

Xiaojuan Ma, Curriculum Vitae

Department of Computer Science and Engineering
The Hong Kong University of Science and Technology
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Research Interests

- Human-Engaged Computing (AI): human-AI collaboration
- Human-Computer Interaction: robot and virtual agent, VR/AR/MR, visualization, affective and social computing, ubiquitous computing
- Specific application domains: education, healthcare, design, entertainment, e-commerce

Education

Ph.D.: Computer Science, Princeton University Advisor: Perry Cook 09/2010
Thesis: *Communication beyond Words: Multimedia Approaches to Bridging Language Disabilities and Barriers.*

M.A.: Computer Science, Princeton University 05/2007

B.Sc.: Computer Science and Technology, Tsinghua University, China 07/2005

Minor: English, Tsinghua University, China 07/2005

Employment

Associate Professor, Hong Kong University of Science and Technology, Hong Kong 07/2021 - present
Assistant Professor, Hong Kong University of Science and Technology, Hong Kong 07/2015 – 06/2021
Human-Computer Interaction Initiative, Department of Computer Science and Engineering
Affiliated with HKUST Big Data Institute, HKUST Robotics Institute, IIM Program

Researcher, Noah's Ark Lab, Hong Kong 12/2012 - 06/2015
Human-Computer Interaction: mobile interactions, mobile intelligence, eye-tracking, etc.

Postdoctoral Scholar, Carnegie Mellon University, Pittsburgh, PA 03/2011 - 11/2012
Human-Computer Interaction, HCI Institute (with Jodi Forlizzi)
Awarded as Computing Innovation Fellow by CRA (Computing Research Association)

Research Fellow, National University of Singapore, Singapore 08/2010 - 02/2011
Information Systems (with Jack Zhenhui Jiang)

Research Assistant, Princeton University, Princeton, NJ 09/2005 - 07/2010
Computer Science (with Perry Cook)

Research Internship, University of British Columbia, BC, Canada 05/2007 - 08/2007
Dept. of Psychology (with Peter Graf) and Dept. of Computer Science (with Joanna McGrenere)

Internship, Educational Testing Service, Princeton, NJ 09/2006 - 03/2007
User Experience Group

Funded Projects

RGC - General Research Fund (GRF) 16203421: PI, HKD 838,393 1/1/2022 - 31/12/2024
Teaching Robots Functional Affordance via Knowledge Grounding and Demonstration

RGC - General Research Fund (GRF) 16204420: PI, HKD 845,055 1/1/2021 - 31/12/2023
Scaling Up Robot Skill Acquisition When Learning from Human Demonstration

RGC - General Research Fund (GRF) 16204819: PI, HKD 518,999 1/1/2020 - 31/12/2022
Transparency in Robot Learning from Demonstration

(UGC - Research Infrastructure Grant IRS20EG25: HKD 30,000)

RGC - Collaborative Research Fund (CRF) C6030-18G: Co-PI, HKD 3,716,381 29/6/2019 - 28/6/2022
A Human-Powered Machine Learning System

(UGC - Research Infrastructure Grant VPRDO19EG05: HKD 494,900)

RGC - Theme-based Research Scheme T45-407/19N-2: PI, HKD 236,000 1/1/2020 - 31/12/2024
Research and Development of Artificial Intelligence in Extraction and Identification of Spoken Language Biomarkers for Screening and Monitoring of Neurocognitive Disorders (Total Amount HKD 50,000,000)

(UGC - Research Infrastructure Grant VPRDO20EG03: HKD 27,000)

RGC - Theme-based Research Scheme T44-707/16N: CI, HKD 3,919,000 1/11/2016 - 31/10/2021
Learning and Assessment for Digital Citizenship

(UGC - Research Infrastructure Grant VPRGO17EG03: HKD 436,600)

ITC - ITF Platform Research Scheme ITS/319/16FP: CI, HKD 8,595,928 1/6/2017 - 30/11/2019
Multichannel Emotion and Intent Inference and Expression for Human- Robot Interactions
Innovation and Technology Support Programme (Tier 2) - (UST-Berkeley Research Collaboration)

WeBank WEB19EG01-D: CI, HKD 418,091 1/9/2019 - 14/4/2022
Innovative, Interactive, and Collaborative Online Advertising

(UGC - Research Infrastructure Grant RMGS20EG01-D: HKD 181,818)

HKUST-SJTU Joint Research Collaboration Fund SJTU20EG02: PI, HKD 50,000 1/9/2020 - 31/8/2021
Technology-Supported Psychological Wellbeing: Mitigating the Impacts of COVID-19

RDC 19201890HWLB15M013: PI, HKD 437,450 23/6/2020 - 31/12/2020
Evaluation Model of Critical Dimensions for Brand Differentiation

RDC 1817169-0, 1718170-0, 1718171-0: PI, HKD 568,856 1/5/2018 - 30/9/2019
Network Embedding on Financial Data

WHATLab 1617170-0: PI, HKD 188,400 1/2/2017 - 13/1/2018
Pose-based Human Emotion Inference

WHATLab 1516144-0: PI, HKD 162,000 15/2/2016 - 14/2/2017
Multimodality Footing in Human-Robot Conversations

Initiation Grant IGN15EG02: PI, HKD 172,900 1/1/2016 - 31/12/2017
Developing a sensible model of engagement in multi-party interactions in human-robot team

Research Equipment Competition REC15EG04: PI, HKD 520,560 14/12/2015 - 10/6/2016
Human-machine Hybrid Computing System consisting of Eye Trackers, Captive Wireless Physiological Signal Recording System, PCs, Laptops, Multi-touch Table and Projection Wall

Selected Publications (Graduate advisees are in *underlined italic*, other mentees are in underline)

Book or Book Chapter

1. Li, Quan, Ziming Wu, Huamin Qu, and **Xiaojuan Ma**. (July, 2019). "Co-design of an Interactive Analytics System for Multiplayer Online Battle Arena Game Occurrences". Wallner, G. (Ed.) *Data Analytics Applications in Gaming and Entertainment*. (in press)
2. Marcus, Aaron, Masaaki Kurosu, **Xiaojuan Ma**, Ayako Hashizume. (2017). *Cuteness Engineering: Designing Adorable Products and Services*. Springer Series on Cultural Computing. Springer International Publishing. DOI: 10.1007/978-3-319-61961-3

Refereed Journal Papers

1. Quan Li, Xiguang Wei, Huanbin Lin, Yang Liu, Tianjian Chen, and **Xiaojuan Ma**. "Inspecting the Running Process of Horizontal Federated Learning via Visual Analytics". *IEEE Transactions on Visualization and*

- Computer Graphics (TVCG)*. (2021, early access).
2. Mingfei Sun, Zhenhui Peng, Meng Xia, and **Xiaojuan Ma**. "Investigating the Effects of Robot Engagement Communication on Learning from Demonstration". *International Journal of Social Robotics*. (2021).
 3. Zhenjie Zhao and **Xiaojuan Ma**. "Designing an Artificial Agent for Cognitive Apprenticeship Learning of Elevator Pitch in Virtual Reality". *IEEE Transactions on Cognitive and Developmental Systems (TCDS)*. (2021, accepted).
 4. Reza Hadi Mogavi, **Xiaojuan Ma**, and Pan Hui. "Characterizing Student Engagement Moods for Dropout Prediction in Question Pool Websites". *Proc. ACM Hum.-Comput. Interact.* 5, CSCW1, Article 12 (April 2021), 22 pages.
 5. Liuping Wang, Dakuo Wang, Feng Tian, Zhenhui Peng, Xiangmin Fan, Zhan Zhang, Shuai Ma, Mo Yu, **Xiaojuan Ma**, and Hongan Wang. "CASS: Towards Building a Social-Support Chatbot for Online Health Community". *Proc. ACM Hum.-Comput. Interact.* 5, CSCW1, Article 9 (April 2021), 31 pages.
 6. Xia Meng, Palaniyappan Velumani, Panpan Xu, Yong Wang, Huamin Qu, and **Xiaojuan Ma**. "QLens: Visual Analytics of Multi-step Problem-solving Behaviors for Improving Question Design". *IEEE Transactions on Visualization and Computer Graphics (TVCG)*. (2020, early access).
 7. Sun Zhida, Manuele Reani, Quan Li, and **Xiaojuan Ma**. "Fostering Engagement in Technology-Mediated Stress Management: A Comparative Study of Biofeedback Designs," *International Journal of Human-Computer Studies (IJHCS)*, (2020), 102430.
 8. Wang Leye, Daqing Zhang, Dingqi Yang, Brian Y. Lim, Xiao Han, and **Xiaojuan Ma**. "Sparse Mobile Crowdsensing With Differential and Distortion Location Privacy," *IEEE Transactions on Information Forensics and Security*, vol. 15, (2020): 2735-2749.
 9. Xia Meng, Min Xu, Ta-ying Cheng, Chuan-en Lin, Huamin Qu, and **Xiaojuan Ma**. "SeqDynamics: Visual Analytics for Evaluating Online Problem-solving Dynamics." *Computer Graphics Forum*. vol. 39, no. 3, (2020). pp. 511-522.
 10. Li Quan, Ziming Wu, Lingling Yi, Kristanto Sean Njotoprawiro, Huamin Qu, and **Xiaojuan Ma**. "WeSeer: Visual Analysis for Better Information Cascade Prediction of WeChat Articles," *IEEE Transactions on Visualization and Computer Graphics (TVCG)*, (2020). vol. 26, no. 2, pp. 1399-1412.
 11. Wang Leye, Xu Geng, **Xiaojuan Ma**, Daqing Zhang, and Qiang Yang. "Ridesharing car detection by transfer learning." *Artificial Intelligence*. (2019). 273: 1-18.
 12. Wang, Yun*, Zhida Sun*, Haidong Zhang, Weiwei Cui, Ke Xu, **Xiaojuan Ma**, and Dongmei Zhang. "DataShot: Automatic Generation of Fact Sheet from Tabular Data." *IEEE Transactions on Visualization and Computer Graphics (TVCG)*. (2019). 26(1): 895-905. (* Equal Contributions)
 13. Kim Taewook, Jungsoo Lee, Zhenhui Peng, and **Xiaojuan Ma**. "Love in Lyrics: An Exploration of Supporting Textual Manifestation of Affection in Social Messaging." *Proceedings of the ACM on Human-Computer Interaction*. 3, CSCW. (2019).
 14. Zhao Zhenjie and **Xiaojuan Ma**. "ShadowPlay2.5D: A 360-Degree Video Authoring Tool for Immersive Appreciation of Classical Chinese Poetry." *ACM Journal on Computing and Cultural Heritage (JOCCH)*. Article No.: 5. 20 pages. (2019).
 15. Zhao, Sha, Yizhi Xu, **Xiaojuan Ma**, Ziwen Jiang, Zhiling Luo, Shijian Li, Laurence Tianruo Yang, Anind Dey, and Gang Pan. "Gender Profiling from a Single Snapshot of Apps Installed on a Smartphone: An Empirical Study." *IEEE Transactions on Industrial Informatics*. 16(2), 1330-1342. (2019).
 16. Wang Leye, Dingqi Yang, Xiao Han, Daqing Zhang, and **Xiaojuan Ma**. "Mobile Crowdsourcing Task Allocation with Differential-and-Distortion Geo-Obfuscation". *IEEE Transactions on Dependable and Secure Computing*. 18(2), 967-981. (published 2020, early access 2019).

