RENKAI MA

I focus on the intersection between human-computer interaction (HCI) and Trust & Safety.

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Short Summary: With a strong publication record in HCI venues like ACM CHI, CSCW, DIS, and IDC, and experience in both academia and tech industry, I am ready to contribute to the advancement of HCI, social computing, and trust & safety for diverse populations, such as content creators, video game players, and vulnerable ones like children and their families.

EDUCATION

Ph.D. in Informatics (Human-computer Interaction)
The Pennsylvania State University
📅 Aug 2020 - Aug 2024   📍 PA, USA

M.S. in Applied Data Science
Syracuse University
📅 Jan 2019 - July 2020   📍 NY, USA

BMgmt in Accounting Information Systems
Chongqing University of Technology
📅 Aug 2014 - June 2018   📍 CQ, China

WORK/RESEARCH EXPERIENCE

Assistant Professor
University of Cincinnati
📅 Aug 2025 -   📍 OH, USA

Postdoctoral Scholar
Advised by Drs. Pamela J. Wisniewski and Yu Huang at Vanderbilt University
📅 Sep 2024 - July 2025   📍 TN, USA

Doctoral Researcher
Advised by Dr. Yubo Kou at Pennsylvania State University
📅 Oct 2020 - Aug 2024   📍 PA, USA

User Experience (UX) Research Intern
WhatsApp/Meta
📅 May 2023 - Aug 2023   📍 CA, USA

UX Research Intern
Sirius XM + Pandora
📅 May 2022 - Aug 2022   📍 Remote, USA

Research Assistant
Assisted Dr. Rong Li at Whitman School of Management, Syracuse University
📅 2019 - 2020   📍 NY, USA

Research Assistant
Assisted Dr. Yun Huang at School of Information Studies, Syracuse University
📅 Feb 2019 - May 2019   📍 NY, USA

PUBLICATIONS

Publication Glance

n-Publications	*n*-1st author	*n*-2nd author	*n*-Senior author	*n*-Extended Abstracts	H-index	Citations *(total)*	*n*-Under Review
14	9	5	0	4	11	351	1

Journal Articles

J7 Naima Samreen Ali, **Renkai Ma**, Zainab Agha, Jinkyung Katie Park, and Pamela J. Wisniewski. 2025. Teens as Co-Researchers: Advocating for Disruptive Change to Engage Youth Meaningfully in Online Safety Research and the Design of Social Media. In *ACM CSCW '2025*. https://doi.org/10.1145/3757665

J6 Qiurong Song, **Renkai Ma**, Yubo Kou, and Xinning Gui. 2024. Collective Privacy Sensemaking on Social Media about Period and Fertility Tracking post Roe v. Wade. In *ACM CSCW '2024*. https://dl.acm.org/doi/abs/10.1145/3641000

J5 **Renkai Ma**, Yue You, Xinning Gui, and Yubo Kou. 2023. How Do Users Experience Moderation?: A Systematic Literature Review. In *ACM CSCW '2023*. https://doi.org/10.1145/3610069

J4 **Renkai Ma** and Yubo Kou. 2023. "Defaulting to boilerplate answers, they didn't engage in a genuine conversation": Dimensions of Transparency Design in Creator Moderation. In *ACM CSCW '2023*. https://doi.org/10.1145/3579477

J3 **Renkai Ma** and Yubo Kou. 2022. "I'm not sure what difference is between their content and mine, other than the person itself": A Study of Fairness Perception of Content Moderation on YouTube. In *ACM CSCW '2022*. https://doi.org/10.1145/3555150

J2 **Renkai Ma**, Xinning Gui, and Yubo Kou. 2022. Esports Governance: An Analysis of Rule Enforcement in League of Legends. In *PACM on Human Computer Interaction, CSCW, 2022*. https://doi.org/10.1145/3555541

