Qunfang Wu

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RESEARCH INTERESTS

Human-Computer Interaction, Social Justice, Critical Design, Collective Algorithm Auditing, Computer-Supported Cooperative Work, and Social Computing.

EDUCATION

Syracuse University   **Syracuse, NY, US**
Ph.D., Information Science and Technology, School of Information Studies (iSchool)   *2016-2022*
Advisor: Dr. Bryan Semaan
Dissertation: **Conversations About Crime: Re-Enforcing and Fighting Against Platformed Racism on Reddit**

Peking University   **Beijing, China**
M.S., Information Science, Department of Information Management   *2014-2016*

Peking University   **Beijing, China**
B.S., Information Management and System, Department of Information Management   *2010-2014*
Minor in Economics, National School of Development, Peking University
Exchange student, Department of Management Information System, National Chengchi University, Taiwan

ACADEMIC APPOINTMENTS

Harvard University   **Boston, MA, US**
Postdoctoral Fellow, Inequality in America Initiative in Division of Social Science   *2023-present*

University of North Carolina at Chapel Hill   **Chapel Hill, NC, US**
Postdoctoral Researcher, the Center for Information, Technology, and Public Life (CITAP)   *2023*

PUBLICATIONS

*: The student I mentored or co-mentored.
Peer-Reviewed Conference & Journal Articles

[C.18]   Deen Freelon, Meredith L Pruden, Daniel Malmer, **Qunfang Wu**, Yiping Xia, Daniel Johnson, Emily Chen, and Andrew Crist. "What's in your PIE? Understanding the contents of personalized information environments with PIEGraph". In: *Journal of the Association for Information Science and Technology* (2024).

[C.17]   Yigang Qin*, Weilun Duan*, **Qunfang Wu**, and Zhicong Lu. "Dismantling Gender Blindness in Online Discussion of a Crime/Gender Dichotomy". In: *Proc. ACM Hum.-Comput. Interact.* 8.CSCW1 (2024).

[C.16]   **Qunfang Wu**, Tayara Romero*, and Bryan Semaan. "Negotiating Sociotechnical Boundaries: Moderation Work to Counter Racist Attacks in Online Communities". In: *Proceedings of the CHI Conference on Human Factors in Computing Systems*. 2024, pp. 1–15.

[C.15]   **Qunfang Wu** and Jeff Hemsley. "Hyper-Local Fear of Crime: Identifying Linguistic Cues of Fear in Crime Talk on Reddit". In: *Proceedings of the Association for Information Science and Technology* 60.1 (2023), pp. 456–468.

[C.14]   **Qunfang Wu**, Yisi Sang, Dakuo Wang, and Zhicong Lu. "Malicious Selling Strategies in Livestream E-commerce: A Case Study of Alibaba's Taobao and ByteDance's TikTok". In: *ACM Transactions on Computer-Human Interaction (TOCHI)* 30.3 (2023), pp. 1–29.

[C.13]   **Qunfang Wu** and Bryan Semaan. ""How Do You Quantify How Racist Something Is?": Color-Blind Moderation in Decentralized Governance". In: *Proceedings of the ACM on Human-Computer Interaction* 7.CSCW2 (2023), pp. 1–27.

[C.12]   **Qunfang Wu**, Louisa Kayah Williams*, Ellen Simpson, and Bryan Semaan. "Conversations About Crime: Re-Enforcing and Fighting Against Platformed Racism on Reddit". In: *Proceedings of the ACM on Human-Computer Interaction* 6.CSCW1 (2022), pp. 1–38.

[C.11]   **Qunfang Wu** and Yun Huang. "Examining Police Agencies' Dialogic Accounting Practices in Facebook Conversations". In: *Digital Government: Research and Practice* 1.2 (2020), pp. 1–17.

[C.10]   Yun Huang, Yisi Sang, **Qunfang Wu**, and Yaxing Yao. "Higher Education Check-Ins: Exploring the User Experience of Hybrid Location Sensing". In: *Proceedings of the ACM on Human-Computer Interaction* 3.CSCW (2019), pp. 1–26.