17. Peng, Zhenhui and **Xiaojuan Ma**. "Exploring how software developers work with mention bot in GitHub". *CCF Transactions on Pervasive Computing and Interaction*. 1: 190–203. (2019).
18. Peng, Zhenhui and **Xiaojuan Ma**. "A survey on construction and enhancement methods in service chatbots design". *CCF Transactions on Pervasive Computing and Interaction*. 1: 204-223. (2019).
19. **Ma, Xiaojuan**, Xinning Gui, Jiayue Fan, Mingqian Zhao, Yunan Chen, and Kai Zheng. "Professional Medical Advice at your Fingertips: An empirical study of an online "Ask the Doctor" Platform." *Proceedings of the ACM on Human-Computer Interaction* 2, no. CSCW (2018): 116.
20. Wu, Ziming, Zhida Sun, Taewook Kim, Manuele Reani, Caroline Jay, and **Xiaojuan Ma**. "Mediating Color Filter Exploration with Color Theme Semantics Derived from Social Curation Data." *Proceedings of the ACM on Human-Computer Interaction* 2, no. CSCW (2018): 187.
21. Tong, Chao, Richard Roberts, Rita Borgo, Sean Walton, Robert Laramee, Kodzo Wegba, Aidong Lu, Yun Wang, Huamin Qu, Qiong Luo, **Xiaojuan Ma**. "Storytelling and visualization: An extended survey." *Information* 9, no. 3 (2018): 65.
22. **Ma, Xiaojuan**. "Data-driven approach to human-engaged computing." *International series on information systems and management in creative eMedia (CreMedia)*. 2017, no. 2 (2018): pp. 43-47.
23. Li, Quan, Peng Xu, Yeuk Yin Chan, Yun Wang, Zhipeng Wang, Huamin Qu, and **Xiaojuan Ma**. "A visual analytics approach for understanding reasons behind snowballing and comeback in MOBA games." *IEEE Transactions on Visualization and Computer Graphics (TVCG)* 23, no. 1 (2017): 211-220.
24. Zhu, Kening, **Xiaojuan Ma**, Haoyuan Chen, and Miaoyin Liang. "Tripartite Effects: Exploring Users' Mental Model of Mobile Gestures under the Influence of Operation, Handheld Posture, and Interaction Space." *International Journal of Human-Computer Interaction (IJHCI)* 33, no. 6 (2017): 443-459.
25. Chen, Chao, Daqing Zhang, **Xiaojuan Ma**, Bin Guo, Leye Wang, Yasha Wang, and Edwin Sha. "Crowddeliver: planning city-wide package delivery paths leveraging the crowd of taxis." *IEEE Transactions on Intelligent Transportation Systems* 18, no. 6 (2017): 1478-1496.
26. Chen, Huihui, Bin Guo, Zhiwen Yu, Liming Chen, and **Xiaojuan Ma**. "A generic framework for constraint-driven data selection in mobile crowd photographing." *IEEE Internet of Things Journal* 4, no. 1 (2017): 284-296.
27. Chen, Longbiao, **Xiaojuan Ma**, Gang Pan, and Jérémie Jakubowicz. "Understanding bike trip patterns leveraging bike sharing system open data." *Frontiers of computer science* 11, no. 1 (2017): 38-48.
28. Chen, Chao, Xia Chen, Leye Wang, **Xiaojuan Ma**, Zhu Wang, Kai Liu, Bin Guo, and Zhen Zhou. "MA-SSR: A Memetic Algorithm for Skyline Scenic Routes Planning Leveraging Heterogeneous User-generated Digital Footprints." *IEEE Transactions on Vehicular Technology*. 66, no. 7 (2017): 5723 – 5736.
29. Chen, Longbiao, Daqing Zhang, **Xiaojuan Ma**, Leye Wang, Shijian Li, Zhaohui Wu, and Gang Pan. "Container port performance measurement and comparison leveraging ship GPS traces and maritime open data." *IEEE Transactions on Intelligent Transportation Systems* 17, no. 5 (2016): 1227-1242.
30. Guo, Bin, Zhiwen Yu, Liming Chen, Xingshe Zhou, and **Xiaojuan Ma**. "MobiGroup: Enabling lifecycle support to social activity organization and suggestion with mobile crowd sensing." *IEEE Transactions on Human-Machine Systems* 46, no. 3 (2016): 390-402.
31. **Ma, Xiaojuan**. "Developing Design Guidelines for a Visual Vocabulary of Electronic Medical Information to Improve Health Literacy." *Interacting with Computers (IwC)* 28, no. 2 (2015): 151-169. (**Best Paper Award** at the International Symposium of Interaction Design and Human Factors - IDHF2014).
32. **Ma, Xiaojuan**. "Data-driven techniques to assist design of perceptually effective visual displays." *Information Design Journal (IDJ)* 21, no. 3 (2014).
33. Chen, Chao, Daqing Zhang, Bin Guo, **Xiaojuan Ma**, Gang Pan, and Zhaohui Wu. "TripPlanner:

Personalized trip planning leveraging heterogeneous crowdsourced digital footprints." *IEEE Transactions on Intelligent Transportation Systems* 16, no. 3 (2015): 1259-1273.

34. **Ma, Xiaojuan**. "Evocation: analyzing and propagating a semantic link based on free word association." *Language Resources and Evaluation* 47, no. 3 (2013): 819-837.
35. **Ma, Xiaojuan**, Christiane Fellbaum, and Perry Cook. "Semantic labeling of nonspeech audio clips." *EURASIP Journal on Audio, Speech, and Music Processing* 2010, no. 1 (2010): 404860.

