

XIAO MA

maxiao.info
2 W Loop Rd, New York, NY 10044

Research interests: computational social science, user behavior modeling, human-computer interaction.

EDUCATION **Ph.D., Information Science** Aug 2014 - May 2019 (Expected)
Cornell Tech, New York, NY
Minor: Computer Science
Advised by: Mor Naaman

Bachelor of Science, Microelectronics Sep 2010 - Jul 2014
Peking University, Beijing, China
GPA: 3.78/4.00

Study Abroad, Electrical Engineering Aug 2012 - Jan 2013
Technion - Israel Institute of Technology, Haifa, Israel
GPA: 3.96/4.00

EXPERIENCE **Research Intern, Core Data Science** May 2018 - Present
FACEBOOK, INC. Menlo Park, CA, USA
PhD research intern at the Computational Social Science team. Developed models to better understand and predict trust in Facebook groups.

Research Intern, Pages May 2017 - Aug 2017
FACEBOOK, INC. New York, NY, USA
Conducted log data analysis for Messenger, on person-to-business messaging.

Research Intern Jun 2016 - Aug 2016
AIRBNB San Francisco, CA, USA
Conducted large-scale survey to measure host's trust in guests to drive the adoption of Instant Booking.

SKILLS Programming: Python; R; data pipelines (dataswarm, presto, hive); JavaScript (React, Redux, Node.js)
Research methods: survey, experiment, crowdsourcing, statistical analysis

SELECTED PUBLICATIONS Xiao Ma, Kimberly Wilber, Lina Mezghani, Hui Hong, Robinson Piramuthu, Serge Belongie, Mor Naaman. **Understanding Image Quality and Trust in Peer-to-Peer Marketplaces**. In Proceedings of the IEEE Winter Conference on Applications of Computer Vision 2019. (WACV '19)

Xiao Ma, Megan Cackett, Leslie Park, Eric Chien, Mor Naaman. **Web-Based VR Experiments Powered by the Crowd**. In Proceedings of the Web Conference 2018. (WWW '18) [Acceptance Rate: 15%]

Xiao Ma, Nazanin Andalibi, Louise Barkhuus, Mor Naaman. **“People are either too fake or too real”: Opportunities and challenges in tie-based anonymity**. In Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems. (CHI '17) [Acceptance Rate: 23%]

Xiao Ma, Jeffery T Hancock, Kenneth Lim Mingjie, and Mor Naaman. 2017. **Self-**

disclosure and perceived trustworthiness of Airbnb host profiles. In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing. (CSCW '17) *Honorable Mention for Best Paper*. [Acceptance Rate: 28%]

Xiao Ma, Jeffery T Hancock, and Mor Naaman. 2016. **Anonymity, intimacy and self-disclosure in social media.** In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems. (CHI '16) [Acceptance Rate: 23%]

Xiao Ma, Trishala Neeraj, Mor Naaman. 2017. **A Computational Approach to Perceived Trustworthiness of Airbnb Host Profiles.** In Proceedings of the 11th International AAAI Conference on Web and Social Media. (ICWSM '17)

TALKS	Crowdsourcing Week	Oct 2018
	Grace Hopper Celebration	Sep 2018
	Facebook Tech Talk	Jul 2018
	Stanford HCI Lunch	Mar 2016, Feb 2018
	Haifa University	Jan 2016
	Airbnb HQ	Aug 2016

MEDIA COVERAGE **The Observer:** 3 Science-Backed Ways to Get Airbnb Users to Choose Your Listing
<http://observer.com/2017/03/tips-how-to-make-best-airbnb-listing/>

Cornell Chronicle: Hospitable language inspires trust in Airbnb customers
<http://www.news.cornell.edu/stories/2017/02/hospitable-language-inspires-trust-airbnb-customers>

AWARDS	Women in Technology and Entrepreneurship in New York (WiTNY) Fellow	2017
	Facebook PhD Fellowship Finalist	2017
	Snap Inc. Research Fellowship Honorable Mention	2017

SELECTED PHD COURSES CS5854: Networks and Markets
CS6742: NLP and Social Interaction
CS6670: Computer Vision

PROFESSIONAL SERVICE **Program Committee**
The 9th International Conference on Social Informatics
International Conference on Web and Social Media (ICWSM '18, 19)
WWW 2018 Satellites: Journalism, Misinformation and Fact Checking
2018 International Conference on Computational Social Science

Reviewer
Conferences: CSCW '16-'18, CHI '16-'19, CVPR '18
Journals: Social Science Computer Review, ACM Transactions on Social Computing, Media and Society