

# Qunfang Wu

📍 343 Hinds Hall – Syracuse, NY 13244  
✉ qwu114@syr.edu • 🌐 qunfangwu.com

## RESEARCH INTERESTS

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My research lies at the intersection of Human-Computer Interaction (HCI) and social justice. Mainly, my research strives to challenge “platformed racism” – how socio-technical systems (e.g., algorithmic models, interface designs, governance structures) enable the construction and propagation of racist ideologies – and advocates for anti-racist design perspectives and practices. My dissertation work unpacked how Reddit users engaged in discourse frames that both re-enforce and fight against overt and covert racism and highlighted governance and moderation practices as color-blind on Reddit.

## EDUCATION BACKGROUND

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### Syracuse University

Ph.D., Information Science and Technology, School of Information Studies

Advisor: Dr. Bryan Semaan

Dissertation: **Conversations About Crime: Re-Enforcing and Fighting Against Platformed Racism on Reddit**

Syracuse, NY, USA

Anticipated in Aug. 2022

### Peking University

M.S., Information Science, Department of Information Management

Beijing, China

2014-2016

### Peking University

B.S., Information Management and System, Department of Information Management

Beijing, China

2010-2014

Minor in Economics, National School of Development, Peking University

## GRANTS & AWARDS

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- Summer Research Fund Competition, “Toward a Design Framework for Digital Equality: A Literature Review of Racialized Socio-Technical Mechanisms in Online Platforms”, School of Information Studies (iSchool), Syracuse University (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 Fund Competition, “Understanding Social Support Seeking Behaviors to Mediate Fear of Crime on Mobile Apps”, iSchool, SU, 2019, \$6,500.
- Entrepreneurial Lead, “Beacon-Enabled Smart Location-Based Service”, National Science Foundation (NSF) Innovation Corps (I-Corps), 2018, \$50,000. (PI: Dr. Yun Huang)

## PUBLICATIONS

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### Peer-Reviewed Conference & Journal Papers

- [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* 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] **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.
- [C.1] **Qunfang Wu**, Xiaoli Tang, 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.

#### Posters & Workshop Papers & Demos

- [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 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 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*. ACM, 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*. ACM, 2017.

## Work in Progress

- [P.5] **Qunfang Wu**, EunJeong Cheon, and Bryan Semaan. “Toward a Design Framework for Digital Equality: A Systemic Literature Review of Anti-Racist Technology”. In: (2022).
- [P.4] **Qunfang Wu** and Jeff Hemsley. “Conceptualizing the “Fear of Crime” on Reddit”. In: (2022).
- [P.3] **Qunfang Wu**, Tayara Pena, and Bryan Semaan. “Moderation as Boundary Negotiation to Combat Racist Attacks in Online Communities”. In: (2022). [Submitted to CSCW2023].
- [P.2] **Qunfang Wu** and Bryan Semaan. ““How Do You Quantify How Racist Something Is?”: Color-Blind Moderation in Decentralized Governance”. In: (2022). [Submitted to CSCW2023].
- [P.1] **Qunfang Wu**, Yisi Sang, Dakuo Wang, and Zhicong Lu. “Malicious Selling Strategies in Livestream Shopping: A Case Study of Alibaba’s Taobao and ByteDance’s TikTok”. In: *arXiv preprint arXiv:2111.10491* (2021). [Submitted to TOCHI].

## PROFESSIONAL EXPERIENCES

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**HCC+D Lab, School of Information Studies, Syracuse University**  
*Research Assistant*

**Syracuse, NY, USA**  
*Jul. 2020-Apr. 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) for participant recruitment
- Conducted 19 semi-structured interviews with participants who identified themselves as marginalized populations
- Analyzed the interview data and identified different experiences of racism pre and during the pandemic

**SALT Lab, School of Information Studies, Syracuse University**  
*Research Assistant*

**Syracuse, NY, USA**  
*Aug. 2016-Apr. 2019*

### “SU Connect” Project (iOS and Android mobile apps)

- Designed, developed, and evaluated sensing mobile apps
- Led sensor (beacons) installation and server performance monitoring
- Conducted 100+ interviews for customer discovery and business model optimization in the NSF I-Corps project
- Analyzed database log data to identify user segregation and co-location patterns
- Conducted field studies to understand user behavior of using the opportunistic sensing system

### “BandCaption” Project (a web-based online video system)

- Developed and evaluated a video system for online learning
- Participated in grant writing: NSF “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 about 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**  
**Consultant Assistant (Intern)**

**Beijing, China**  
*Oct. 2013-May 2014*

- Collected and analyzed competitors' information
- Updated client databases and wrote monthly and yearly sale reports
- Responded to client questions about product, workshop registration and feedback

## TEACHING

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- 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, 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*
- Guest Lecturer, Social Media in the Organization (Instructor: Jennifer Sonne), SU *Summer 2019*
- Guest Lecturer, Research Methods in Info Studies (Instructor: Caroline Haythornthwaite), SU *Fall 2018*
- Guest Lecturer, Data Admin Concepts & Database Management (Instructor: Yun Huang), SU *Fall 2016*

## STUDENT MENTORING

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- Tayara Romero, SU Mechanical Engineering undergraduate *2021-Now*
- Danielle Nimako, SU iSchool undergraduate *2021*
- Christy Khoury, SU iSchool master student, now doctoral student at SU *2020-2021*
- Louisa Williams, SU iSchool undergraduate, now doctoral student at University of Michigan *2020-2021*
- Tian Xu, SU iSchool master student, now doctoral student at University of Colorado Boulder *2019*
- Eldon Tsoi, SU iSchool undergraduate, now Global Technology Analyst at Bank of America *2019*
- Lingyun Ke, SU Computer Science master student, now Software Engineer at Meta *2018*
- Niti Saluja, SU iSchool master student, now Delta One Strategist at Morgan Stanley *2018*
- Saurabh Gupta, SU iSchool master student, now Business Intelligence Engineer at Amazon *2018*
- Jiayi Zou, SU Computer Science master student, now iOS App Developer at ByteDance *2017-2018*
- Yisi Sang, SU Education master student, now doctoral student at SU *2017-2018*
- Qiuyan Liu, SU iSchool master student *2017-2018*
- Sudan Zhuang, SU iSchool undergraduate, now Product Manager at Microsoft *2017-2018*
- Jianyi Liu, SU iSchool master student *2017*
- Shan Zhang, SU iSchool master student, now at Twilio *2017*

## SERVICE

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### External Service

- Reviewer, Psychology of Popular Media, 22'
- Reviewer, TOCHI, 22'

- Reviewer, CSCW 20', 21'
- Reviewer, CHI 19', 21'
- Reviewer, iConference 19', 20'
- Reviewer, ASIST, 20'
- Reviewer, DIS 19'
- Reviewer, DG.O 18'
- Student volunteer, CHI 19'

#### **Internal Service**

- Search Committee, iSchool, SU, Fall 2019
- Faculty Committee, iSchool, SU, Fall 2018
- Personnel Committee, iSchool, SU, Fall 2017

## **SELECTED MEDIA PRESS**

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- 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-icference/>
- 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/>

## **REFERENCES**

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#### **Bryan Semaan**

Associate Professor  
University of Colorado Boulder  
Bryan.Semaan@Colorado.EDU

#### **Jeff Hemsley**

Associate Professor  
Syracuse University  
jjhemsle@syr.edu

#### **Cliff Lampe**

Professor  
University of Michigan  
cacl@umich.edu