Refereed Papers in Conference Proceedings

1. Peng, Zhenhui, **Xiaojuan Ma**, Diyi Yang, Ka Wing Tsang, and Qingyu Guo. "Effects of Support-Seekers' Community Knowledge on Their Expressed Satisfaction with the Received Comments in Mental Health Communities". In *Proc. ACM CHI'21*. (2021).
2. Youwen Kang*, Zhida Sun*, Sitong Wang, Zeyu Huang, Ziming Wu, and **Xiaojuan Ma**. "MetaMap: Supporting Visual Metaphor Ideation through Multi-dimensional Example-based Exploration". In *Proc. ACM CHI '21*. 22 pages. (*equal contribution). <https://doi.org/10.1145/3411764.3445325>
3. Feng Han*, Yifei Cheng*, Megan Strachan, and **Xiaojuan Ma**. "Hybrid Paper-Digital Interfaces: A Systematic Literature Review". In *Proc. ACM Designing Interactive Systems Conference (DIS)*. (2021). (*equal contribution)
4. Ziming Wu*, Qian Yao Xu*, Yiding Liu*, Zhenhui Peng, Yingqing Xu, and **Xiaojuan Ma**. "Exploring Designers' Practice of Online Example Management for Supporting Mobile UI Design". In *Proc. ACM International Conference on Mobile Human-Computer Interaction (MobileHCI)*. (2021).(*equal contribution)
5. Mogavi, Reza Hadj, Yankun Zhao, Ehsan UI Haq, Pan Hui, and **Xiaojuan Ma**. "Student Barriers to Active Learning in Synchronous Online Classes: Characterization, Reflections, and Suggestions". In *Proc. Learning at Scale (L@Scale)*. (2021).
6. Xin He, Hong Hong, Yanwen Liu, Yongchuan Li, Zhihan Jiang, **Xiaojuan Ma**, Longbiao Chen, Cheng Wang. "CovidPass: A Contactless Check-In System for Keeping Social Distance in Public Health Crisis". In *Proc. IEEE International Conference on Ubiquitous Intelligence and Computing (UIC)*. (2021).
7. Peng, Zhenhui, Qingyu Guo, Ka Wing Tsang, and **Xiaojuan Ma**. "Exploring the Effects of Technological Writing Assistance for Support Providers in Online Mental Health Community." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-15.
8. Wu, Ziming, Yulun Jiang, Yiding Liu, and **Xiaojuan Ma**. "Predicting and Diagnosing User Engagement with Mobile UI Animation via a Data-Driven Approach." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-13.
9. Lin, Chuan-en*, Ta Ying Cheng*, and **Xiaojuan Ma**. "ARchitect: Building Interactive Virtual Experiences from Physical Affordances by Bringing Human-in-the-Loop." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-13. (* Equal Contributions)
10. Wang, Xingbo, Haipeng Zeng, Yong Wang, Aoyu Wu, Zhida Sun, **Xiaojuan Ma**, and Huamin Qu. "VoiceCoach: Interactive Evidence-based Training for Voice Modulation Skills in Public Speaking." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-12.
11. Fu, Xinyi, Yaxin Zhu, Zhijing Xiao, Yingqing Xu, and **Xiaojuan Ma***. "RestoreVR: Generating Embodied Knowledge and Situated Experience of Dunhuang Mural Conservation via Interactive Virtual Reality." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-13. (* Corresponding Author)
12. Li, Quan, Huabin Lin, Xiguang Wei, Kangkun Huang, Lixin Fan, Jian Du, **Xiaojuan Ma**, and Tianjian Chen. "MaraVis: Representation and Coordinated Intervention of Medical Encounters in Urban Marathon." In

- Proc. ACM CHI2020 Conference on Human Factors in Computing Systems.* (2020). pp. 1-12.
13. Ding, Xianghua, Xinning Gui, **Xiaojuan Ma**, Zhaofei Ding, and Yunan Chen. "Getting the Healthcare We Want: the Use of Online "Ask the Doctor" Platforms in Practice." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems.* (2020). pp. 1-13. (**Honorable Mention Award**)
 14. Shi, Yang, Nan Cao, **Xiaojuan Ma**, Siji Chen, and Pei Liu. "EmoG: Supporting the Sketching of Emotional Expressions for Storyboarding." In *Proc. ACM CHI2020 Conference on Human Factors in Computing Systems.* (2020). pp. 1-12. (Featured by Japanese Media ITmedia NEWS)
 15. Sun, Zhida, Sitong Wang, Wenjie Yang, Onur Yürüten, Chuhan Shi, and **Xiaojuan Ma**. "'A Postcard from Your Food Journey in the Past": Promoting Self-Reflection on Social Food Posting". In *Proc. ACM ACM on Designing Interactive Systems Conference (DIS)*. (2020). pp. 1819-1832.
 16. Zhao, Zhenjie, Evangelos Papalexakis, and **Xiaojuan Ma**. "Learning Physical Common Sense as Knowledge Graph Completion via BERT Data Augmentation and Constrained Tucker Factorization." In *Proc. the 2020 Conference on Empirical Methods in Natural Language Processing (EMNLP)*, (2020). pp. 3293-3298.
 17. Xia, Meng, Yuya Asano, Joseph Jay Williams, Huamin Qu, and **Xiaojuan Ma**. "Using Information Visualization to Promote Students' Reflection on "Gaming the system"". In *Proc. the Seventh ACM Conference on Learning @ Scale (L@S)*. (2020). pp. 37-49.
 18. Liu, Qiangqiang, Quan Li, Chunfeng Tang, Huanbin Lin, **Xiaojuan Ma**, and Tianjian Chen. "A Visual Analytics Approach to Scheduling Customized Shuttle Buses via Perceiving Passengers' Travel Demands". In *Proc. IEEE VIS 2020 Short Paper*. (2020).
 19. Li, Quan, Zhenhui Peng, Haipeng Zeng, Qiaoan Chen, Lingling Yi, Ziming Wu, **Xiaojuan Ma**, and Tianjian Chen. "Friend Network as Gatekeeper: A Study of WeChat Users' Consumption of Friend-Curated Contents". In *Proc. Chinese CHI 2020*. (2020).
 20. Sun, Mingfei and **Xiaojuan Ma**. "Adversarial Imitation Learning from Incomplete Demonstrations." In *Proc. International Joint Conference on Artificial Intelligence (IJCAI)*. (2019). pp. 3513-3519.
 21. Wang, Leye, Xu Geng, **Xiaojuan Ma**, Feng Liu, and Qiang Yang. "Cross-City Transfer Learning for Deep Spatio-Temporal Prediction." In *Proc. International Joint Conference on Artificial Intelligence (IJCAI)*. (2019). pp. 1893-1899.
 22. Peng, Zhenhui, Yunhwan Kwon, Jiaan Lu, Ziming Wu, and **Xiaojuan Ma**. "Design and Evaluation of Service Robot's Proactivity in Decision-Making Support Process." In *Proc. ACM CHI2019 Conference on Human Factors in Computing Systems.* (2019). pp. 1-13.
 23. Wu, Ziming, Taewook Kim, Quan Li, and **Xiaojuan Ma**. "Understanding and Modeling User-Perceived Brand Personality from Mobile Application UIs." In *Proc. ACM CHI2019 Conference on Human Factors in Computing Systems.* (2019). pp. 1-12.
 24. Xia, Meng, Mingfei Sun, Huan Wei, Qing Chen, Yong Wang, Lei Shi, Huamin Qu, and **Xiaojuan Ma**. "PeerLens: Peer-inspired Interactive Learning Path Planning in Online Question Pool." In *Proc ACM CHI2019 Conference on Human Factors in Computing Systems.* (2019). pp. 1-12.
 25. Trimponias, George*, **Xiaojuan Ma***, and Qiang, Yang. "Rating Worker Skills and Task Strains in Collaborative Crowd Computing: A Competitive Perspective." In *Proc. ACM The World Wide Web Conference (WWW)*. (2019). pp. 1853-1863. (* Equal Contributions)
 26. **Ma, Xiaojuan***, Emily Yang*, Pascale Fung. "Exploring Perceived Emotional Intelligence of Personality-Driven Virtual Agents in Handling User Challenges." In *Proc. ACM The World Wide Web Conference (WWW)*. (2019). pp. 1222-1233. (* Equal Contributions)
 27. Zhao, Zhenjie and **Xiaojuan Ma**. "Text Emotion Distribution Learning from Small Sample: A Meta-Learning