J1 **Renkai Ma** and Yubo Kou. 2021. "How advertiser-friendly is my video?": YouTuber's Socioeconomic Interactions with Algorithmic Content Moderation. In *ACM CSCW '2021*. https://doi.org/10.1145/3479573

Conference Proceedings

C7 Jinkyung Katie Park, **Renkai Ma**, Naima Samreen Ali, Naulsberry Jean Baptiste, Zainab Agha, and Pamela J. Wisniewski. 2025. Teens, Privacy, and Algorithms: Navigating and Co-Designing Solutions for Interpersonal Boundary Management on Social Media. In *Interaction Design and Children (IDC '25)*. https://doi.org/10.1145/3713043.3728840

C6 **Renkai Ma**, Yao Li, Sunhye Bai, Yubo Kou, and Xinning Gui. 2025. Weighing Benefits and Harms: Parental Mediation on Social Video Platforms. In *ACM CHI '2025*. https://doi.org/10.1145/3706598.3713422

C5 **Renkai Ma**, Zinan Zhang, Xinning Gui, and Yubo Kou. 2024. Labeling in the Dark: Exploring Content Creators' and Consumers' Experiences with Content Classification for Child Safety on YouTube. In *ACM DIS '2024*. https://doi.org/10.1145/3643834.3661565

C4 Yubo Kou, **Renkai Ma**, Zinan Zhang, Yingfan Zhou, and Xinning Gui. 2024. Community Begins Where Moderation Ends: Peer Support and Its Implications for Community-Based Rehabilitation. In *ACM CHI '2024*. https://dl.acm.org/doi/full/10.1145/3613904.3642675

C3 **Renkai Ma**, Yao Li, and Yubo Kou. 2023. Transparency, Fairness, and Coping: How Players Experience Moderation in Multiplayer Online Games. In *ACM CHI '2023*. https://doi.org/10.1145/3544548.3581097

C2 **Renkai Ma**, Xinning Gui, and Yubo Kou. 2023. Multi-Platform Content Creation: The Configuration of Creator Ecology through Platform Prioritization, Content Synchronization, and Audience Management. In *ACM CHI '2023*. https://doi.org/10.1145/3544548.3581106

C1 Yue You, **Renkai Ma**, Xinning Gui. User Experience of Symptom Checkers: A Systematic Review. In *AMIA Annual Symposium Proceedings*. 2022. American Medical Informatics Association, 2022.

Poster, Workshop Organized, and Doctoral Consortium

P4   **Renkai Ma**. 2023. Conceptualizing and Improving Creator Moderation Design with Platform Stakeholders. In *Computer Supported Cooperative Work and Social Computing* (*CSCW Doctoral Consortium*), 4 pages. https://doi.org/10.1145/3584931.3608927

P3   **Renkai Ma**. 2023. Conceptualizing and Rethinking the Design of Cross-platform Creator Moderation. In *Extended Abstracts of the 2023 CHI Conference on Human Factors in Computing Systems* (*CHI Doctoral Consortium*), 4 pages. https://doi.org/10.1145/3544549.3577049

P2   **Renkai Ma** and Yubo Kou. 2022. "I am not a YouTuber who can make whatever video I want. I have to keep appeasing algorithms": Bureaucracy of Creator Moderation on YouTube. In *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '22 Companion)*, 5 pages. https://doi.org/10.1145/3500868.3559445

P1   Yao Li, Yubo Kou, **Renkai Ma**, Yanlai Wu, Guo Freeman, and Bryan Semaan. 2023. Multi-Stakeholder Privacy and Safety on Content Creation Platforms. In *Designing Interactive Systems Conference (DIS Companion '23)*, 3 pages. https://doi.org/10.1145/3563703.3591461

