

Yongchao Ma

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Education

2022–2026

University of Michigan, Ann Arbor, USA

Ph.D. in Survey and Data Science, expected May 2026

Dissertation: *On effective and efficient survey data collection at the crossroads of statistics and AI*
Committee: James Wagner (Chair), Brady T. West, Michael Traugott, Barry Schouten

2019–2021

Utrecht University, The Netherlands

M.Sc. in Methodology and Statistics, *cum laude*

Track: European Master in Official Statistics, with internship at Statistics Netherlands

Thesis: *Optimal stratification in Bayesian adaptive survey design*

Supervisors: Nino Mushkudiani, Barry Schouten

2018–2019

Linköping University, Sweden

One-term graduate exchange, Computational Social Science

2017–2019

University of Macau, Macao SAR

M.S.Sc. in Criminology and Criminal Justice

Grants & Fellowships

Winter 2026

Rackham One-Term Dissertation Fellowship, \$14,596 + Tuition & Fees
Rackham Graduate School, University of Michigan

2024–2025

Charles Cannell Fund in Survey Methodology, \$10,000
Institute for Social Research Next Generation Initiative, University of Michigan
Project: *Leveraging survey variables to estimate response propensity in Bayesian adaptive survey design: A simulation study*

Honors & Awards

- 2025 Rackham Conference Travel Funding, Rackham Graduate School, University of Michigan
2024 Rackham Conference Travel Funding, Rackham Graduate School, University of Michigan
2023 Student Travel Grant, Program in Survey and Data Science, University of Michigan
2023 Student Fellowship, Midwest Association for Public Opinion Research
2018 Outgoing Exchange Scholarship, University of Macau

Publications

REFEREED JOURNAL ARTICLES

- 2025 Ma, Y., Mushkudiani, N., & Schouten, B. (2025). An optimal stratification method for addressing nonresponse bias in Bayesian adaptive survey design. *Sociological Methods & Research*. <https://doi.org/10.1177/00491241251345463>
- 2024 West, B. T., Ma, Y., Lankenau, S., Wong, C. F., Bonar, E. E., Patrick, M. E., Walton, M. A., & McCabe, S. E. (2024). Latent transition analysis of time-varying cannabis use motives to inform adaptive interventions. *Psychology of Addictive Behaviors*, 38(7), 759–771. <https://doi.org/10.1037/adb0001012>
- 2021 Van De Schoot, R., De Bruin, J., Schram, R., Zahedi, P., De Boer, J., Weijdema, F., Kramer, B., Huijts, M., Hoogerwerf, M., Ferdinand, G., Harkema, A., Willemsen, J., Ma, Y., Fang, Q., Hindriks, S., Tummers, L., & Oberski, D. L. (2021). An open source machine learning framework for efficient and transparent systematic reviews. *Nature Machine Intelligence*, 3(2), 125–133. <https://doi.org/10.1038/s42256-020-00287-7>

Work Submitted for Publication

- Ma, Y., West, B. T., & McCabe, S. E. (forthcoming). Daily web survey data collection of time-varying cannabis use motives and contexts, with implications for adaptive interventions: A pilot study. *Drug and Alcohol Dependence*.

Presentations

CONFERENCE PRESENTATIONS

- 2025 Ma, Y. (2025b, May 14–16). *Replacing nonresponse modeling with active learning on AI-generated textual descriptions of sample units for efficient survey data collection* [Paper presentation]. 80th Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, United States. <https://aapor.confex.com/aapor/2025/meetingapp.cgi/Paper/3983>
- 2025 Ma, Y. (2025c, July 14–18). *Stratification method for identifying subgroups requiring different survey data collection strategies* [Paper presentation]. 11th Conference of the European Survey Research Association, Utrecht, The Netherlands.
- 2025 Ma, Y., & Traugott, M. (2025, July 14–18). *Survey attitudes and privacy concerns: Measurement invariance across Germany, the Netherlands, and the United States* [Paper presentation]. 11th Conference of the European Survey Research Association, Utrecht, The Netherlands.