- Approach." In *Proc. the 2019 Conference on Empirical Methods in Natural Language Processing and the 9th International Joint Conference on Natural Language Processing (EMNLP-IJCNLP)*, (2019). pp. 3948-3958.
28. Zhao, Zhenjie*, Andrew Cattle*, Evangelos Papalexakis, and **Xiaojuan Ma**. "Embedding Lexical Features via Tensor Decomposition for Small Sample Humor Recognition." In *Proc. the 2019 Conference on Empirical Methods in Natural Language Processing and the 9th International Joint Conference on Natural Language Processing (EMNLP-IJCNLP)*, (2019). pp. 6377-6382. (* Equal Contributions)
 29. Wu, Ziming*, Jiabin Guo*, Shuangli Zhang, Chen Zhao, and **Xiaojuan Ma**. "An AR Benchmark System for Indoor Planar Object Tracking." In *Proc. 2019 IEEE International Conference on Multimedia and Expo (ICME)*. (2019). pp. 302-307. (* Equal Contributions)
 30. Sin, Wing Lam, Bing Yen Chang, **Xiaojuan Ma**, and Andrew Horner. "The Acoustic Features and Their Relationship to the Emotional Characteristics of Rain Sound Effects." In *Proc. International Computer Music Conference (ICMC)*. (2019).
 31. Mogavi, Reza Hadi, Sujit Gujar, **Xiaojuan Ma**, and Pan Hui. "HRCR: Hidden Markov-based Reinforcement to Reduce Churn in Question Answering Forums." In *Proc. Pacific Rim International Conference on Artificial Intelligence (PRICAI)*. (2019). pp. 364-376.
 32. Kwon, Young D., Reza Hadi Mogavi, Ehsan Ul Haq, Youngjin Kwon, **Xiaojuan Ma**, and Pan Hui. "Effects of Ego Networks and Communities on Self-Disclosure in an Online Social Network." In *Proc. IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*. (2019). pp. 17-24.
 33. Zhao, Zhenjie, Feng Han, and **Xiaojuan Ma**. "A Live Storytelling Virtual Reality System with Programmable Cartoon-style Emotion Embodiment." In *Proc. the Second IEEE International Conference on Artificial Intelligence and Virtual Reality (AIVR)*. 8942322, (2019). pp. 102-109.
 34. Tang, Shiliang, Ziming Wu, Xinyi Zhang, Gang Wang, **Xiaojuan Ma**, Haitao Zheng, and Ben Zhao. "Towards Understanding the Adoption and Social Experience of Digital Wallet Systems." In *Proc. the 52nd Hawaii International Conference on System Sciences (HICSS)*. (2019). pp. 5093-5102.
 35. Yan, Yukang, Chun Yu, **Xiaojuan Ma**, Xin Yi, Ke Sun, and Yuanchun Shi. "VirtualGrasp: Leveraging Experience of Interacting with Physical Objects to Facilitate Digital Object Retrieval." In *Proc. ACM CHI 2018 Conference on Human Factors in Computing Systems*, (2018). pp. 1-13.
 36. Yan, Yukang, Chun Yu, **Xiaojuan Ma**, Shuai Huang, Hasan Iqbal, and Yuanchun Shi. "Eyes-Free Target Acquisition in Interaction Space around the Body for Virtual Reality." In *Proc. ACM CHI 2018 Conference on Human Factors in Computing Systems*, (2018). pp. 1-13.
 37. Wang, Leye, Gehua Qin, Dingqi Yang, Xiao Han, and **Xiaojuan Ma**. "Geographic differential privacy for mobile crowd coverage maximization." In *Proc. the Thirty-Second AAAI Conference on Artificial Intelligence (AAAI)*. (2018). pp. 200-207.
 38. Li, Quan, Kristanto Sean Njotoprawiro, Hammad Haleem, Qiaoan Chen, Chris Yi, and **Xiaojuan Ma**. "EmbeddingVis: A Visual Analytics Approach to Comparative Network Embedding Inspection." In *Proc. IEEE Conference on Visual Analytics Science and Technology (VAST)*. (2018). pp. 48-59.
 39. Bahng, Hyojin, Seungjoo Yoo, Wonwoong Cho, David Keetae Park, Ziming Wu, **Xiaojuan Ma**, and Jaegul Choo. "Coloring with Words: Guiding Image Colorization Through Text-based Palette Generation." In *Proc. the European Conference on Computer Vision (ECCV)*, (2018). pp. 431-447.
 40. Sin, Wing Lam, **Xiaojuan Ma**, and Andrew Horner. "The Emotional Characteristics of Rain Sound Effects". In *Proc. International Computer Music Conference (ICMC)*, (2018), pp. 344-349.
 41. Li, Quan, Ziming Wu, Peng Xu, Huamin Qu, and **Xiaojuan Ma**. "A Multi-Phased Co-design of an Interactive

- Analytics System for MOBA Game Occurrences." In *Proc. ACM Designing Interactive Systems Conference (DIS)*, (2018). pp. 1321-1332.
42. Cattle, Andrew and **Xiaojuan Ma**. "Recognizing humour using word associations and humour anchor extraction." In *Proc. the 27th International Conference on Computational Linguistics (COLING)*, (2018). pp. 1849-1858.
 43. **Ma, Xiaojuan**. "Towards human-engaged AI." In *Proc. International Joint Conference on Artificial Intelligence (IJCAI)*, (2018). pp. 5682-5686.
 44. Sun, Mingfei, Yiqing Mou, Hongwen Xie, Meng Xia, Michelle Wong, and **Xiaojuan Ma**. "Estimating Emotional Intensity from Body Poses for Human-Robot Interaction." In *Proc. IEEE Systems, Man, and Cybernetics (SMC)*. (2018). pp. 1-6.
 45. Zhao, Zhenjie and **Xiaojuan Ma**. "A Compensation Method of Two-Stage Image Generation for Human-AI Collaborated In-Situ Fashion Design in Augmented Reality Environment." In *Proc. The 2018 IEEE International Conference on Artificial Intelligence and Virtual Reality (AIVR)*, (2018). pp. 76-83.
 46. Sun, Mingfei, Masanori Tsujikawa, Yoshifumi Onishi, **Xiaojuan Ma**, Atsushi Nishino, and Satoshi Hashimoto. "A neural-network-based investigation of eye-related movements for accurate drowsiness estimation." In *Proc. the 40th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC)*, (2018). pp. 5207-5210 .
 47. Peng, Zhenhui, Jeehoon Yoo, Meng Xia, Sunghun Kim, and **Xiaojuan Ma**. "Exploring how software developers work with mention bot in github." In *Proc. the Sixth ACM International Symposium of Chinese CHI*, (2018). pp. 152-155.
 48. Sun, Mingfei, Zhenjie Zhao, and **Xiaojuan Ma**. "Sensing and Handling Engagement Dynamics in Human-Robot Interaction Involving Peripheral Computing Devices." In *Proc. The 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 556-567.
 49. Zhu, Yeshuang, Yuntao Wang, Chun Yu, Shaoyun Shi, Yankai Zhang, Shuang He, Peijun Zhao, **Xiaojuan Ma**, and Yuanchun Shi. "ViVo: Video-Augmented Dictionary for Vocabulary Learning." In *Proc. The 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 5568-5579.
 50. **Ma, Xiaojuan** and Nan Cao. "Video-based Evanescent, Anonymous, Asynchronous Social Interaction: Motivation and Adaption to Medium." In *Proc. the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)*, (2017). pp. 770-782.
 51. Cattle, Andrew and **Xiaojuan Ma**. "Predicting Word Association Strengths." In *Proc. the 2017 Conference on Empirical Methods in Natural Language Processing (EMNLP)*, (2017). pp. 1283-1288.
 52. Cattle, Andrew and **Xiaojuan Ma**. "SRHR at SemEval-2017 Task 6: Word Associations for Humour Recognition." *Association for Computational Linguistics (ACL)*, (2017), p. 401-406.
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 54. Li, Quan, Qiaomu Shen, Yao Ming, Peng Xu, Yun Wang, **Xiaojuan Ma**, and Huamin Qu. "A Visual Analytics Approach for Understanding Egocentric Intimacy Network Evolution and Impact Propagation in MMORPGs." In *Proc. IEEE Pacific Visualization Symposium (PacificVis)*, (2017). pp. 31-40.
 55. Yu Chen, Gloria Mark, Sanna Ali, **Xiaojuan Ma**. Unpacking Happiness: Lessons from Smartphone Photography among College Students. In *Proc. the Fifth IEEE International Conference on Healthcare Informatics (ICHI)*. (2017). pp. 429-438.
 56. Yue, Yanzhen, **Xiaojuan Ma**, and Zhenhui Jiang. "Influence of Content Layout and Motivation on Users' Herd Behavior in Social Discovery." In *Proc. the 2016 ACM CHI Conference on Human Factors in*