[C.9]   **Qunfang Wu**, Yisi Sang, and Yun Huang. "Danmaku: A New Paradigm of Social Interaction via Online Videos". In: *ACM Transactions on Social Computing (TSC)* 2.2 (2019), pp. 1–24.

[C.8]   Yun Huang and **Qunfang Wu**. "Understanding Interactions Between Municipal Police Departments and the Public on Twitter". In: *International Conference on Information*. Springer. 2018, pp. 37–46. **[Best Paper Award: Top 1]**

[C.7]   **Qunfang Wu**, Saurabh Gupta, and Yun Huang. "Examining Conversations Between Police Agencies and the Public on Facebook". In: *Proceedings of the 19th Annual International Conference on Digital Government Research: Governance in the Data Age*. 2018, pp. 1–10.

[C.6]   **Qunfang Wu**, Yisi Sang, Shan Zhang, and Yun Huang. "Danmaku vs. Forum Comments: Understanding User Participation and Knowledge Sharing in Online Videos". In: *Proceedings of the 2018 ACM Conference on Supporting Groupwork*. 2018, pp. 209–218.

[C.5]   Yun Huang, **Qunfang Wu**, and Youyang Hou. "Examining Twitter Mentions Between Police Agencies and Public Users through the Lens of Stakeholder Theory". In: *Proceedings of the 18th Annual International Conference on Digital Government Research*. 2017, pp. 30–38.

[C.4]   Yun Huang, **Qunfang Wu**, Xing Huang, and Jennifer Bort. "A Multiplatform Investigation of Law Enforcement Agencies on Social Media". In: *Information Polity* 22.2-3 (2017), pp. 179–196.

[C.3]   **Qunfang Wu**, Xin Guo, and Jimin Wang. "Co-Word Analysis on the Field of Marine Economy in China". In: *Proceedings of Chinese Society for Oceanography 2015*. Beijing: Maritime Press, 2015, pp. 336–342.

[C.2]   Xiaoli Tang, **Qunfang Wu**, and Jimin Wang. "Relationship Between Non-Cited Rates and Journal Evaluation Indicators: A Case Study in Economics". In: *Library and Information Service* 58.19 (2014), pp. 100–104.

[C.1]   **Qunfang Wu**, Xiaoli Tang, and Jimin Wang. "Improvement and Empirical Research on Journal's First-Citation-Speed-Index". In: *Library and Information Service* 58.24 (2014), pp. 86–90.

Posters & Workshop Papers & Demos

[E.12]   Serena Hillman, Carolyn Pang, Samira Jain, Carman Neustaedter, Jofish Kaye, Ali Rizvi, David McDonald, **Qunfang Wu**, and Craig MacDonald. "Beyond Theory: A UX Outcomes Casebook for HCI Education". In: (2024).

[E.11]   **Qunfang Wu**. "Digital Solidarity Systems: Characterizing Bottom-Up Resistance Against Algorithmic Inequalities". In: *The Open Panel "Technology and Precarity in Work" in the 2023 Society for Social Studies of Science (4S) Meeting in Honolulu*. 2023.

[E.10]   **Qunfang Wu**, Zitong Huang, Yaqi Zhang, and Chung-Chin Eugene Liu. "Auditing Personalized Recommendation Algorithms Through Spontaneous Click-Based User Interaction". In: *The Workshop of Supporting User Engagement in Testing, Auditing, and Contesting AI in CSCW 2023*. https://cscw-user-ai-auditing.github.io/. 2023.

[E.9]   **Qunfang Wu**, Zitong Huang, Yaqi Zhang, and Chung-Chin Eugene Liu. "Spontaneous and Sophisticated: Re-Evaluating Click-Based User Interaction for Personalized Recommendation in Algorithmic Systems". In: *The Workshop of Understanding Evaluating UX Outcomes at Scale in CSCW 2023*. https://uxoutco.me/attend. 2023.

