

ACADEMIC POSITIONS

- 2022 - Now Assistant Professor, Bocconi University
- 2021 - 2022 Assistant Professor, McGill University

EDUCATION

- 2021 Ph.D. in Information Systems, Boston University
- 2015 M.A. in Economics, Indiana University
- 2013 B.A. in Economics, Peking University
- 2011 B.S. in Computer Science, Beijing Language and Culture University

RESEARCH INTERESTS

Digital Platforms, Economics of Technology, Text as Data

RESEARCH

PUBLICATIONS

[Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia](#)

- with Dylan Walker (Chapman U) and Lev Muchnik (Hebrew U)
- *Information Systems Research* (2020)

[If a Tree Falls in the Forest: Presidential Press Conferences and Early Media Narratives about the COVID-19 Crisis](#)

- with Masha Krupenkin (Boston College), Dylan Walker (Chapman U), David Rothschild (Microsoft)
- *Journal of Quantitative Description* (2022)

[Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform](#)

- with Warut Khern-Am-Nual (McGill U) and Yinan Yu (U of Oklahoma)
- *Production and Operation Management* (2024)

WORKING PAPER

Monetizing Your Platform: Understanding the Supply and Demand Responses to Entry Cost in Two-sided Markets

- with Qiaoni Shi (Bocconi) and Shrabastee Banerjee (Tilburg)
- Nominated for Best Paper Award at HICSS 2023
- Minor Revision at *Management Science*

Machine-assisted Content Creation on Peer Production Platforms: Insights from Machine Translation on Multilingual Wikipedia

- with Dylan Walker (Chapman U)
- Recipient of Wikimedia Research & Technology Fund

Jumping the Great Firewall: Civil Disobedience against Internet Censorship in China

- with Chenshuo Sun (NUS)

(SELECTED) WORK IN PROGRESS

Welfare Effects of Machine-assisted Content Creation

- with Joel Waldfogel (U of Minnesota)

Gun Purchases in Respond to Gun Violence Incidents

- with Jessica Kim (Bocconi)

Learning from User-Product Interactions: A Representation Learning Approach

- with Qiaoni Shi (Bocconi) and Christian Hotz-Behofsits (WU Vienna)

AWARD AND GRANT

Award

Wikimedia Foundation Research Award of the Year 2021

Grant

Italy Ministry of University and Research Fund (PRIN) (2023-2025)

- Role: Principal Investigator; Amount: Euro €227,708

Canada SSHRC Insight Grant (2022-2025)

- Role: Principal Investigator; Amount: CAD \$79,749

Wikimedia Research & Technology Fund (2022-2023)

- Role: Principal Investigator; Amount: USD \$45,840

TEACHING

Large Language Models in Marketing Research (*Average Rating: 10*)

- *Spring 2024*

Computational Applications in Marketing (*Average Rating: 9.1*)

- *Fall 2022, Fall 2023, Fall 2024*

Data Mining for Marketing, Business, and Society (*Average Rating: 8.3*)

- *Spring 2022, Spring 2023, Spring 2024*

ACADEMIC SERVICE

Program Committee

- Workshop on Platform Analytics 2024/2025
- Workshop on Information Technology and System 2023/2024/2025
- Wiki Workshop 2023/2024
- Conference for Information System and Technology 2021

Associate Editor

- International Conference on Information Systems 2023/2024/2025
- Pacific Asia Conference on Information Systems 2024

Ad Hoc Reviewer

- Management Science
- MIS Quarterly
- Information Systems Research
- Production and Operations Management
- Journal of the Academy of Marketing Science

PRESENTATION AND INVITED TALKS

[Machine-assisted Content Creation on Peer Production Platforms: Insights from Machine Translation on Multilingual Wikipedia](#)

- Wiki Workshop 2022
- McGill University Annual Research Event 2022
- Statistical Challenges in E-commerce Research 2022
- Wikimedia Foundation Language Team 2022
- Workshop on Information Technologies and Systems 2022
- Statistical Challenges in E-commerce Research 2023
- Wikimania 2023

- Workshop on Information Systems and Economics 2023
- Digital Economy Workshop 2024
- Munich Summer Institute 2024
- Bocconi Marketing Department Research Camp 2024
- Mapping and Governing the Online World 2024
- Wikimedia Research Showcase 2024
- INFORMS Annual Meeting 2024
- Vienna University of Economics and Business 2024
- HEC Lausanne 2024

Monetizing Your Platform: Understanding the Supply and Demand Responses to Entry Cost in Two-sided Markets

- Conference of Digital on Experimentation 2021*
- Bocconi University 2022
- Singapore Management University 2022*
- Indian Institute of Management 2022*
- European Marketing Academy Annual Conference 2022*
- Conference for Customer Journey in a Digital World 2022*
- Statistical Challenges in E-commerce Research 2022
- Workshop on Information Systems and Economics 2022*
- Hawaii International Conference on System Sciences 2023
- London Business School 2023*
- University College London 2023*
- Imperial College London 2023*
- Workshop on Platform Analytics 2024*

Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia

- World Wide Web Conference 2017
- Conference on Digital Experimentation 2017
- Workshop of Information System and Economics 2017
- Statistical Challenge of e-Commerce Research 2018
- Harvard Business School 2018
- Workshop on Experimental and Behavioral Economics in Information Systems 2019
- Wiki Workshop 2020
- Microsoft Research NYC 2020
- McGill University 2020
- Wikimedia Research Showcase 2021

Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform

- American Conference on Information Systems 2021

- Statistical Challenge of e-Commerce Research 2021
- Conference for Information Systems and Technologies 2021*

[If a Tree Falls in the Forest: COVID-19, Media Choices, and Presidential Agenda Setting](#)

- International AAAI Conference on Web and Social Media 2020*
- Politics and Computational Social Science (PaCSS) Conference 2020*
- Boston University - Institute for Health System Innovation and Policy 2020

[How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts](#)

- Politics and Computational Social Science 2018
- Statistical Challenge of e-Commerce Research 2019
- Workshop on Information Systems and Economics 2019
- Boston University 2020
- Microsoft Research NYC 2020

* : presented by a coauthor