- 2025 Traugott, M., & Ma, Y. (2025a, February 26–28). *Motivated reasoning and acceptance of poll results on a health policy issue* [Paper presentation]. 7th Current Innovations in Probability-based Household Internet Panel Research Conference, Washington, DC, United States. <https://dornsife.usc.edu/cesr/wp-content/uploads/sites/54/2025/03/3-Traugott-CIPHER-Presentation-V1.pdf>
- 2025 Traugott, M., & Ma, Y. (2025b, May 14–16). *The relationship between public understanding of polls and their credibility* [Paper presentation]. 80th Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, United States. <https://aapor.confex.com/aapor/2025/meetingapp.cgi/Paper/3678>
- 2025 Traugott, M., & Ma, Y. (2025c, May 12–15). *The role of polls in a democratic society* [Paper presentation]. 78th Annual Conference of the World Association for Public Opinion Research, St. Louis, MO, United States.
- 2024 Ma, Y. (2024, May 15–17). *Leveraging survey variables to estimate response propensity in Bayesian adaptive survey design: A simulation study* [Paper presentation]. 79th Annual Conference of the American Association for Public Opinion Research, Atlanta, GA, United States. <https://aapor.confex.com/aapor/2024/meetingapp.cgi/Paper/2469>
- 2024 Ma, Y., West, B. T., & McCabe, S. E. (2024, May 15–17). *Daily web survey data collection to improve health: Temporal dynamics of cannabis use motives and context, with implications for adaptive interventions* [Paper presentation]. 79th Annual Conference of the American Association for Public Opinion Research, Atlanta, GA, United States. <https://aapor.confex.com/aapor/2024/meetingapp.cgi/Paper/2816>
- 2023 Ma, Y., & Miller, P. V. (2023, November 17–18). *Leveraging survey variables to estimate response propensity in Bayesian adaptive survey design: A simulation study* [Paper presentation]. 48th Annual Conference of the Midwest Association for Public Opinion Research, Chicago, IL, United States.
- 2021 Ma, Y., Mushkudiani, N., & Schouten, B. (2021a, December 1–3). *An optimal stratification approach for addressing nonresponse bias in Bayesian adaptive survey design* [Paper presentation]. 7th International Workshop on Advances in Adaptive and Responsive Survey Design, Online.
- 2021 Ma, Y., Mushkudiani, N., & Schouten, B. (2021b, July). *An optimal stratification approach for addressing nonresponse bias in Bayesian adaptive survey design* [Paper presentation]. 9th Conference of the European Survey Research Association, Online. https://www.europeanSurveyResearch.org/conf2021/uploads/57/3653/67/Ma_ESRA21.pdf

INVITED TALKS

- 2025 Ma, Y. (2025a, October 31). *From Text to Tidy: Reproducible LLM Deployment and Batch Prompt Processing*. Survey Methodology Lab Meeting, Program in Survey and Data Science, University of Michigan, Ann Arbor, MI, United States.
- 2022 Ma, Y. (2022, July 1). *Human-centered AI through reliable graphical user interfaces*. 1st ASReview Users Meeting, Utrecht, The Netherlands.

Teaching

TEACHING AT THE GRADUATE LEVEL

Summer 2024 **University of Michigan, Ann Arbor**, Institute for Social Research
77th Summer Institute in Survey Research Techniques
55th Sampling Program for Survey Statisticians

Teaching Assistant

SURVMETH 614: Analysis of Complex Sample Survey Data
SURVMETH 616: Workshop in Survey Sampling Techniques
SURVMETH 625: Methods of Survey Sampling

Guest Lecturer

SURVMETH 614: Analysis of Complex Sample Survey Data

- Logistic regression analysis
- Multilevel models

Public Scholarship

- 2026 Sage Video *Survey Research Collection*, Sage Publishing
- forthcoming • Invited interview on practical application of survey methods—stages, process, challenges, and lessons learned—produced for university-level teaching
- 2025 Podcast Series on Survey Research, European Survey Research Association
- Invited to a special conference episode to discuss my presentations [[Video](#)], top research priorities, and overlooked areas in survey research [[Video](#)]

Software Development

MAINTAINER

[asreview](#) ASReview: Active learning for systematic reviews. An open-source machine learning tool for efficient, transparent, and interactive screening of large textual datasets.

[asreview-wordcloud](#) Wordclouds: A tool to create a visual impression of the verbal content within a systematic review dataset

Professional Service

- 2025 Referee for *Demography*
- 2024 Referee for *American Journal of Preventive Medicine*

Professional Affiliations

MEMBERSHIPS

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| 2024 | American Association for Public Opinion Research |
| 2023 | Midwest Association for Public Opinion Research |
| 2021 | European Survey Research Association |
| 2018 | Asian Criminological Society |

Last updated: November 20, 2025