

Xiaojuan Ma, Curriculum Vitae

Department of Computer Science and Engineering
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

(+852) 23586991
mxj@cse.ust.hk
<http://www.cse.ust.hk/~mxj/>

Research Interests

- Human-Engaged Computing: 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

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

Book or Book Chapter

1. Marcus, Aaron and **Xiaojuan Ma**. "Cuteness Engineering and UX Design". *Human-Automation Interaction*. 2023. Springer, 163-179.
2. Li, Quan, Ziming Wu, Huamin Qu, and **Xiaojuan Ma**. "Co-design of an Interactive Analytics System for Multiplayer Online Battle Arena Game Occurrences". Wallner, G. (Ed.) *Data Analytics Applications in Gaming and Entertainment*. (July, 2019, in press)

- Marcus, Aaron, Masaaki Kurosu, **Xiaojuan Ma**, Ayako Hashizume. "Cuteness Engineering: Designing Adorable Products and Services". Springer Series on Cultural Computing. Springer International Publishing. 2017. DOI: 10.1007/978-3-319-61961-3

Refereed Journal Papers

- Tian, Yang, Youpeng Zhang, Yukang Yan, Shengdong Zhao, **Xiaojuan Ma**, and Yuanchun Shi. "AmplitudeArrow: On-the-Go AR Menu Selection Using Consecutive Simple Head Gestures and Amplitude Visualization." *IEEE Transactions on Visualization and Computer Graphics (TVCG)*. (2025): 1-15. doi: 10.1109/TVCG.2025.3531378.
- Li, Quan, Yun Tian, Xiyuan Wang, Laixin Xie, Dandan Lin, Lingling Yi, and **Xiaojuan Ma**. "MetapathVis: Inspecting the Effect of Metapath in Heterogeneous Network Embedding via Visual Analytics." In *Computer Graphics Forum*, p. e15285. 2025.
- Zhu, Qian, Tao Lu, Shunan Guo, **Xiaojuan Ma**, and Yalong Yang. "CompositingVis: Exploring Interactions for Creating Composite Visualizations in Immersive Environments." *IEEE Transactions on Visualization and Computer Graphics (TVCG)* (2024). vol. 31, no. 1, pp. 591-601, Jan. 2025, doi: 10.1109/TVCG.2024.3456210.
- Wang, Xiyuan, Laixin Xie, He Wang, Xingxing Xing, Wei Wan, Ziming Wu, **Xiaojuan Ma**, and Quan Li. "Deciphering Explicit and Implicit Features for Reliable, Interpretable, and Actionable User Churn Prediction in Online Video Games." *IEEE Transactions on Visualization and Computer Graphics (TVCG)* (2024). doi: 10.1109/TVCG.2024.3487974