SERVICES AND LEADERSHIP

In-person Services at Conferences:
- **Paper Session Chair for ACM CSCW '24**, San José, Costa Rica, 2024
- **Workshop Organizer at Social Media Moderation Summit 2024**, New Jersey Institute of Technology, NJ, USA
- **Student Volunteer**, ACM CSCW '2023, Oct 2023, Indianapolis, USA
- **Student Volunteer**, ACM CHI '2022, May 2022, New Orleans, USA
- **Workshop Discussion Facilitator**, Midwest Security Workshop (MSW 11), Sep 2025, Indiana University Bloomington, USA

Reviewer & Program Committee: Served as a reviewer **130 times** and on conference program committee **8 times**.
- **Program Committee for Paper track**, ACM conference on Supporting Group Work (GROUP '2027)
- **Program Committee for Paper track**, ACM CHI '2026, Barcelona, Spain
- **Program Committee for Paper Track**, ACM CSCW '2026
- **Program Committee for Late-Breaking Work (LBW)**, ACM CHI '2025, Yokohama, Japan
- **Peer Reviewer x 5**, The Annual Symposium on Computer-Human Interaction in Play (CHI Play 2022-2025), 2022-25
- **Journal Reviewer**, Journal of Experimental Child Psychology, 2025
- **Program Committee for ACM CSCW 24, both July and October cycles**, ACM CSCW '2025
- **Program Committee for Late-Breaking Work (LBW)**, ACM CHI '2024, Hawaii, USA
- **Peer Reviewer x 41**, ACM CHI 2022-26, 2022-26
- **Peer Reviewer x 23**, ACM CSCW 2021-2026, 2021-25
- **Peer Reviewer x 3**, ACM Designing Interactive Systems (DIS 2023-2024)
- **Journal Reviewer**, Telecommunications Policy, 2024
- **Journal Reviewer**, Information, Communication and Society, 2024
- **Program Committee for Late-Breaking Work (LBW)**, ACM CHI '2023, Germany
- **Peer Reviewer x 1**, Chinese CHI 2023, 2023
- **Peer Reviewer**, Computers, Software & Applications in an Uncertain World (COMPSAC 2022), 2022
- **Peer Reviewer x 2**, Hawaii International Conference on System Sciences (HICSS 2021), 2020

AWARDS & RECOGNITIONS

- **Special Recognition for Outstanding Review x 8**, ACM Human Factors in Computing Systems (CHI), 2022-25
- **Special Recognition for Outstanding Review x 8**, ACM Computer Supported Cooperative Work and Social Computing (CSCW), 2021-26

- **Doctoral Consortium Participant Award**, ACM Computer Supported Cooperative Work and Social Computing (CSCW), 2023, $1800
- **Doctoral Consortium Participant Award**, ACM Human Factors in Computing Systems (CHI), 2023, $1800
- **First Place Winner in the 37th Annual Graduate Exhibition**, Pennsylvania State University, 2022, $1000
- **Graduate Program Travel Fund x 2**, College of Information Sciences and Technology, Pennsylvania State University, 2021-22
- **Graduate Program Excellence Tuition Scholarship**, School of Information Studies, Syracuse University, 2019, $5202
- **Outstanding University Graduate**, CQ, China, 2018
- **National Scholarship in China**, 2016, $1200

TEACHING EXPERIENCE

Teaching Assistant

Pennsylvania State University

📅 Spring 2020 – Spring 2024　　　　　　　　📍 PA, USA

- **IST 597: User Experience Evaluation** (Spring 2024, Class size: 18) – 🏵 *Runner-up, Graduate Student Award for Excellence in Teaching Support*: "Renkai is an outstanding teaching assistant, who has demonstrated effectiveness in developing lecture materials and providing guest lectures based on Renkai's industry experience, which were very well received."
- **IST 331: Foundations of Human-Centered Design** (Spring 2024, Class size: 63)
- **HCDD 364W: Methods for Studying Users** (Fall 2023, Class size: 25)
- **IST 256: Programming for the Web** (Fall 2023, Class size: 42)
- **IST 140: Introduction to Application Programming (Java)** (Fall 2020, Class size: 53)
- **IST 220: Networking and Telecommunications** (Fall 2020, Class size: 32)

