Yongchao Ma

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Current position

Graduate Student Research Assistant, University of Michigan

Appointments held

2020–2021	Intern, Statistics Netherlands
2020–2021	Graduate Student Research Assistant, Utrecht University
2021–2022	Researcher, Utrecht University

Education

2018–2019	Exchange, Computational Social Science, Linköping University
2017–2019	M.S.Sc. in Criminology and Criminal Justice, University of Macau
2019–2021	M.Sc. in Methodology and Statistics, Utrecht University
2022–Present	Ph.D. in Survey and Data Science, University of Michigan

Grants, honors & awards

2018	(MOP$22,000) Outgoing Exchange Scholarship, University of Macau
2023	Student Fellowship, Midwest Association for Public Opinion Research (MAPOR)
2023	($400) Student Travel Grant, Program in Survey and Data Science, University of Michigan
2024	($900) Rackham Conference Travel Funding, University of Michigan
2024	($10,000) Charles Cannell Fund in Survey Methodology, University of Michigan
2025	($1,150) Rackham Conference Travel Funding, University of Michigan

Publications & talks

Journal articles

2021   Van De Schoot, R., De Bruin, J., Schram, R., Zahedi, P., De Boer, J., Weijdema, F., Kramer, B., Huijts, M., Hoogerwerf, M., Ferdinands, 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

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

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

       Ma, Y., West, B. T., & McCabe, S. E. (submitted). 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*.

Conference presentations

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

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.

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

2025   **Ma, Y.** (2025a, 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.** (2025b, 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.

Invited talks

2022	**Ma, Y.** (2022, July 1). *Human-centered AI through reliable graphical user interfaces.* 1st ASReview Users Meeting, Utrecht, The Netherlands.

Teaching

Teaching assistant / guest lecturer

2024 Summer	SURVMETH 614: Analysis of Complex Sample Survey Data
2024 Summer	SURVMETH 616: Workshop in Survey Sampling Techniques
2024 Summer	SURVMETH 625: Methods of Survey Sampling

Software development

`asreview` ASReview: Active learning for systematic reviews
`asreview-wordcloud` Wordclouds: A tool to create a visual impression of the verbal content within a systematic review dataset

Service to the profession

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

Last updated: June 11, 2025