- Sun, Yuling, Jiaju Chen, Bingsheng Yao, Jiali Liu, Dakuo Wang, **Xiaojuan Ma**, Yuxuan Lu, Ying Xu, and Liang He. "Exploring Parent's Needs for Children-Centered AI to Support Preschoolers' Interactive Storytelling and Reading Activities." *Proceedings of the ACM on Human-Computer Interaction*. 8, CSCW2, Article 496 (November 2024), 25 pages. <https://doi.org/10.1145/3687035>
- Hu, Jiexiong, Jingya Guo, Ningjing Tang, **Xiaojuan Ma**, Yuan Yao, Changyuan Yang, and Yingqing Xu. "Designing the Conversational Agent: Asking Follow-up Questions for Information Elicitation." *Proceedings of the ACM on Human-Computer Interaction*. 8, CSCW1, Article 43 (April 2024), 30 pages.
- Peng, Zhenhui, Qiaoyi Chen, Zhiyu Shen, **Xiaojuan Ma**, and Antti Oulasvirta. "DesignQuizzer: A Community-Powered Conversational Agent for Learning Visual Design." *Proceedings of the ACM on Human-Computer Interaction*. 8, CSCW1, Article 44 (April 2024), 40 pages.
- Chen, Longfei, Qianyu Liu, Chenyang Zhang, Yangkun Huang, Zhenhui Peng, Haipeng Zeng, Zhida Sun, **Xiaojuan Ma**, and Quan Li. "Amplifying the music listening experience through song comments on music streaming platforms." *Journal of Visualization* 27, no. 3 (2024): 401-419.
- Ma, Shuai, Mingfei Sun, and **Xiaojuan Ma**. "Modeling Adaptive Expression of Robot Learning Engagement and Exploring its Effects on Human Teachers." *ACM Transactions on Computer-Human Interaction* 30, no. 5 (2023): 1-48.
- Zhu, Qian, Linping Yuan, Zian Xu, Leni Yang, Meng Xia, Zhuo Wang, Hai-Ning Liang, and **Xiaojuan Ma**. "From Reader to Experienter: Design and Evaluation of an Interactive Vr Story for Promoting the Situation Awareness of Public Health Threats." *International Journal of Human-Computer Studies (IJHCS)*. (2023). 181, 103137.
- Shi, Chuhan, Weiwei Cui, Chengzhong Liu, Chengbo Zheng, Haidong Zhang, Qiong Luo, and **Xiaojuan Ma**. "NL2Color: Refining Color Palettes for Charts with Natural Language." *IEEE Transactions on Visualization and Computer Graphics (TVCG)*, 99 (2023): 1-11.
- Guo, Qingyu, Chuhan Shi, Zhuohao Yin, Chengzhong Liu, and **Xiaojuan Ma**. "Exploring the Effects of Event-induced Sudden Influx of Newcomers to Online Pop Music Fandom Communities: Content,