[E.8] Brian McKernan, Bryan Semaan, Louisa Kayah Williams, Isabel Munoz, **Qunfang Wu**, and Sucheta Lahiri. "'COVID as the Cherry on Top': The Impact of COVID-19 and Other Co-Occurring Crises on Marginalized Communities' Identities and Worldviews". In: *Proceedings of the Eastern Sociological Society's (ESS) Annual Conference*. 2022.

[E.7] **Qunfang Wu**. "Development of a Community-Based Mobile Application: Facilitating Vulnerable Populations' Social-Support Seeking for Managing Fear of Crime". In: *Doctoral Colloquium of the International Conference on Information*. 2020.

[E.6] **Qunfang Wu** and Yaxing Yao. "Towards Designing a Technology Ecosystem for Managing the 'Fear of Crime'". In: *Workshops of the 2020 CHI Conference on Human Factors in Computing Systems: Crime and/or Punishment: Joining the Dots between Crime, Legality and HCI*. 2020.

[E.5] Yun Huang, Yisi Sang, **Qunfang Wu**, and Yaxing Yao. "Studying User Experience of a Hybrid Location Sensing System". In: *Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems*. 2019, pp. 1–6.

[E.4] Yun Huang, **Qunfang Wu**, and Yaxing Yao. "Bluetooth Low Energy (BLE) Beacons Alone Didn't Work!" In: *Proceedings of the 2018 ACM International Joint Conference and 2018 International Symposium on Pervasive and Ubiquitous Computing and Wearable Computers*. 2018, pp. 62–65.

[E.3] **Qunfang Wu** and Yun Huang. "Examining Q&A of Peer Tutor Learning via Online Videos". In: *Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems*. 2018, pp. 1–6.

[E.2] Yun Huang and **Qunfang Wu**. "BandCaption: Crowdsourcing Video Caption Corrections". In: *Demos of the 2017 Collective Intelligence Conference*. 2017.

[E.1] Yun Huang, Yaxing Yao, Jennifer Bort, and **Qunfang Wu**. "Danmaku: Understanding its Usage in China and its Broader Potential". In: *Workshops of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing: CSCW in China and Beyond*. 2017.

GRANTS & AWARDS

- Research Grant, Inequality in America Initiative at Harvard University, 2023, $17,500.
- Postdoc Travel Grant, CITAP at UNC, Chapel Hill, 2023, $4,000.
- Syracuse Office of Undergraduate Research and Creative Engagement Fellowship, "Understanding Female Entrepreneurs' Resistance Behaviors in Algorithmic Systems" (Role: Co-Mentor), SU, 2022, $4,962.
- Summer Research Competition, "Toward a Design Framework for Digital Equality: A Literature Review of Racialized Socio-Technical Mechanisms in Online Platforms," iSchool, SU, 2022, $6,500.
- Dissertation Fellowship, SU, 2021-2022, $26,500.
- Doctoral Students Awarded Summer Dissertation Fellowships, SU, 2020, $4,000.
- Doctoral Colloquium Travel Funding, iConference, 2020, $900.
- Summer Research Competition, "Understanding Social Support Seeking Behaviors to Mediate Fear of Crime on Mobile Apps," iSchool, SU, 2019, $6,500.
- National Science Foundation (NSF) Innovation Corps Grant, "Beacon-Enabled Smart Location-Based Service" (Role: Entrepreneurial Lead; PI: Dr. Yun Huang), 2018, $50,000.
- The Lee Dirks Best Paper Award, iConference, 2018.

INVITED TALKS

- April 29, 2024, "Design for Social Equity," Information Studies Seminar - Foundations of HCI, Syracuse University.
- April 15, 2024, "Design for Social Equity," Virginia Tech.
- April 09, 2024, "Design for Social Equity," Northeastern University.
- November 29, 2022, "Platform Design and Governance for Social Justice," the Tournesol Team.
- August 5, 2022, "Moderation, Governance, and Design for Disrupting Platformed Racism," SU HCI Summer Workshop.

