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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 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.

Education

2017-2022
(Expected)

Ph.D. in Information Science, 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

2021

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*

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*

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*

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.*

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.*

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.*

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 Sureshbabu, 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

- 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 VIP 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 **Instructor, IS448: Usability and Measuring UX.** Independently develop course materials and teach a course.
- 2020-2021 **Research Assistant, Project: Collaborative Research: Augmenting Social Media Content Moderation.** PI and Advisor: Dr. Donghee Y. Wohn.
- 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.
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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

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

Services

CONFERENCE REVIEWER

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

2020	Cyberpsychology: Journal of Psychosocial Research on Cyberspace Telematics and Informatics
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STUDENT & CONFERENCE ACTIVITIES

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

Awards & Honors

2021	Special Recognition for Outstanding Reviews	<i>ACM CHI'21</i>
2019	Lisa A. Pierce Student Leader of the Year Award	<i>NJIT</i>
2019	\$1300 - Graduate Student Association (GSA) Travel Grant	<i>NJIT</i>
2018	\$800 - Graduate Student Association (GSA) Travel Grant	<i>NJIT</i>