- Computing Systems*, (2016). pp. 5715-5719.
57. Chen, Longbiao, Daqing Zhang, Leye Wang, Dingqi Yang, **Xiaojuan Ma**, Shijian Li, Zhaohui Wu, Gang Pan, Thi-Mai-Trang Nguyen, and Jérémie Jakubowicz. "Dynamic cluster-based over-demand prediction in bike sharing systems." In *Proc. the 2016 ACM International Joint Conference on Pervasive and Ubiquitous Computing (Ubicomp)*, (2016). pp. 841-852. (**Honorable Mention Award**)
 58. Wang, Leye, Daqing Zhang, Dingqi Yang, Brian Y. Lim, and **Xiaojuan Ma**. "Differential location privacy for sparse mobile crowdsensing." In *Proc. 2016 IEEE 16th International Conference on Data Mining (ICDM)*, (2016). pp. 1257-1262.
 59. Sun, Zhida, Mingfei Sun, Nan Cao, and **Xiaojuan Ma**. "VideoForest: interactive visual summarization of video streams based on danmu data." In *ACM SIGGRAPH ASIA 2016 Symposium on Visualization*, (2016). pp. 1-8.
 60. Wang, Yun, Zhutian Chen, **Xiaojuan Ma**, Qiong Luo, and Huamin Qu. "Animated narrative visualization for video clickstream data." In *ACM SIGGRAPH ASIA 2016 Symposium on Visualization*, (2016). pp. 1-8.
 61. Zhao, Mingqian, Zhutian Chen, Ke Lu, Chaoran Li, Huamin Qu, and **Xiaojuan Ma**. "Blossom: Design of a Tangible Interface for Improving Intergenerational Communication for the Elderly." In *Proc. the ACM International Symposium on Interactive Technology and Ageing Populations*, (2016). pp. 87-98.
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 63. Silpasuwanchai, Chaklam, **Xiaojuan Ma**, Hiroaki Shigemasu, and Xiangshi Ren. "Developing a comprehensive engagement framework of gamification for reflective learning." In *Proc. the 2016 ACM Conference on Designing Interactive Systems (DIS)*, (2016). pp. 459-472.
 64. Zhu, Kening, **Xiaojuan Ma**, Gary Ka Wai Wong, and John Man Ho Huen. "How Different Input and Output Modalities Support Coding as a Problem-Solving Process for Children." In *Proc. the 15th ACM International Conference on Interaction Design and Children (IDC)*, (2016). pp. 238-245.
 65. **Ma, Xiaojuan**. "From Internet Memes to Emoticon Engineering: Insights from the Baozou Comic Phenomenon in China." In *Proc. International Conference on Human-Computer Interaction (HCI)*, (2016). pp. 15-27. Lecture Notes in Computer Science. Springer International Publishing.
 66. Marcus, Aaron and **Xiaojuan Ma**. "Cuteness Design in the UX: An Initial Analysis." In *Proc. International Conference of Design, User Experience, and Usability*, Lecture Notes in Computer Science. Springer International Publishing, (2016). pp. 46-56.
 67. Chan, Rosanna Yuen-Yan, Junnan Ding, Lam Wang Kong, Gladys Yan, Xue Bai, **Xiaojuan Ma**, Soby So, Xiangjie Wang, and Jessica Tsz Ching Chow. "Making telecommunications services accessible to people with severe communication disabilities." In *Proc. IEEE Global Humanitarian Technology Conference (GHTC)*, (2016), pp. 105-112.
 68. Chen, Longbiao, Daqing Zhang, Gang Pan, **Xiaojuan Ma**, Dingqi Yang, Kostadin Kushlev, Wangsheng Zhang, and Shijian Li. "Bike sharing station placement leveraging heterogeneous urban open data." In *Proc. the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing (Ubicomp)*, (2015). pp. 571-575.
 69. **Ma, Xiaojuan**, Li Yu, Jodi L. Forlizzi, and Steven P. Dow. "Exiting the Design Studio: Leveraging Online Participants for Early-Stage Design Feedback." In *Proc. the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW)*, (2015). pp. 676-685.
 70. Cheng, Shiwei, Zhiqiang Sun, **Xiaojuan Ma**, Jodi L. Forlizzi, Scott E. Hudson, and Anind Dey. "Social Eye Tracking: Gaze Recall with Online Crowds." In *Proc. the 18th ACM Conference on Computer Supported*

- Cooperative Work & Social Computing (CSCW)*, (2015). pp. 454-463. (**Honorable Mention Award**)
71. Zhu, Bin Tina, Yanqing Zhang, **Xiaojuan Ma**, and Haibo Li. "Bringing Chinese Aesthetics into Designing the Experience of Personal Informatics for Wellbeing." In *Proc. Design and semantics of form and movement (DeSForM)*. 289 (2015).
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 73. Wei, Jun, **Xiaojuan Ma**, and Shengdong Zhao. "Food messaging: using edible medium for social messaging." In *Proc. the 32nd annual ACM CHI conference on Human factors in computing systems*, (2014). pp. 2873-2882.
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 75. Chen, Chao, Daqing Zhang, Leye Wang, **Xiaojuan Ma**, Xiao Han, and Edwin Sha. "TaxiExp: A Novel Framework for Inner-City Package Express via Taxi CrowdSourcing", In *Proc. 11th IEEE International Conference on Ubiquitous Intelligence and Computing (UIC)*, (2014).
 76. **Ma, Xiaojuan**. "Augmenting text with multiple pictures can facilitate online information processing across language barriers." In *Proc. the Second ACM International Symposium of Chinese CHI*, (2014). pp. 80-86. (**Best Paper Award**)
 77. Chen, Yu, **Xiaojuan Ma**, Alfredo Cerezo, and Pearl Pu. "Empatheticons: Designing emotion awareness tools for group recommenders." In *Proc. the XV ACM International Conference on Human Computer Interaction (Interacción)*, (2014). pp. 1-8.
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 79. **Ma, Xiaojuan**, and Christiane Fellbaum. "Rethinking WordNet's Domains." In *Proc. The 6th International Global Wordnet Conference (GWC)*, (2012), pp. 173-180.
 80. Oh, Kyong Eun, Karen Bemis, **Xiaojuan Ma**, Marilyn Tremaine, and Deborah Silver. "Uncovering visualization properties that confuse." In *Proc. the Association for Information Science and Technology 49*, no. 1 (2012): 1-4.
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 82. **Ma, Xiaojuan**, Christiane Fellbaum, and Perry R. Cook. "Environmental sounds as concept carriers for communication." In *Proc. the 16th International Conference on Auditory Display (ICAD)*, (2010). pp. 353-360.
 83. **Ma, Xiaojuan**, Christiane Fellbaum, and Perry R. Cook. "SoundNet: investigating a language composed of environmental sounds." In *Proc. the ACM CHI Conference on Human Factors in Computing Systems*, (2010). pp. 1945-1954. (**Honorable Mention Award**)
 84. Nikolova, Sonya, **Xiaojuan Ma**, Marilyn Tremaine, and Perry Cook. "Vocabulary navigation made easier." In *Proc. the 15th ACM international conference on Intelligent user interfaces (IUI)*, (2010). pp. 361-364.
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 86. **Ma, Xiaojuan**, Sonya Nikolova, and Perry R. Cook. "W2ANE: when words are not enough: online

multimedia language assistant for people with aphasia." In *Proc. the 17th ACM international conference on Multimedia (MM)*, (2009). pp. 749-752.

87. **Ma, Xiaojuan** and Perry R. Cook. "How well do visual verbs work in daily communication for young and old adults?." In *Proc. the ACM CHI Conference on Human Factors in Computing Systems*, (2009). pp. 361-364.

Refereed Magazine Articles

1. Wong, Gary KW, **Xiaojuan Ma**, Pierre Dillenbourg, and John Huen. "Broadening artificial intelligence education in K-12: where to start?". *ACM Inroads*, (2020). 11(1), pp.20-29.
2. Wong, Gary KW, **Xiaojuan Ma**, and John Huen. "When schools meet artificial intelligence in Hong Kong". *ACM Inroads*, (2019). 10(4), pp.43-46.

Refereed Extended Abstracts (Posters) in Conference Proceedings and Workshop Papers

1. Zhao, Zhenjie, Feng Han, and **Xiaojuan Ma**. Quality of Experience (QoE) Evaluation of Locomotion Methods on Desktop Virtual Reality: Comfort, Effort and Enjoyment. In *2nd CHI Social VR workshop*. (2021).
2. Li, Quan, Huanbin Lin, Chunfeng Tang, Xiguang Wei, Zhenhui Peng, **Xiaojuan Ma**, and Tianjian Chen. "Exploring the "Double-Edged Sword" Effect of Auto-Insight Recommendation in Exploratory Data Analysis". In *4th Intelligent User Interfaces (IUI) Workshop on Exploratory Search and Interactive Data Analytics (ESIDA'2021)*. (2021).
3. Peng, Zhenhui, Kaixiang Mo, Xiaogang Zhu, Junlin Chen, Zhijun Chen, Qian Xu, and **Xiaojuan Ma**. "Understanding User Perceptions of Robot's Delay, Voice Quality-Speed Trade-off and GUI during Conversation". In *Extended Abstracts of ACM CHI2020 Conference on Human Factors in Computing Systems*. (2020). pp. 1-8.
4. Zhao, Zhenjie, and **Xiaojuan Ma**. "Situated Learning of Soft Skills with an Interactive Agent in Virtual Reality via Multimodal Feedback." In *Extended Abstract of the 2020 ACM Symposium on User Interface Software and Technology (UIST)*, (2020). pp. 25-27.
5. Peng, Zhenhui, Taewook Kim, and **Xiaojuan Ma**. "GremoBot: Exploring Emotion Regulation in Group Chat". In *Conference Companion Publication of the 2019 on Computer Supported Cooperative Work and Social Computing*. (2019). pp. 335-340.
6. Sun, Zhida, Feng Han, and **Xiaojuan Ma**. "Exploring the Effects of Scale in Augmented Reality-Empowered Visual Analytics." In *Extended Abstracts of the 2018 ACM CHI Conference on Human Factors in Computing Systems*, p. LBW012. (2018). pp. 1-6.
7. Shi, Yang, Xin Yan, **Xiaojuan Ma**, Yongqi Lou, and Nan Cao. "Designing emotional expressions of conversational states for voice assistants: Modality and engagement." In *Extended Abstracts of the ACM 2018 CHI Conference on Human Factors in Computing Systems*, p. LBW557. (2018). pp. 1-6.
8. Sun, Zhida, Nan Cao, and **Xiaojuan Ma**. "Attention, Comprehension, Execution: Effects of Different Designs of Biofeedback Display." In *Extended Abstracts of the 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 2132-2139.
9. Wu, Ziming and **Xiaojuan Ma**. "Money as a Social Currency to Manage Group Dynamics: Red Packet Gifting in Chinese Online Communities." In *Extended Abstracts of the 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 2240-2247.
10. Yang, Yang, **Xiaojuan Ma**, and Pascale Fung. "Perceived Emotional Intelligence in Virtual Agents." In *Extended Abstracts of the 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 2255-2262.

