, and Donghee Y. Wohn. (2021). Harassment Experiences of Women and LGBTQ Live Streamers and How They Handled Negativity. *In proceedings of the 2021 ACM International Conference on Interactive Media Experiences - IMX'21*.
- J<sub>1</sub> **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.
- C<sub>3</sub> **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*.
- P<sub>1</sub> **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*.
- C<sub>2</sub> **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*.
- C<sub>1</sub> **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*.

MANUSCRIPTS UNDER REVIEW & IN SUBMISSION

**Jie Cai** and Donghee Y. Wohn. Coordination and Collaboration: How do Volunteer Moderators Work as a Team in Live Streaming Communities? (*Full paper, under review*)

**Jie Cai** and Donghee Y. Wohn. Understanding Moderator's Commitment and Conflict Management Styles in the Moderation Team in Live Streaming Communities. (*Full paper, under major revision*)

Christine Cook, **Jie Cai**, and Donghee Y. Wohn. Awe Versus Aww: The Effectiveness of Two Kinds of Positive Emotional Stimulation on Stress Reduction for Online Content Moderators. (*Full paper, under major revision*)

## 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

- 2021 **Jie Cai**. (2021). Understanding the Voluntary Moderation Practices in Live Streaming Communities. *Presentation at the 2021 ACM International Conference on Interactive Media Experiences - IMX'21*.
- 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*.
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## 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.
- 2016.1-2016.5 **Intern Assistant Data Analyst**, [Tal Depot.com](#), New York
- Analyzed monthly shipping performance by getting data from Aftership platform, using Excel (pivot table and data analysis), and writing marketing reports.
  - Researched fraud online transactions through Signify platform and tracked suspicious credit transactions.
  - Searched UPC code for all products and match product information for eBay and Used Magento platform post and manage products on website.
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## Teaching and Research Experience

- 2019 fall, 2021 fall **Instructor**
- Independently develop course materials and teach a HCI course for 25-30 students: IS448: *Usability and Measuring UX*.

- Update the syllabus based on students' feedback and re-design the course to ask students to read and present the most recent research papers in HCI domains (e.g., CHI, CSCW, CMC).

2020-2021

### Research Assistant

- Work on the NSF-funded project: Collaborative Research: Augmenting Social Media Content Moderation with the PI and my advisor: Dr. Donghee Y. Wohn.
- Lead and conduct exploratory studies with content moderators with observation and interview methods.
- Collaborate with data visualization team at NJIT to explore visualization intervention for content moderation.
- Collaborate with UCLA and UMSI scholars to organize workshops targeting top HCI conferences like ACM SIGCHI.

2017-2020

### Teaching Assistant

- Work with Dr. Arthur H. Hendela to grade assignments and support Q&A for two IS courses: IS117:Introduction to Website Development and IS265:Introduction to Information System.
  - Work with Dr. Donghee Y. Wohn to organize class discussion and grade assignments for two HCI courses: IS448:Usability and Measuring UX and IS375:Discovering User Needs for UX.
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## Fellowships

2021 summer

**CSST Summer Institute**, (Online).

*Presentation at the Consortium for the Science of Sociotechnical Systems - CSST'21.*

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## Student Advising

2020-present

**Aashka Patel**, Undergraduate majoring in Computer Science

2020-2021

**Sarah Ryu**, Undergraduate majoring in Human Computer Interaction

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

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## Services

### CONFERENCE REVIEWER

2022

CHI 2022, CSCW 2022

2021

CHI 2021, CHI Late Breaking Work 2021, CSCW 2021, IMX 2021

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

2021 CSCW: Journal of Collaborative Computing and Work Practices  
 2020 Cyberpsychology: Journal of Psychosocial Research on Cyberspace  
 Telematics and Informatics

#### STUDENT & CONFERENCE ACTIVITIES

2021 Proceedings Chair *ACM IMX'21*  
 2020 Student Volunteer *CSCW'19*  
 2019 Student Volunteer *CSCW'19*  
 2018-2019 Graduate Student Association (GSA) Treasurer *NJIT*

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#### Awards & Honors

2021 Special Recognition for Outstanding Reviews *ACM CHI'21*  
 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*