

Qunfang Wu

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RESEARCH INTERESTS

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

EDUCATION

Syracuse University

Ph.D., Information Science and Technology, School of Information Studies (iSchool)

Advisor: Dr. Bryan Semaan

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

Syracuse, NY, US

2016-2022

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

Minor in Economics, National School of Development, Peking University

Exchange student, Department of Management Information System, National Chengchi University, Taiwan

Beijing, China

2010-2014

PROFESSIONAL APPOINTMENTS

Harvard University

Fellow, Berkman Klein Center for Internet & Society

Boston, MA, US

2024-2025

Harvard University

Postdoctoral Fellow, Inequality in America Initiative (IAI) in Division of Social Science

Boston, MA, US

2023-2025

University of North Carolina at Chapel Hill

Postdoctoral Researcher, the Center for Information, Technology, and Public Life (CITAP)

Chapel Hill, NC, US

2023-2023

PUBLICATIONS

Asterisk (*) denotes 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: *Proceedings of the ACM on Human-Computer Interaction* 8.CSCW1 (2024). [DEI Recognition]
- [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.

Work in Progress

- [P.6] Qijia Chen*, **Qunfang Wu**, and Giulio Jacucci. *Democratic Moderation: Exploring the Use and Perception of Votekicking in Social Virtual Reality*. [Under R&R for CHI]
- [P.5] Wenqi Li*, Jui-Ching Kuo*, Manyu Sheng*, Pengyi Zhang, and **Qunfang Wu**. *Beyond Explicit and Implicit: How Users Leverage Feedback Mechanisms to Influence Personalized Recommendations*. [Under R&R for CHI]
- [P.4] Ruyuan Wan*, Lingbo Tong*, Tiffany Kneare, Toby Jia-Jun Li, Ting-Hao Kenneth Huang, and **Qunfang Wu**. *Women's Strategic Use of Hashtags to Form Exclusive Safe Space in Algorithmic Social Media*. (The first two authors contributed equally to this work.) [Under R&R for CHI]
- [P.3] **Qunfang Wu**, EunJeong Cheon, and Bryan Semaan. *A Systemic Literature Review of Anti-Racist Studies*. [In preparation to submit to TOCHI]

- [P.2] **Qunfang Wu**, Lê Nguyên Hoang, Toby Jia-Jun Li, and Kentaro Toyama. *Designing for Collective Algorithm Resistance: Case Studies of Algorithmic Solidarity Systems*. [In preparation to submit to TOCHI]
- [P.1] **Qunfang Wu** and Lu Xian. “MapMyFeed”: *Designing for End-User Algorithm Audit Intervention in Personalized Recommendation Systems*. (The two authors contributed equally to this work.) [Work in progress]

Peer-Reviewed Extended Abstracts

- [E.3] 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.2] 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.1] **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.

Lightly Peer-Reviewed Position Papers & Workshop Papers & Demos

- [W.10] 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: *The CHI 2024 Special Interest Group*. 2024. <https://doi.org/10.1145/3613905.3643980>.
- [W.9] **Qunfang Wu** and Lu Xian. “Designing an Intervention Tool for End-User Algorithm Audits in Personalized Recommendation Systems”. In: *The 7th FAccTRec Workshop: Responsible Recommendation*. 2024. <https://arxiv.org/abs/2409.13176>. (The two authors contributed equally to this work.)
- [W.8] **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.
- [W.7] **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.
- [W.6] **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.
- [W.5] 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.
- [W.4] **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.
- [W.3] **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.
- [W.2] Yun Huang and **Qunfang Wu**. “BandCaption: Crowdsourcing Video Caption Corrections”. In: *Demos of the 2017 Collective Intelligence Conference*. 2017.
- [W.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

- National Science Foundation (NSF) Research Grant, “STEM Ed: Building Inclusive Pedagogy and Data-Centered Toolkits for Data Science Education” (Role: Co-PI). [Under Review]
- Fellowship, Berkman Klein Center at Harvard University, 2024, \$10,000.
- 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.
- 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, \$5,000.

INVITED TALKS

- April 2024, “Design for Social Equity,” Information Studies Seminar - Foundations of HCI, Syracuse University/Virginia Tech/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://doi.org/10.1145/3613905.3643980>
- 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-iconeference/>
- “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/>

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, Pennsylvania State University doctoral student 2023-2024
- Lingbo Tong, University of Notre Dame doctoral student 2023-2024
- Yigang Qin, City University of Hong Kong undergraduate, now a doctoral student at SU 2022-2024
- Zitong Huang, SU History undergraduate, now a master student at University of Northwestern 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

SELECTED PROFESSIONAL EXPERIENCES

SALT Lab, School of Information Studies, Syracuse University
Graduate Researcher

Syracuse, NY, US
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
Consultant Assistant (Intern)

Beijing, China
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

SERVICE

Service to the community, with 9 special recognitions for outstanding reviews

- Reviewer, CHI 19', 21', 23', 24', 25'
- 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