11. Zhu, Fengyuan, Ke Fang, and **Xiaojuan Ma**. "Exploring the Effects of Strategy and Arousal of Cueing in Computer-Human Persuasion." In *Extended Abstracts of the 2017 ACM CHI Conference on Human Factors in Computing Systems*, (2017). pp. 2276-2283.
12. Wang, Yun, **Xiaojuan Ma**, Qiong Luo, and Huamin Qu. "Data Edibilization: Representing Data with Food." In *Proc. the 2016 ACM CHI Conference Extended Abstracts on Human Factors in Computing Systems*, (2016). pp. 409-422.
13. Cattle, Andrew and **Xiaojuan Ma**. "Effects of Semantic Relatedness between Setups and Punchlines in Twitter Hashtag Games." In *Proc. the Workshop on Computational Modeling of People's Opinions, Personality, and Emotions in Social Media (PEOPLES)*, (2016). pp. 70-79.
14. Wong, Gary KW, Kening Zhu, **Xiaojuan Ma**, and John Huen. "The Development of Internationalized Computational Thinking Curriculum in Hong Kong Primary Education." In *Proc. the 47th ACM Technical Symposium on Computing Science Education*, (2016). pp. 685-685.
15. Huang, Meiyu, Yiqiang Chen, Wen Ji, Xiaojuan Ma, Jing Zhang, Yuguang Fan, and Lianjun Dai. "CaneFitter: investigation on appropriate cane selection and proper cane use for the elderly." In *Proc. the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp): Adjunct Publication*, (2015). pp. 217-220.
16. Chen, Zhenyu, Yiqiang Chen, Lisha Hu, Shuangquan Wang, Xinlong Jiang, **Xiaojuan Ma**, Nicholas D. Lane, and Andrew T. Campbell. "ContextSense: unobtrusive discovery of incremental social context using dynamic bluetooth data." In *Proc. the 2014 ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp): Adjunct Publication*, (2014). pp. 23-26.
17. **Ma, Xiaojuan**, Christiane Fellbaum, and Perry R. Cook. "A multimodal vocabulary for augmentative and alternative communication from sound/image label datasets." In *Proc. the NAACL HLT 2010 Workshop on Speech and Language Processing for Assistive Technologies (SLPAT)*, (2010). pp. 62-70
18. **Ma, Xiaojuan**. "An online multimedia language assistant for people with aphasia and other language barriers." *ACM SIGACCESS Accessibility and Computing* 96 (2010): 46-49.
19. **Ma, Xiaojuan** and Perry R. Cook. "Creating and evaluating a video vocabulary for communicating verbs for different age groups." In *Proc. the 10th international ACM SIGACCESS conference on Computers and accessibility (ASSETS)*, (2018). pp. 253-254.
20. Nikolova, Sonya and **Xiaojuan Ma**. "Mobile Communication Support for People with Speech and Language Disabilities." In *Proc. ACL2008 Mobile Language Processing Workshop*, (2008).

Patents

1. Jianmin Wang, Fang You, Chingman Au Yeung, **Xiaojuan Ma**, and Xiuqiang He. (2019, granted). Air Navigation Aid and Navigation Equipment. CN104807470B.
2. **Ma, Xiaojuan** and Wenyuan Dai. (2016, 2018, granted). Touch-control method, related apparatus, and terminal device. US9519424B2, CN104750401B.
3. Au Yeung, Ching Man, **Xiaojuan Ma**, and Wing Ki Leung. (2018, granted). Mobile Terminal Alarm Method and Apparatus. US10043375B2, CN104933825B.
4. **Ma, Xiaojuan**, Yuan Fang, and Wenyuan Dai. (2017, granted). Optimization operation method and apparatus for terminal interface. CN104750400B
5. **MA, Xiaojuan**, Wing Ki Leung, Ching Man Au Yeung. (2017, granted). An ophthalmic device and method for tracking. CN104750232B
6. Sun, Mingfei, Bei Shi, Qiang Fu, **Xiaojuan Ma**. (2019, in Chinese Patent filing process). 物理仿真下的游戏人物行走动作的自适应任务重定向技术. S19P1877.
7. Xia, Meng, Palaniyappan Velumani, Yong Wang, Huamin Qu, **Xiaojuan Ma**. (2020, US Provisional

Patent Application No. 63/102,508). QLens: Visual Analytics of Multi-step Problem-solving Behaviors for Improving Question Design.

Graduated PhD and MPhil Students

Zhenhui Peng, PhD SENG Top RPg award recipient, currently Postdoc at Aalto University	<i>Fall 2017 – Spring 2021</i>
Man Ching Ko, MPhil (TLE) Zhenjie Zhao, PhD Currently assistant professor at Nanjing University of Information Science and Technology	<i>Spring 2020 – Spring 2021</i> <i>Fall 2016 – Summer 2020</i>
Ziming Wu, PhD Currently researcher at Tencent	<i>Fall 2016 – Summer 2020</i>
Zhida Sun, PhD Currently researcher at Huawei HMI Lab	<i>Fall 2016 – Summer 2020</i>
Meng Xia, PhD SENG Top RPg award recipient, Prof. Huamin Qu as primary supervisor, currently postdoc at KAIST	<i>Fall 2017 – Summer 2020</i>
Taewook Kim, MPhil Currently research intern at KAIST, PhD student at Northwestern University	<i>Fall 2018 – Summer 2020</i>
Mingfei Sun, PhD SENG Top RPg award recipient, currently postdoctoral researcher at Oxford University & MSR Cambridge	<i>Spring 2016 - Spring 2020</i>
Quan Li, PhD SENG Top RPg award recipient, Prof. Huamin Qu as secondary supervisor, currently assistant professor at ShanghaiTech University, previously senior (leading) researcher at WeBank	<i>Fall 2015 - Fall 2018</i>
Andrew Cattle, PhD HKPFS award recipient, currently language engineer at Amazon	<i>Fall 2015 - Fall 2018</i>
Emily Yang Yang, MPhil (TLE) TLE MPhil student, Prof. Pascale Fung as secondary supervisor, senior UX researcher at Mach49	<i>Fall 2015 - Summer 2017</i>
Wenyuan Dai, PhD Prof. Qiang Yang as primary advisor, currently general manager of 4Paradigm Corp.	<i>2019</i>
Jinliang Deng, MPhil Prof. Qiang Yang as primary advisor, currently PhD student at University of Technology, Sydney	<i>2019</i>
Xiang Zhang, MPhil Prof. Qiang Yang as primary advisor, currently Machine Learning Engineer at Tencent	<i>2019</i>

Graduate Advisees

Chengzhong Liu, PhD program HKPFS recipient	<i>Since Fall 2020</i>
Shuai Ma, PhD program Huawei fellowship and Redbird scholarship recipient	<i>Since Fall 2020</i>
Qian Zhu, PhD program Huawei fellowship recipient	<i>Since Fall 2020</i>
Chengbo Zheng, PhD program	<i>Since Fall 2020</i>
Qingyu Guo, PhD program	<i>Since Fall 2020</i>
Feng Han, PhD candidate	<i>Since Fall 2018</i>
Reza Hadi Mogavi, PhD candidate	<i>Since Winter 2018</i>

Prof. Pan Hui as primary supervisor, best TA award at HKUST (Prof. Samuel Chanson Award) recipient
Chuhan Shi, PhD student *Since Fall 2019*
 Prof. Qiong Luo as primary supervisor
Wenjie Yang, MPhil program *Since Fall 2020*