- March 25, 2022, "Engaging Equity, Ethics and Inclusion in Human-Computer Interaction," China Development Student Think Tank.
- April 23, 2020, "The Power of Prototype in HCI," Dataraction HCI Talk Series.
- August 8, 2019, "Understanding Interactions Between Municipal Police Departments and the Public on Twitter," guest lecture for *Social Media in the Organization* (Instructor: Jennifer Sonne), SU.
- October 30, 2018, "How to Read a Regression Table," guest lecture for *Research Methods in Information Studies* (Instructor: Caroline Haythornthwaite), SU.
- October 2016, guest lecture for *Data Administration Concepts & Database Management* (Instructor: Yun Huang), SU.

ORGANIZED WORKSHOPS & PANELS

- Beyond Theory: A UX Outcomes Casebook for HCI Education. 05/12/2024. In: CHI 2024 Special Interest Group. https://www.carolynpang.com/call-for-book-chapters
- Symposium on Misinformation and Marginalization. CITAP. 10/16/2023. https://citap.unc.edu/events/symposium-on-misinformation-and-marginalization/

SELECTED MEDIA PRESS

- "Inside the Deceptive Techniques of TikTok's Livestream Sellers." 2024. https://www.khoury.northeastern.edu/inside-the-deceptive-techniques-of-tiktoks-livestream-sellers/
- "Stars on a Bigger Stage." 2018. http://usa.chinadaily.com.cn/a/201804/18/WS5ad68fe1a3105cdcf6518e70.html
- "Huang and Wu Take Best Paper Award in 2018 iConference." 2018. https://ischool.syr.edu/articles/news/view/huang-wu-take-best-paper-award-2018-iconference/
- "Huang Awarded NSF I-Corps Grant for Technology Commercialization Research." 2018. https://news.syr.edu/2018/03/huang-awarded-nsf-i-corps-grant-for-technology-commercialization-research/

SELECTED PROFESSIONAL EXPERIENCES

HCC+D Lab, School of Information Studies, Syracuse University   **Syracuse, NY, US**
Research Assistant   *July 2020-April 2021*
COVID-19 Resilience Project
- Participated in grant writing: SU ICCAE Small Research Grants Program "Building Everyday Resilience with Technology: Exacerbated Marginalization in COVID-19" (PI: Dr. Brian McKernan; Co-PI: Bryan Semaan)
- Identified and maintained relationships with organizations (e.g., Office of Disability Services at SU, Aurora of CNY, Exceptional Family Resources) to recruit participants
- Conducted 19 semi-structured interviews with participants who identified themselves as members of marginalized populations
- Analyzed the interview data and identified different experiences of racism before and during the pandemic

SALT Lab, School of Information Studies, Syracuse University   **Syracuse, NY, US**
Research Assistant   *August 2016-April 2019*

"SU Connect" Project (iOS and Android mobile apps)
- Designed, developed, and evaluated sensing mobile apps
- Led sensor (beacon) installation and server performance monitoring
- Conducted 100+ interviews for customer discovery and business model optimization for the NSF I-Corps project
- Analyzed database log data to identify user segregation and co-location patterns
- Conducted field studies to understand users' behavior while using an opportunistic sensing system

"BandCaption" Project (a web-based online video system)
- Developed and evaluated a video system for online learning
- Participated in writing NSF grants: "Enabling Accessibility and Linking Digital Media Collections for Informal

Online Learning"(PI: Dr. Yun Huang); 2U "Accessible and Personalized Online Social Learning" (PI: Dr. Yun Huang)
- Conducted statistical tests and content analysis of how users shared knowledge via multiple commenting modalities in videos
- Conducted a field study and analyzed system logs to understand Q&A norms in reciprocal peer tutoring via self-generated videos

Mercer College, Mercer China   **Beijing, China**
Consultant Assistant (*Intern*)   *October 2013-May 2014*
- Collected and analyzed information on competitors
- Updated client databases and wrote monthly and yearly sales reports
- Responded to client questions about products, workshop registration, and feedback