- Interaction, and Engagement". *Proceedings of the ACM on Human-Computer Interaction*. 7, CSCW2, Article 272 (October 2023), 24 pages.
13. Sun, Yuling, **Xiaojuan Ma**, Silvia Lindtner, and Liang He. "Care Workers' Wellbeing in Data-Driven Healthcare Workplace: Identity, Agency, and Social Justice". *Proceedings of the ACM on Human-Computer Interaction*. 7, CSCW2, Article 329 (October 2023), 29 pages. (Recognition for Contribution to Diversity and Inclusion)
 14. Sun, Yuling, **Xiaojuan Ma**, Silvia Lindtner, and Liang He. "Data Work of Frontline Care Workers: Practices, Problems, and Opportunities in the Context of Data-Driven Long-Term Care." *Proceedings of the ACM on Human-Computer Interaction* t. 7, CSCW1, Article 42 (April 2023), 28 pages. (Impact Recognition)
 15. Tian, Yang, Yulin Zheng, Shengdong Zhao, **Xiaojuan Ma**, and Yunhai Wang. "Balancing Accuracy and Speed in Gaze-Touch Grid Menu Selection in AR via Mapping Sub-Menus to a Hand-Held Device." *Sensors* 23, no. 23 (2023): 9587.
 16. Sun, Zhida, Sitong Wang, Chengzhong Liu, and **Xiaojuan Ma**. "Metaphoraction: Support Gesture-based Interaction Design with Metaphorical Meanings." *ACM Transactions on Computer-Human Interaction* 29, no. 5 (2022): 1-33.
 17. Zhu, Qian, Leo Yu-Ho Lo, Meng Xia, Zixin Chen, and **Xiaojuan Ma**. "Bias-Aware Design for Informed Decisions: Raising Awareness of Self-Selection Bias in User Ratings and Reviews." *Proceedings of the ACM on Human-Computer Interaction* 6, CSCW2 (November 2022), Article 496, 31 pages.
 18. Ko, Man Ching and **Xiaojuan Ma**. "Mobilizing Instrumental Childcare Support for Postpartum Mothers: Needs for and Barriers to Infant-centric Family Informatics Practices in Hong Kong". *Proceedings of the ACM on Human-Computer Interaction*. 6, CSCW2, Article 359 (November 2022), 40 pages.
 19. Xia, Meng, Qian Zhu, Xingbo Wang, Fei Nie, Huamin Qu, and **Xiaojuan Ma**. "Persua: A Visual Interactive System to Enhance the Persuasiveness of Arguments in Online Discussion". *Proceedings of the ACM on Human-Computer Interaction*. 6, CSCW2, Article 319 (November 2022), 30 pages
 20. Liu, Chengzhong, Zeyu Huang, Dingdong Liu, Shixu Zhou, Zhenhui Peng, and **Xiaojuan Ma**. PlanHelper: Supporting Activity Plan Construction with Answer Posts in Community-based QA Platforms. *Proceedings of the ACM on Human-Computer Interaction*. 6, CSCW2, Article 454 (2022), 26 pages.
 21. Hadi Mogavi, Reza, Yuanhao Zhang, Ehsan ul Haq, Yongjin Wu, Pan Hui, and **Xiaojuan Ma**. What Do Users Think of Promotional Gamification Schemes? A Qualitative Case Study in a Question Answering Website. *Proc. ACM Hum.-Comput. Interact.* CSCW. 6, CSCW2, Article 399 (November 2022), 34pages.
 22. Hadi Mogavi, Reza, Ehsan ul Haq, Sujit Guja, Pan Hui, and **Xiaojuan Ma**. More Gamification Is Not Always Better: A Case Study of Promotional Gamification in a Question Answering Website. *Proc. ACM Hum.-Comput. Interact.* 6, CSCW2, Article 452 (November 2022), 32 pages.
 23. Li, Quan, 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)*. 28, no. 12 (2021): 4085-4100.
 24. Zhao, Zhenjie 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)*. 14, no. 3 (2021): 857-868.
 25. Mogavi, Reza Hadi, **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.
 26. Wang, Liuping, 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.
27. 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: 1-18.
 28. Jiang, Zhihan, Hang Zhu, Binbin Zhou, Chenhui Lu, Mingfei Sun, **Xiaojuan Ma**, Xiaoliang Fan, Cheng Wang, and Longbiao Chen. "CrowdPatrol: A Mobile Crowdsensing Framework for Traffic Violation Hotspot Patrolling." *IEEE Transactions on Mobile Computing* vol. 22, no. 3, pp. 1401-1416. First accepted in 2021.
 29. 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)*. 27, no. 2 (2020): 870-880.
 30. 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), Vol 140. 102430.
 31. 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.
 32. 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.
 33. 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.
 34. Wang, Leye, Xu Geng, **Xiaojuan Ma**, Daqing Zhang, and Qiang Yang. "Ridesharing car detection by transfer learning." *Artificial Intelligence*. (2019). 273: 1-18.
 35. 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)
 36. 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).
 37. 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).
 38. 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).
 39. 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).
 40. 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).
 41. 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).

