




Information Science  
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# XIAO MA

## RESEARCH INTERESTS

Computational social science, human-computer interaction, computer-supported cooperative work, data science

## EDUCATION

- 2014-2019 **Cornell Tech, Cornell University**, New York, NY  
Ph.D., Information Science, Minor in Computer Science  
Committee: Mor Naaman (advisor), Karen Levy, Serge Belongie, Jeff Hancock
- 2010-2014 **Peking University**, Beijing, China  
Bachelor of Science, Microelectronics  
Ranking: Top 3 out of 45
- 2012-2013 **Technion Israel Institute of Technology**, Haifa, Israel  
Study Abroad, Electrical Engineering

## PROFESSIONAL EXPERIENCE

- Summer 2018 **Facebook**, Menlo Park, CA  
Research Intern, Core Data Science
- Summer 2017 **Facebook**, New York, NY  
Research Intern, Pages
- Summer 2016 **Airbnb**, San Francisco, CA  
Research Intern, Booking

## AWARDS & HONORS

- 2019 Backslash Art Microgrant
- 2018 Cornell Outstanding Service Award in Information Science
- 2017 Best Paper Honorable Mention Award, ACM CSCW
- 2017 Facebook PhD Fellowship Finalist
- 2017 Women in Technology and Entrepreneurship in New York (WiTNY) Fellowship
- 2017 Honorable Mention for Snap Research Fellowship
- 2012 Honors (awarded to top undergrad at Peking University)
- 2011 Ping An China Scholarship (awarded to top undergrad at Peking University)
- 2010 Admission Priority Nomination to Peking University (one of the 90 students selected out of 10 million high school students in China)

## SKILLS

### Programming

Python; R; data pipelines (SQL, dataswarm, presto, hive); JavaScript (React, Redux, Node.js)

### Research Methods

User behavior modeling, experiment, survey, crowdsourcing, statistics

## PUBLICATIONS

- 2019 **Xiao Ma**, Lina Mezghani, Kimberly Wilber, Hui Hong, Robinson Piramuthu, Mor Naaman, Serge Belongie. Understanding Image Quality and Trust in Peer-to-Peer Marketplaces. *In Proceedings of 2019 IEEE Winter Conference on Applications of Computer Vision (WACV'19)* [29% Acceptance Rate]
- Maurice Jakesch, Megan French, **Xiao Ma**, Jeffrey T Hancock, Mor Naaman. AI-Mediated Communication: How the Perception that Profile Text was Written by AI Affects Trustworthiness. *In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI'19)* [24% Acceptance Rate]
- Xiao Ma**, Justin Cheng, Shankar Iyer, Mor Naaman. When Do People Trust Their Social Groups?. *In Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI'19)* [24% Acceptance Rate]
- 2018 **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)* [15% Acceptance Rate]
- 2017 **Xiao Ma**, Emily Sun, and Mor Naaman. What Happens in happn? The Warranting Power of Location History. *In Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW'17)* [35% Acceptance Rate]
- 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)* [25% Acceptance Rate]
- Xiao Ma**, Trishala Neeraj, Mor Naaman. 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)*
- Xiao Ma**, Jeffrey T Hancock, Kenneth Lim Mingjie, and Mor Naaman. 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)* [35% Acceptance Rate]
- Honorable Mention for Best Paper**
- 2016 Paolo Parigi, **Xiao Ma**. The Gig Economy. *XRDS: Crossroads, The ACM Magazine for Students - The Future of Work: Volume 23 Issue 2, Winter 2016*

**Xiao Ma**, Jeffrey T Hancock, Mor Naaman. Anonymity, Intimacy and Self-Disclosure in Social Media. *In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems (CHI'16)* [23% Acceptance Rate]

**Xiao Ma**, Ross McLachlan, Donghun Lee, Mor Naaman, Emily Sun. Movement: A Secure Community Awareness Application and Display. *In CSCW '16 Companion: Proceedings of the 19th ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW'16)*

## TALKS

2019

**LDV Vision Summit** Technical Track, New York, NY

Understanding Image Quality and Trust in Peer-to-Peer Marketplaces

**Glossier** Invited Talk, New York, NY

Understanding Image Quality and Trust in Peer-to-Peer Marketplaces

**MIT Media Lab** Lab Meeting, Cambridge, MA

Networked Trust

**NYC Salon**, New York, NY

Algorithms of Trust

**Sage Ocean** Invited Speaker, in VR via the Engage platform

Future or Fad? VR in Social Science Research

2018

**Grace Hopper Celebration** Research Track Speaker, Houston, Texas

Web-Based VR Experiments Powered by the Crowd

**Facebook HQ** Tech Talk, Menlo Park, CA

Web-Based VR Experiments Powered by the Crowd

**Crowdsourcing Week** Invited Speaker, Washington, DC

Web-Based VR Experiments Powered by the Crowd

**WWW** Conference Talk, Lyon, France

Web-Based VR Experiments Powered by the Crowd

**Airbnb HQ**, San Francisco, CA

Web-based VR Experiments Powered by the Crowd

**Stanford** HCI Lunch, Palo Alto, CA

Web-Based VR Experiments Powered by the Crowd

2017

**CHI** Conference Talk, Denver, CO

"People are Either too Fake or too Real": Opportunities and Challenges in Tie-based Anonymity