Undergraduate Advisees

FYP-MXJ1: SONG Renhe, ZHUANG Xiang, ZHOU Zhuorui, HUANG Zeyu (4 students) *2020-2021*
FYP-MXJ2: TSE Ming Kei, HO Chun To, WONG Yik Cheung, LI Wang Hon (4 students) *2020-2021*
FYT-MXJ3: LEE Ting Ting (1 students) *2020-2021*
FYP-MXJ4 (Co-Op): HUANG Yi-feng (1 students) *2020-2021*
FYT-MXJ5: Amanda Alodia GUITO (1 students) *2020-2021*
FYP-MXJ1: KANG Youwen, LIU Chengzhong (2 students) *2019-2020*
FYT-MXJ2: LIN Shuya (1 students) *2019-2020*
FYT-MXJ3: LIN Chuan-en (1 students) *2019-2020*
FYP-MXJ1: CHANG Hiu Tung, HUANG Zhengyuan, LIU Yan Ho, NG Mai Nguyen Thao (4) *2018-2019*
FYP-MXJ2: CHONG Wai Yeung, FONG Yik Yeung, HO Wing Chun, LO Ki Lok (4 students) *2018-2019*
FYP-MXJ3: KOO Tin Lok, OR Ka Po (2 students) *2018-2019*
FYP-MXJ1: FUNG Yuk Cheung, TAM Chak Kuen (2 students) *2017-2018*
FYP-MXJ2: CHIU Ho Yeung, WONG Man Nok, WONG Tsz Ching, WU Wang Hin (4 students) *2017-2018*
FYP-MXJ3: CHEN Yuan, HU Zeou, LIANG Zhibo, ZHANG Ziyao (4 students) *2017-2018*
FYP-MXJ5: WONG Chak Ho (1 students) *2017-2018*
FYP-MXJ1: AHMAD Suhaib, BHATTI Hamza Irfan (2 students) *2016-2017*
FYP-MXJ2: LO Ho Kai (1 students) *2016-2017*
UROP: CHEN Zixin, GUO Bingcan, LIU Dingdong, LIU Yuzhi, NAN Xi, XU Mingshi, YIN Zhuohao, YU Yiduo, ZHANG Yuanhao, ZHOU Taichang (10 students) *Spring 2020-2021*
UROP: GUO Bingcan, ZHOU Yuran, CHAO Chung-chi, TSANG Cheuk Nam, ZHANG Yuanhao (5 students) *Fall 2020-2021*
UROP: NIE Fei, ZHAO Yankun, ZHOU Yuran (3 students) *Summer 2019-2020*
UROP: ZHAO Yankun, WU Yongjin, XU Muyu, JIANG Taoxi (4 students) *Spring 2019-2020*
UROP: PUYANG Huancheng, WU Bohuai, XIA Zihan, DING Shanhe (4 students) *Fall 2019-2020*
UROP: SEKHON Sanbir Singh, WU Bohuai (2 students) *Summer 2018-2019*
UROP: YU Yuelin, ZHA Dongkai, LIANG Yuyi, GOEL Tanmay (4 students) *Spring 2018-2019*
UROP: RASTOGI Tanya (1 students) *Fall 2018-2019*
UROP: CHEN Yuan, LIANG Zhibo (2 students) *Fall 2017-2018*
UROP: WU Tan Tania, CHANG Yingshan, PRATAMA Kevin, FENG Zihan, LI Xiang, XU Muyu, FAN Ziqian, DAS Prasenjit, CHEN Yuan, LIANG Zhibo (10 students) *Summer 2016-2017*
IIM: Ngai Yan CHEUNG (1 students) *Since 2020*
IIM: Wai Lun WONG (1 students) *Since 2019*
IIM: Ming Yin CHAN (1 students) *2015-2019*
Independent Work: (a total of 31 students) *2016-2021*

Courses

COMP3711 UG Design and Analysis of Algorithms *Spring 2018, Spring 2019, Spring 2020*
COMP4461 UG Human-Computer Interaction (HCI) *Fall 2017, Fall 2018, Fall 2019, Fall 2020*
COMP4901G UG Hot Topics in HCI *Spring 2016, Fall 2016*

Professional Activities and Referee Service

General Co-Chair , ACM Conference on Mobile Human-Computer Interaction (MobileHCI)	2022
Virtual Conference Co-Chair , AAI Conference on Web and Social Media (ICWSM)	2022
Subcommittee Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2022
Special Issue Co-Editor , ACM Transactions on Human-Computer Interaction (TOCHI)	2021
Program Co-Chair , International Workshop on Human-Engaged Computing (IWHEC)	2021
SIGs Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2021
Program Committee , The Web Conference (WWW)	2021
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2020
Program Committee , The Web Conference (WWW)	2020
Workshop Co-Organizer , AI for Adaptive User Interface (AI4AUI) workshop in ACM IUI	2019
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2019
Tutorial Co-Chair , International Conference on Affective Computing & Intelligent Interaction	2019
Special Issue Co-Editor , CCF Transactions on Pervasive Computing and Interaction	2019
Workshop Co-Organizer , Healthcare workshop in ACM CHI	2019
Program Committee , IEEE International Conference on Healthcare Informatics (ICHI)	2019
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2018
Demo Co-Chair , IEEE International Conference on Artificial Intelligence and Virtual Reality	2018
Program Committee , Association for the Advancement of Artificial Intelligence (AAAI)	2018
Program Committee , International Joint Conference on Artificial Intelligence (IJCAI)	2017
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	2017
Associate Chair , ACM Designing Interactive Systems (DIS)	2016 - 2017
Technical Co-Chair , Chinese CHI2017	2017
Workshop Co-Organizer , AIVR workshop in SIGGRAPH Asia	2017
Executive Vice President , International Chinese Association of Human Computer Interaction	2016 -
Secretary General , International Chinese Association of Human Computer Interaction	2014 - 2016
Board , International Chinese Association of Human Computer Interaction	2012 - 2016
Publicity Chairs , International Symposium on Interactive Technology and Ageing Populations	2016
Demo/Poster Co-Chair , IEEE CPSCOM2016	2016
Program Committee , IEEE CBDCOM 2016 Big Data Visualization Track	2016
Associate Chair , Work-in-Progress Track, <i>CHI</i> (2012~ 2015)	2012 - 2015
Panel & Tutorial Chair , IEEE Int. Conf. on Ubiquitous Intelligence & Computing (UIC 2015)	2015
Program Committee , Chinese CHI2015	2015
Co-Organizer , Designing Tools for Crafting Interactive Artifacts Workshop, SIGGRAPH Asia	2014
Industrial Panel Chair , Chinese CHI2014	2014
Program Committee , Asia Pacific Conference on Computer Human Interaction (APCHI 2013)	2013
Program Committee , CTS (Collaboration Technologies and Systems) CR-HRI	2012 - 2013
International Workshop on Collaborative Robots and Human Robot Interaction	
Planning Committee , New Jersey World Usability Day 2008, NJ	2008

Departmental Services

PG Committee Coordinator	2021 -
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CPEG Committee	2018 - 2021
Facility Committee	2019 - 2021
Curriculum and Teaching Innovation Committee (CaTIC)	2018 - 2019

University and School Services

Human and Artefacts Research Ethics Committee	2021 - 2023
Search Committee for the Director of the Cheng Kar-Shun Robotics Institute (RI)	2021 - 2022
SENG First Year Faculty Advisor	2018 - 2020
IPO Faculty Advisor	2020 -
JUPAS Interview	2018, 2020
SENG Information Day	2017 - 2018
University WISE Camp, co-organizer	2016

Invited Talks

Invited Speaker , SIGKDD Applied Data Science (ADS) Invited Talk “Data-Driven Approach to Creativity in Design with Human-Engaged AI”	08/2021
Invited Speaker , China VR 2021 International Education Forum “Virtual Reality as a Situated Learning Tool”	10/2021
Invited Speaker , China Vis 2021 “Exploring Interaction Space of Data Displays”	08/2021
Invited Speaker , HCI Speaker Series at Penn State University “Empowering and Nurturing Users’ Higher-Order Thinking Skills with Human-Engaged AI”	04/2021
Mentor and Career Development Panelist , CSCW Winter School, Taipei, Taiwan	12/2020
Invited Speaker , “人机共协, 科技向善” ICACHI 云论坛, Online “Manifesting AI Engagement in Human-Engaged Computing”	05/2020
Invited Speaker , 物流科技说, Online “探索数据和知识在智慧城市解决方案中的迁移再定义”, 菜鸟 数智科技	05/2020
Invited Speaker , “海峡边缘对话边缘计算” 技术论坛, Online “边缘计算下的医患共决策: 机遇和挑战”, 中国计算机学会青年科技论坛 (YOCSEF) 厦门分论坛	04/2020
Invited Speaker , IWHEC 2020, Kochi, Japan “Manifesting AI Engagement in Human-Engaged Computing”	01/2020
Keynote Speaker , User Experience Conference (UEC) 2019, Shenzhen, China “Computational Design: A Data-Driven Approach”	12/2019
Invited Speaker , CHI2019 Workshop on HCI in China “Harmonization, Cultivation, and Interaction: Promoting HCI Community in Greater China”	04/2019
Panelist , Finland-Hong Kong Summit on AI and 5G, Hong Kong “AI-Human Interactions and Interfaces”	03/2019
Invited Speaker , Early Career Spotlight, IJCAI-EJCAI, Stockholm, Sweden “Towards Human-Engaged AI”	07/2018
Panelist , CHI2018 Workshop on HCI in China “Human-Centered AI Design”	04/2019
Seminar , Seoul National University “Human-Computer Interaction Initiative @ HKUST”	10/2017
EDC Seminar Speaker , Cambridge University, UK “Designing Emotional Intelligence: an Experience-oriented, Data-driven Approach to Multimodal Affective	08/2017

Computing”