42. **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.
43. 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.
44. Tong, Chao, Richard Roberts, Rita Borgo, Sean Walton, Robert Laramée, Kodzo Wegba, Aidong Lu, Yun Wang, Huamin Qu, Qiong Luo, **Xiaojuan Ma**. "Storytelling and visualization: An extended survey." *Information 9*, no. 3 (2018): 65.
45. **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.
46. 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.
47. 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.
48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
54. **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).
55. **Ma, Xiaojuan**. "Data-driven techniques to assist design of perceptually effective visual displays." *Information Design Journal (IDJ) 21*, no. 3 (2014).
56. 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.
57. **Ma, Xiaojuan**. "Evocation: analyzing and propagating a semantic link based on free word association." *Language Resources and Evaluation 47*, no. 3 (2013): 819-837.

58. **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. Ma, Shuai, Xinru Wang, Ying Lei, Chuhan Shi, Ming Yin, and **Xiaojuan Ma**. "'Are You Really Sure?' Understanding the Effects of Human Self-Confidence Calibration in AI-Assisted Decision Making." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, Article 840, 1–20. (2024, Best Paper Award at the GBA HCI Forum Pre-CHI 2024). <https://doi.org/10.1145/3613904.3642671>
2. Li, Junze, Changyang He, Jiaxiong Hu, Boyang Jia, Alon Y. Halevy, and **Xiaojuan Ma**. "DiaryHelper: Exploring the Use of an Automatic Contextual Information Recording Agent for Elicitation Diary Study." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, Article 818, 1–16. 2024. <https://doi.org/10.1145/3613904.3642853>
3. Huang, Zeyu, Xinyi Cao, Yuanhao Zhang, and **Xiaojuan Ma**. "Sharing Frissons among Online Video Viewers: Exploring the Design of Affective Communication for Aesthetic Chills." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI'24)*, Association for Computing Machinery, New York, NY, USA, Article 922, 1–19. (2024). <https://doi.org/10.1145/3613904.3642818>
4. Zheng, Chengbo, Kangyu Yuan, Bingcan Guo, Reza Hadi Mogavi, Zhenhui Peng, Shuai Ma, and **Xiaojuan Ma**. "Charting the Future of AI in Project-Based Learning: A Co-Design Exploration with Students." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, New York, NY, USA, Article 94, 1–19. (2024). <https://doi.org/10.1145/3613904.3642807>
5. Hu, Jiaxiong, Junze Li, Yuhang Zeng, Dongjie Yang, Danxuan Liang, Helen Meng, and **Xiaojuan Ma**. "Designing Scaffolding Strategies for Conversational Agents in Dialog Task of Neurocognitive Disorders Screening." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, New York, NY, USA, Article 70, 1–21. (2024). <https://doi.org/10.1145/3613904.3642960>
6. Zhu, Qian, Zhuo Wang, Wei Zeng, Wai Tong, Weiyue Lin, and **Xiaojuan Ma**. "Make Interaction Situated: Designing User Acceptable Interaction for Situated Visualization in Public Environments." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, New York, NY, USA, Article 196, 1–21. (2024). <https://doi.org/10.1145/3613904.3642049>
7. Sun, Yuling, Zhennan Yi, **Xiaojuan Ma**, Junyan Mao, and Xin Tong. "Technology-Mediated Non-pharmacological Interventions for Dementia: Needs for and Challenges in Professional, Personalized and Multi-Stakeholder Collaborative Interventions." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '24)*. Association for Computing Machinery, New York, NY, USA, Article 218, 1–19. (2024, **Best Paper Award**). <https://doi.org/10.1145/3613904.3641977>
8. Xiong, Zeyu, Shihan Fu, Yanying Zhu, Chenqing Zhu, **Xiaojuan Ma**, and Mingming Fan. "'It is hard to remove from my eye": Design Makeup Residue Visualization System for Chinese Traditional Opera (Xiqu) Performers." In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI'24)*, Association for Computing Machinery, New York, NY, USA, Article 989, 1–16. (2024, **Honorable Mention Award**). <https://doi.org/10.1145/3613904.3642261>
9. Xiao, Shishi, Liangwei Wang, **Xiaojuan Ma**, and Wei Zeng. "TypeDance: Creating semantic typographic logos from image through personalized generation." In *Proceedings of the CHI Conference on Human*