GRANT WRITING EXPERIENCE

Microsoft Research AI & Society Fellows

Microsoft Research

📅 Nov 2023

- **Project Title:**　　The Duality: Value and Governance of Generative AI Deepfake Content Creation
  Funding Amount:　$45,000 (Not Funded)

MENTORSHIP & STUDENTS

Doctoral Committee Chair/Official Advisee:
- Hansinie Jayathilake, University of Cincinnati, Aug 2025-present

Committee Member for Ph.D. Dissertation:
- Lily Edinam Botsyoe, University of Cincinnati, Mar 2025-present
- Qijia Chen, University of Helsinki, Sep 2025 *(pre-examiner of dissertation, now at Shenzhen University)*

Mentees:
- Abdulmalik Alluhidan, PhD candidate at Vanderbilt University, Nov 2024-present
- Sarvech Qadir, PhD student at Vanderbilt University, July 2024-Feb 2025
- Naima Samreen, PhD student at Vanderbilt University, July 2024-Aug 2025

INVITED TALKS

- Guest Lecture, George Mason University, AIT 690: Usable Privacy in the Digital Age, hosted by Dr. Sanchari Das, Apr 2025

- Invited Talk, Cornell Tech, hosted by Andy Zhao, Feb 2025
- Invited Talk, Columbia University (Columbia HCI), hosted by Tao Long, Feb 2025
- Invited Talk, University of South Florida's School of Information, Dec 2024
- Invited Talk, University of Cincinnati's School of Information Technology, Nov 2024
- Guest Lecture, Pratt Institute's School of Information, hosted by Dr. Sai Shruthi Chivukula, Nov 2024
- Invited Talk, Louisiana State University's Division of Computer Science & Engineering, Oct 2024
- Guest Lecture X 3, hosted by Dr. Xinning Gui at Pennsylvania State University, Oct 2022, Jan 2023, Apr 2024
- Invited Talk, Stevens Institute of Technology, March 2024
- Invited Talk, University of Iowa, Feb 2024
- Invited Talk, University of Houston, Feb 2024

SKILLS

Qualitative Methods	In-depth Interview	Focus Group	Contextual Inquiry	Qualitative Survey
	Usability Testing	Thematic Analysis	Content Analysis	
	Competitive Analysis	Personas	Diary Studies	
Quantitative Methods	Factor Analysis	SEM	Survey design	T-test	within/between-subjects ANOVAs
	Regressions	Latent Class/profile Analysis	User Log Analysis	Text Mining
	Sentiment Analysis	Topic Modeling		
Data Analytics Tools	R	SQL and MySQL	SPSS	Mplus	Python (Google Colab, Jupyter Notebook)
Design/UX Tools	Figma	FigJam	Adobe XD	Wix	UserZoom	UserTesting.com
	dscout			
Data Visualization	ggplot in R	Adobe Illustrator	Tableau	Power BI
Soft Skills	Project management/multitasking	Time management	Communication skills	

MEDIA COVERAGE

- Penn State Pulls Aside Curtain at 2023 Graduate Exhibition, Town&Gown Magazine, February 23, 2023
- IST intern aids in SiriusXM/Pandora user experience research, Penn State News, July 27, 2022

REFERENCES

Dr. Yubo Kou
@ Assistant Professor, College of Information Sciences and Technology, Pennsylvania State University
✉ yubokou@psu.edu

Dr. Pamela J. Wisniewski
@ Director of the Socio-Technical Interaction Research Lab
✉ pamwis@stirlab.org

Dr. Xinning Gui
@ Assistant Professor, College of Information Sciences and Technology, Pennsylvania State University
✉ xinninggui@psu.edu

Dr. Yao Li
@ Assistant Professor, School of Modeling, Simulation and Training, University of Central Florida
✉ yao.li@ucf.edu