- Human-Computer Interaction Seminar Speaker**, Microsoft Research Asia, Beijing, China 03/2012
“When Words are not Enough: How Multimedia can Bridge Communication Breakdowns”
- Invited Speaker and Panelist**, Educational Symposium, SIGGRAPH ASIA, Macau 12/2016
“Engagement in VR/AR-Empowered Education”
- Keynote Speaker**, Clear Water Bay Entrepreneurship Forum, Hong Kong 07/2016
“Embodied Immersion: Multimodal Interaction in Virtual Reality”
- Invited Speaker and Panelist**, Symposium on Minecraft Education, Hong Kong 05/2016
“From Constructive Education to Destructive Innovation”
- Invited Speaker**, Workshop on Mining Social Networks, NYU Shanghai, China 10/2015
“Investigating Approach and Herd Behaviors in Social Commerce”
- Invited Speaker and Panelist**, HHME, Huludao, China 09/2015
“Research in Human-Computer Interaction”
- Invited Speaker**, Information and Interaction Design Submit, Beijing, China 12/2014
“The Art of Persuasion in Information, Interaction, and Service Design”
- Keynote Speaker**, Interaction and UX Design Forum, Shanghai, China 09/2014
“From Broken to Breaking: Recycle, Reuse, and Repurpose Design” Tongji Design Week
- Keynote Speaker**, Huxiu.com Innovation Festival, Shenzhen, China 09/2014
“How Computer Computes and Persuade your Emotion: The Story of Danmu”
- Computing Seminar Speaker**, Hong Kong University, Hong Kong University of Science and Technology,
Chinese University of Hong Kong, Hong Kong Polytechnic University,
City University of Hong Kong 2013~2014
“Leveraging Crowds to Design Multimedia-Mediated Communication Support”
- Human-Computer Interaction Seminar Speaker**, Microsoft Research Asia, Beijing, China 03/2012
“When Words are not Enough: How Multimedia can Bridge Communication Breakdowns”
- Institute of HCI and Media Integration Seminar Speaker**, Tsinghua University, China 03/2012
“When Words are not Enough: How Multimedia can Bridge Communication Breakdowns”
- Interaction Design at Disney Meeting Speaker**, Disney Research, Pittsburgh, PA 04/2011
“Communication across Barriers”
- Information Systems Research Seminar Speaker**, Information Systems, NUS, Singapore 10/2010
“What is Worth a Thousand Words?”
- GCI/HFE HCI Research Seminar Speaker**, Infocomm Research, A*STAR, Singapore 08/2010
“SoundNet: An Environmental Sound Augmented Online Language Assistant Bridging Communication Barriers”
- Invited Speaker at AT&T Research Lab Talk Series**, AT&T Research, NJ 02/2010
“A Multimodal Vocabulary for Augmentative and Alternative Communication”
- ECE and CAIP Research Seminar Speaker**, Rutgers University, NJ 01/2010
“An Online Multimedia Augmented Language Assistant for People with Aphasia and Other Language Barriers”
- Guest speaker at Computer Graphics Seminar Speaker**, University College of London, UK 05/2009
“When Words are not Enough: Online Multimedia Language Assistant for People with Aphasia”

Other Presentations

Workshop at CHI 2021, (Social VR). “Quality of Experience (QoE) Evaluation of Locomotion Methods on Desktop Virtual Reality: Comfort, Effort and Enjoyment.”

Workshop at IUI 2021, (Exploratory Search and Interactive Data Analytics (ESIDA)). “Exploring the “Double-Edged Sword” Effect of Auto-Insight Recommendation in Exploratory Data Analysis.”

Poster at CSCW 2019, “GremoBot: Exploring Emotion Regulation in Group Chat.”

Workshop at CHI 2019, (Unpacking the Infrastructuring Work of Patients and Caregivers around the World). “Community-Sourced Itinerary for HPV Vaccine: A Case Study of the Use of WeChat Group to Reconstruct Healthcare Solution.”

Poster at ACM Technical Symposium on Computing Science Education 2016. “The Development of Internationalized Computational Thinking Curriculum in Hong Kong Primary Education.” By Wong, Gary KW, Kening Zhu, **Xiaojuan Ma**, and John Huen.

Workshop at CHI 2015 (Leveraging and Integrating Eastern and Western Insights into Human Engagement Studies in HCI). “The Art of Engagement: from Calligraphy to Interaction Design.”

Workshop at CHI 2015 (Beyond Personal Informatics) “Appreciation of Living: Bringing Chinese Aesthetics into Personal Informatics Design.”

Poster at Ubicomp 2014, “ContextSense: Unobtrusive Discovering Incremental Contexts using Dynamic Bluetooth Data.”

ASSETS 2009 Doctoral Consortium (talk and poster) “An Online Multimedia Language Assistant for People with Aphasia and Other Language Barriers.” The 11th ACM SIGACCESS Conference on Computers and Accessibility.

Poster at ACM Multimedia 2009, “W2ANE: When Words Are Not Enough – Online Multimedia Language Assistant for People with Aphasia.”

Poster at ASSETS 2008, “Creating and Evaluating a Video Vocabulary for Communicating Verbs for Different Age Groups.” The 10th ACM SIGACCESS Conference on Computers and Accessibility.

Poster at New Jersey World Usability Day in 2007. “ESI-Planner II: A Desktop-PDA Hybrid System for People with Aphasia.”

Poster at CRA-W Grad Cohort Conference 2006. “Princeton Aphasia Project: A Desktop-PDA Hybrid System for People with Aphasia.”

Other Teaching and Advising Experience

Guest Lecturer , HKUST(GZ) Computational Media and Arts (CMA) thrust area Foundations of Computational Media and Arts	<i>Spring 2021</i>
Guest Lecturer , The Central Academy of Fine Arts AI for Arts Series	<i>Spring 2021</i>
Guest Lecturer , Chinese University of Hong Kong, Hong Kong Data Visualization and Sonification in Data Science	<i>Spring 2015~2020</i>
Lecturer , Peking University, China Visualization Summer Camp	<i>Summer 2018, 2019</i>
Lecturer , Nanjing University, China Human-Computer Interaction Summer Camp	<i>Summer 2016</i>
External supervisor , Chinese University of Hong Kong, Hong Kong Undergraduate Final Year Project	<i>09/2014 ~ 07/2015</i>
Guest Lecturer , Hong Kong Polytechnic University, Hong Kong Persuasive Technology in Intelligent Information Systems	<i>Spring 2013</i>
Lecturer , China Computer Federation, Beijing, China Advanced Disciplines Lectures on Visual and Auditory Communication	<i>Spring 2013</i>
Instructor , Carnegie Mellon University, Pittsburgh, PA	<i>Spring 2012</i>

Independent Study (A3 Mini) on Designing and Executing a Research Study Assistant supervisor , National University of Singapore, Singapore Graduate Studies	08/2010 ~ 02/2011
Student supervisor , Princeton University, Princeton, NJ Undergraduate Senior Independent Work	09/2009 ~ 01/2010
Teaching Assistant , Princeton University, Princeton, NJ Information Retrieval, Discovery, and Delivery (with Andrea LaPaugh)	Spring 2010
Student supervisor , Princeton University, Princeton, NJ Advised freshmen Summer Programming Experience Program	06/2008 ~ 09/2008
Teaching Assistant , Princeton University, Princeton, NJ Advanced Programming Techniques (with Brian Kernighan)	Spring 2008
Student supervisor , Princeton University, Princeton, NJ Advised Undergraduate Senior Independent Work	01/2008 ~ 05/2008
Guest Lecturer and Teaching Assistant , Princeton University, Princeton, NJ Human-Computer Interface Technology (with Perry Cook)	Fall 2007

Selected Outreach

Academic Judging Committee Member , HKUST One-Million Competition	2019
Think Tank and Judge , HKUST D4E 2016 Spring University Talent Incubation Program	2016
Member of WFA (Women Faculty Association), HKUST	2015 ~
Member of GEA (Princeton Graduate Engineering Ambassadors)	2006 ~ 2010
Member of CSGC (Computer Science Graduate College) in Princeton	2005 ~ 2010

Selected Awards

“Best Paper Award” Chinese CHI 2021, Online	10/2021
“Publishing Award” Japan Society of Kansei Engineering (JSKE) For our book “Cuteness Engineering”	09/2020
“Service Award” , Interactional Chinese Association of Computer-Human Interaction	07/2020
“Honorable Mention Award” ACM CHI 2020, USA	04/2020
“Best Video Award” Chinese CHI 2017, Guanzhou, China	04/2017
“Honorable Mention Award” ACM UbiComp 2016, Germany	09/2016
“Excellent Young (Chinese) leader in HCI Award” , Interactional Chinese Association of Computer-Human Interaction	05/2016
“Honorable Mention Award” ACM CSCW 2015, Vancouver, Canada	03/2015
“Best Paper Award” IDHF 2014, Japan,	11/2014
“Best Paper Award” Chinese CHI 2014, Toronto, Canada	05/2014
“Excellent Innovator Award” , Huawei Noah’s Ark Lab	06/2014
“Star of 2012 Labs” , Huawei Noah’s Ark Lab	04/2014
Computing Innovation Fellows , Computing Research Association Post-doc fellowship awarded by National Science Foundation with Carnegie Mellon University	09/2010, 09/2011
“Honorable Mention Award” ACM CHI 2010, Atlanta, GA, USA	05/2010
“Outstanding Graduates of the Year” , Tsinghua University	07/2005
Beihai Guo Fa Company Scholarship , Tsinghua University	11/2004
Sony Scholarship , Tsinghua University	11/2003
Wei Lun Scholarship , Tsinghua University	11/2002

“Best student” Award in Electronic Working Technology Practice, Tsinghua University	<i>08/2002</i>
Second Place in National Physics Competition , Tsinghua University	<i>05/2002</i>
“Excellent Student” Scholarship , Tsinghua University	<i>09/2001</i>