- Factors in Computing Systems (CHI'24)*, Association for Computing Machinery, New York, NY, USA, Article 175, 1–18. (2024). <https://doi.org/10.1145/3613904.3642185>
10. Zheng, Chengbo, Yuanhao Zhang, Zeyu Huang, Chuhan Shi, Minrui Xu, and **Xiaojuan Ma**. “DisciplinLink: Unfolding Interdisciplinary Information Seeking Process via Human-AI Co-Exploration.” In *Proceedings of the 37th Annual ACM Symposium on User Interface Software and Technology (UIST'24)*, 1-20. (2024).
 11. Zhu, Qian, Dakuo Wang, Shuai Ma, April Yi Wang, Zixin Chen, Udayan Khurana, and **Xiaojuan Ma**. “Towards Feature Engineering with Human and AI’s Knowledge: Understanding Data Science Practitioners’ Perceptions in Human&AI-Assisted Feature Engineering Design.” In *Proceedings of the 2024 ACM Designing Interactive Systems Conference (DIS'24)*, pp. 1789-1804. (2024).
 12. Chen, Qiaoyi, Siyu Liu, Kaihui Huang, Xingbo Wang, **Xiaojuan Ma**, Junkai Zhu, and Zhenhui Peng. “RetAssist: Facilitating Vocabulary Learners with Generative Images in Story Retelling Practices.” In *Proceedings of the 2024 ACM Designing Interactive Systems Conference (DIS'24)*, 2019-2036. (2024).
 13. Lyu, Hanfang, Yuanchen Bai, Xin Liang, Ujaan Das, Chuhan Shi, Leiliang Gong, Yingchi Li, Mingfei Sun, Ming Ge, and **Xiaojuan Ma**. “FARPLS: A Feature-Augmented Robot Trajectory Preference Labeling System to Assist Human Labelers’ Preference Elicitation.” In *Proceedings of the 29th International Conference on Intelligent User Interfaces (IUI'24)*, pp. 344-369. (2024).
 14. Shen, Yifan*, Dingdong Liu*, Yejin Bang*, Ho Shu Chan, Rita Frieske, Hoo Choun Chung, Jay Nieves, Tianjia Zhang, Trung Kien Pham, Wai Yi Rosita Cheng, Yini Fang, Qifeng Chen, Pascale Fung, **Xiaojuan Ma**, and Bertram Emil Shi. “A Humanoid Robot Dialogue System Architecture Targeting Patient Interview Tasks.” In *2024 33rd IEEE International Conference on Robot and Human Interactive Communication (ROMAN)*, pp. 1394-1401. IEEE, (2024, *co-first authors, **Best Industry Application Award - Bronze**).
 15. Ouyang, Yang, Chenyang Zhang, He Wang, Tianle Ma, Chang Jiang, Yuheng Yan, Zuoqin Yan, **Xiaojuan Ma**, Chuhan Shi, and Quan Li. “A Two-Phase Visualization System for Continuous Human-AI Collaboration in Sequelae Analysis and Modeling.” In *2024 IEEE Visualization and Visual Analytics (VIS)*, short paper, pp. 101-105. IEEE, (2024).
 16. Ma, Shuai, Ying Lei, Xinru Wang, Chengbo Zheng, Chuhan Shi, Ming Yin, and **Xiaojuan Ma**. “Who Should I Trust: AI or Myself? Leveraging Human and AI Correctness Likelihood to Promote Appropriate Trust in AI-Assisted Decision-Making”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 759, 1–19.
 17. Zheng, Chengbo, Yuheng Wu, Chuhan Shi, Shuai Ma, Jiehui Luo, and **Xiaojuan Ma**. “Competent but Rigid: Identifying the Gap in Empowering AI to Participate Equally in Group Decision-Making”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 351, 1–19.
 18. Liu, Chengzhong, Shixu Zhou, Dingdong Liu, Junze Li, Zeyu Huang, and **Xiaojuan Ma**. “CoArgue : Fostering Lurkers’ Contribution to Collective Arguments in Community-based QA Platforms”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 271, 1–17.
 19. Guo, Qingyu, Chao Zhang, Hanfang Lyu, Zhenhui Peng, and **Xiaojuan Ma**. “What Makes Creators Engage with Online Critiques? Understanding the Role of Artifacts’ Creation Stage, Characteristics of Community Comments, and their Interactions”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, New York, NY, USA, Article 556, 1–17.
 20. Shi, Chuhan, Yicheng Hu, Shenan Wang, Shuai Ma, Chengbo Zheng, **Xiaojuan Ma**, and Qiong Luo. “RetroLens: A Human-AI Collaborative System for Multi-step Retrosynthetic Route Planning”. In

- Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 770, 1–20.
21. Wang, Sitong, Savvas Petridis, Taeahn Kwon, **Xiaojuan Ma**, and Lydia B Chilton. “PopBlends: Strategies for Conceptual Blending with Large Language Models”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 435, 1–19.
 22. Yanqi Jiang, Xianghua(Sharon) Ding, **Xiaojuan Ma**, Zhida Sun, and Ning Gu. “IntimaSea: Exploring Shared Stress Display in Close Relationships”. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. ACM, Article 428, 1–19.
 23. Yuan, Kangyu, Hehai Lin, Shilei Cao, Zhenhui Peng, Qingyu Guo, and **Xiaojuan Ma**. “CriTrainer: An Adaptive Training Tool for Critical Paper Reading”. In *Proceedings of the 36th Annual ACM Symposium on User Interface Software and Technology (UIST '23)*. Article 44, 1–17. (2023)
 24. Peng, Zhenhui, Xingbo Wang, Qiushi Han, Junkai Zhu, **Xiaojuan Ma**, and Huamin Qu. “Storyfier: Exploring Vocabulary Learning Support with Text Generation Models”. In *Proceedings of the 36th Annual ACM Symposium on User Interface Software and Technology (UIST '23)*. Article 46, 1–16.
 25. Guo, Qingyu, Siyuan Zhou, Yifeng Wu, Zhenhui Peng, and **Xiaojuan Ma**. “Understanding and Modeling Viewers’ First Impressions with Images in Online Medical Crowdfunding Campaigns”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 361, 1–20.
 26. Ding, Zijian, Jiawen Kang, Tinky Oi Ting HO, Ka Ho Wong, Helene H Fung, Helen Meng, and **Xiaojuan Ma**. “TalkTive: A Conversational Agent Using Backchannels to Engage Older Adults in Neurocognitive Disorders Screening”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 304, 1–19.
 27. Ma, Shuai, Taichang Zhou, Fei Nie, and **Xiaojuan Ma**. “Glancee: An Adaptable System for Instructors to Grasp Student Learning Status in Synchronous Online Classes”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 313, 1–25.
 28. Yang, Wenjie, Zhiyang Wu, Nga Yiu Mok, and **Xiaojuan Ma**. “How to Save Lives with Microblogs? Lessons From the Usage of Weibo for Requests for Medical Assistance During COVID-19”. *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 70, 1–18.
 29. Zheng, Chengbo, Dakuo Wang, April Yi Wang, and **Xiaojuan Ma**. “Telling Stories from Computational Notebooks: AI-Assisted Presentation Slides Creation for Presenting Data Science Work”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 53, 1–20.
 30. Shi, Chuhan, Zhihan Jiang, **Xiaojuan Ma**, and Qiong Luo. “A Personalized Visual Aid for Selections of Appearance Building Products with Long-term Effects”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 74, 1–18.
 31. Xie, Laixin, Ziming Wu, Peng Xu, Wei Li, **Xiaojuan Ma**, and Quan Li. “RoleSeer: Understanding Informal Social Role Changes in MMORPGs via Visual Analytics”. In *Proceedings of the 2022 CHI Conference on Human Factors in Computing Systems (CHI '22)*. Article 85, 1–17.
 32. Zhao, Zhenjie, Yufang Hou, Dakuo Wang, Mo Yu, Chengzhong Liu, and **Xiaojuan Ma**. “Educational Question Generation of Children Storybooks via Question Type Distribution Learning and Event-centric Summarization”. In *Proceedings of the 60th Annual Meeting of the Association for Computational Linguistics (ACL)*, pages 5073–5085, Dublin, Ireland. Association for Computational Linguistics. (2022)
 33. Xu, Ying, Dakuo Wang, Mo Yu, Daniel Ritchie, Bingsheng Yao, Tongshuang Wu, Zheng Zhang, Toby Li, Nora Bradford, Branda Sun, Tran Hoang, Yisi Sang, Yufang Hou, **Xiaojuan Ma**, Diyi Yang, Nanyun Peng, Zhou Yu, and Mark Warschauer. “Fantastic Questions and Where to Find Them: FairytaleQA – An Authentic Dataset for Narrative Comprehension.” In *Proceedings of the 60th Annual Meeting of the*