**CSCW** Conference Talk, Portland, OR

Self-disclosure and Perceived Trustworthiness of Airbnb Host Profiles

**CSCW** Conference Talk, Portland, OR

What Happens in happn? The Warranting Power of Location History

2016

**Airbnb HQ**, San Francisco, CA

Self-disclosure and Perceived Trustworthiness of Airbnb Host Profiles

**CHI** Conference Talk, San Jose, CA

Anonymity, Intimacy and Self-Disclosure in Social Media

**Stanford** HCI Lunch, Palo Alto, CA

Anonymity, Intimacy and Self-Disclosure in Social Media

**Haifa University**, Haifa, Israel

Anonymity, Intimacy and Self-Disclosure in Social Media

2015

**Cornell Tech** Connective Media Lunch, New York, NY

Anonymity, Intimacy and Self-Disclosure in Social Media

## TEACHING & MENTORING

### Teaching

Spring 2017

**Teaching Assistant**, Connective Media Technologies, Cornell Tech

2014-2016, 2018

**Teaching Assistant**, Psychological and Social Aspects of Connective Media, Cornell Tech

### Mentoring

2018

Lina Mezghani, Masters in Computer Science, École Polytechnique

2018

Eric Chien, Masters in Connective Media, Cornell Tech

2017

Trishala Neeraj, Masters in Connective Media, Cornell Tech

2015

Shanshan Zhang, Undergraduate, Beijing University of Posts and Telecommunications

## SERVICE

### Program Committee

2019

Truth and Trust Online (TTO)

2018-2019

International Conference on Computational Social Science (IC2S2)

2018-2019

International Conference on Web and Social Media (ICWSM)

2018

WWW 2018 Satellites: Journalism, Misinformation and Fact Checking

2017,2019

International Conference on Social Informatics (Socinfo)

### Conference Reviewer

2016-2019

ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)

2016-2019

ACM CHI Conference on Human Factors in Computing Systems (CHI)

2018

IEEE Conference on Computer Vision and Pattern Recognition (CVPR)

2018

AAAI International Conference on Web and Social Media (ICWSM)

## Journal Reviewer

Social Science Computer Review  
 ACM Transactions on Social Computing  
 Media and Society  
 Journal of Hospitality Management

## Recognitions for Outstanding Reviews

CHI 2016, CSCW 2017

## Volunteering

2018 Student Volunteer Co-Chair, CSCW  
 2017 Student Volunteer, CSCW  
 2017 Student Volunteer, CSCW PC meeting

## PhD

2017-2019 PhD Student Visit Day Panel  
 2018 PhD Student Orientation Panel  
 2018 PhD Brown Bag Chair  
 2016-2018 PhD Admissions Interviewer

## MEDIA COVERAGE

2019 [AI-generated profiles? Airbnb users prefer a human touch](#)  
*Cornell Chronicle*. Louis DiPietro.

[Is seeing believing? Depends on photo quality, study says](#)  
*Cornell Chronicle*. Melanie Lefkowitz.

[Cornell research shows poor image quality can affect online sales](#)  
*Cornell Daily Sun*. Vale Lewis.

2017 [Hospitable language inspires trust in Airbnb customers](#)  
*Cornell Chronicle*. Leslie Morris.

[3 science-backed ways to get Airbnb users to choose your listing](#)  
*The Observer*. Sage Lazzaro.

2019 [Event roundup: Future or fad? VR in social science research](#)  
*SAGE Ocean*. Daniela Duca.

## EXTRACURRICULAR

2018-2019 **WiTNY Ambient Belonging Project**, New York, NY  
 Created the visual art installation project at Cornell Tech and CUNY, aiming to encourage a sense of belonging. Delivered 15 community-designed posters.

- 2018-2019 **WiTNY Art Series**, New York, NY  
Organized guided art visits with a focus on the intersection of art and technology for CUNY and Cornell Tech women students.
- 2014 **Wuyan Technologies**, Beijing, China  
Founded and ran an online peer-to-peer writing consulting platform, leading a distributed team of more than fifteen people. Earned \$30K in revenue.