TEACHING

- Lecturer. IT Girls Program (Coordinating Instructor: Laurie Ferger), SU   *Summer 2022*
- Instructor. Information Visualization, SU   *Spring 2021*
- Co-Instructor. Information Visualization (Instructor: Jeff Hemsley), SU   *Fall 2020*
- Teaching Assistant. Natural Language Processing (Instructor: Lu Xiao), SU   *Spring 2020*
- Teaching Assistant. Human Interaction with Computers (Instructor: Bryan Semaan), SU   *Fall 2019*
- Teaching Assistant. Privacy Policy, Law, and Tech (Instructor: Yang Wang), SU   *Fall 2017*
- Teaching Assistant. Demystifying the Chinese Economy (Instructor: Justin Yifu Lin), PKU   *Spring 2014*

STUDENT MENTORING

- Ruyuan Wan, University of Notre Dame PhD student   *2024*
- Lingbo Gong, University of Notre Dame PhD student   *2024*
- Yigang Qin, City University of Hong Kong undergraduate, now a doctoral student at SU   *2022-2024*
- Zitong Huang, SU History undergraduate   *2022-2023*
- Yaqi Zhang, SU Architecture undergraduate   *2022-2023*
- Tayara Romero, SU Mechanical Engineering undergraduate   *2021-2022*
- Danielle Nimako, SU iSchool undergraduate   *2021*
- Christy Khoury, SU iSchool master's student, now a doctoral student at SU   *2020-2021*
- Louisa Williams, SU iSchool undergraduate, now a doctoral student at University of Michigan   *2020-2021*
- Tian Xu, SU iSchool master's student, now a doctoral student at University of Colorado Boulder   *2019*
- Eldon Tsoi, SU iSchool undergraduate, now a Global Technology Analyst at Bank of America   *2019*
- Lingyun Ke, SU Computer Science master's student, now a Software Engineer at Meta   *2018*
- Niti Saluja, SU iSchool master's student, now a Delta One Strategist at Morgan Stanley   *2018*
- Saurabh Gupta, SU iSchool master's student, now a Business Intelligence Engineer at Amazon   *2018*
- Jiayi Zou, SU Computer Science master's student, now an iOS App Developer at ByteDance   *2017-2018*
- Yisi Sang, SU Education master's student, now a Data Scientist at Apple   *2017-2018*
- Qiuyan Liu, SU iSchool master's student   *2017-2018*
- Sudan Zhuang, SU iSchool undergraduate, now a Product Manager at Microsoft   *2017-2018*
- Jianyi Liu, SU iSchool master's student   *2017*
- Shan Zhang, SU iSchool master's student, now at Twilio   *2017*

SERVICE

Service to the Community, with 6 special recognitions for outstanding reviews
- Reviewer, CHI 19', 21', 23', 24'

- Reviewer, CSCW 20', 21', 23', 24', 25'
- Reviewer, DIS 19', 23'
- Reviewer, ASIS&T 20', 23'
- Reviewer, New Media and Society 23'
- Reviewer, ICIS 23'
- Reviewer, Psychology of Popular Media 22'
- Reviewer, TOCHI 22'
- Reviewer, iConference 19', 20'
- Reviewer, DG.O 18'
- Student volunteer, CHI 19'

Service to the School
- Search Committee, iSchool, SU, Fall 2019
- Faculty Committee, iSchool, SU, Fall 2018
- Personnel Committee, iSchool, SU, Fall 2017

REFERENCES

Bryan Semaan, advisor
Associate Professor
University of Colorado Boulder
bryan.semaan@colorado.edu

Deen Freelon, postdoc mentor
Allan Randall Freelon Sr. Professor
University of Pennsylvania
deen.freelon@asc.upenn.edu

Jeff Hemsley, co-advisor
Associate Professor
Syracuse University
jjhemsle@syr.edu

Cliff Lampe, Ph.D. dissertation committee
Professor
University of Michigan
cacl@umich.edu