- Association for Computational Linguistics (ACL)*, pages 447–460, Dublin, Ireland. Association for Computational Linguistics. (2022)
34. Liu, Chengzhong, Shixu Zhou, Yuanhao Zhang, Dingdong Liu, Zhenhui Peng, and **Xiaojuan Ma**. “Exploring the Effects of Self-Mockery to Improve Task-Oriented Chatbot’s Social Intelligence”. In *Designing Interactive Systems Conference (DIS ’22)*, June 13–17, 2022, Virtual Event. ACM, New York, NY, USA, 15 pages. (2022)
 35. Lu, Zhicong, Peng Tan, Yi Ji, and **Xiaojuan Ma**. “The Crafts+Fabrication Workshop: Engaging Students with Intangible Cultural Heritage-Oriented Creative Design”. In *Designing Interactive Systems Conference (DIS ’22)*, June 13–17, 2022, Virtual Event. ACM, New York, NY, USA, 13 pages. (2022)
 36. Yang, Wenjie, Sitong Wang, Zhenhui Peng, Chuhan Shi, **Xiaojuan Ma**, and Diyi Yang. “Know it to Defeat it: Exploring Health Rumor Characteristics and Debunking Efforts on Chinese Social Media during COVID-19 Crisis”. In *Proc. AAAI ICWSM 2022*. (2022)
 37. Hadi Mogavi, Reza, Bingcan Guo, Yuanhao Zhang, Ehsan-UI Haq, Pan Hui, and **Xiaojuan Ma**. “When gamification spoils your learning: A qualitative case study of gamification misuse in a language-learning app.” In *Proceedings of the Ninth ACM Conference on Learning @ Scale*, pp. 175-188. (2022, Honorable Mention Award)
 38. Zheng, Chengbo and **Xiaojuan Ma**. “Evaluating the Effect of Enhanced Text-Visualization Integration on Combating Misinformation in Data Story”. In *Proc. IEEE PacificVis 2022*. (2022)
 39. Tiezheng Yu, Rita Frieske, Peng Xu, Samuel Cahyawijaya, Cheuk Tung Yiu, Holy Lovenia, Wenliang Dai, Elham J Barezi, Qifeng Chen, **Xiaojuan Ma**, Bertram Shi, Pascale Fung. “Automatic Speech Recognition Datasets in Cantonese: A Survey and New Dataset”. In *Proceedings of the Thirteenth Language Resources and Evaluation Conference (LREC)*. 2022. 6487-6494.
 40. Wenliang Dai, Samuel Cahyawijaya, Tiezheng Yu, Elham J Barezi, Peng Xu, Cheuk Tung Yiu, Rita Frieske, Holy Lovenia, Genta Winata, Qifeng Chen, **Xiaojuan Ma**, Bertram Shi, Pascale Fung. “CI-AVSR: A Cantonese Audio-Visual Speech Dataset for In-car Command Recognition”. In *Proceedings of the Thirteenth Language Resources and Evaluation Conference (LREC)*. 2022. 6786-6793.
 41. 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 *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI ’21)*. Article 536, 1–12.
 42. Kang, Youwen*, Zhida Sun*, Sitong Wang, Zeyu Huang, Ziming Wu, and **Xiaojuan Ma**. “MetaMap: Supporting Visual Metaphor Ideation through Multi-dimensional Example-based Exploration”. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI ’21)*. Article 427, 1–15 (*equal contribution).
 43. Mogavi, Reza Hadi, 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).
 44. Liu, Qiangqiang, Quan Li, Zhihua Zhu, Tangzhi Ye, and **Xiaojuan Ma**. “Inspecting the Process of Bank Credit Rating via Visual Analytics.” In *2021 IEEE Visualization Conference (VIS)*, pp. 136-140. IEEE, 2021.
 45. He, Xin, Hong Hong, Yanwen Liu, **Xiaojuan Ma**, Zhihan Jiang, Longbiao Chen, Ming Cheng, Cheng Wang, and Yongchuan Li. “CovidPass: A Contactless Check-in System for Keeping Social Distance in Public Health Crisis.” In *2021 IEEE Ubiquitous Intelligence & Computing (UIC)*, pp. 83-88. IEEE, 2021.
 46. 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.
47. 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.
 48. 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)
 49. 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.
 50. 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)
 51. 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.
 52. 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**)
 53. 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)
 54. 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.
 55. 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.
 56. 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.
 57. 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).
 58. 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).
 59. Sun, Mingfei and **Xiaojuan Ma**. "Adversarial Imitation Learning from Incomplete Demonstrations." In *Proc. International Joint Conference on Artificial Intelligence (IJCAI)*. (2019). pp. 3513-3519.
 60. 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.

61. 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.
62. 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.
63. 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.
64. 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)
65. **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)
66. 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.
67. 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)
68. 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)
69. 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).
70. 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.
71. Kwon, Young D., Reza Hadi Mogavi, Ehsan UI 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.
72. 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.
73. 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.
74. 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.
75. 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.
 76. 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.
 77. 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.
 78. 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.
 79. 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.
 80. 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.
 81. 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.
 82. **Ma, Xiaojuan**. "Towards human-engaged AI." In *Proc. International Joint Conference on Artificial Intelligence (IJCAI)*, (2018). pp. 5682-5686.
 83. 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.
 84. 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.
 85. 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 .
 86. 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.
 87. 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.
 88. 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.
 89. **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.
90. 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.
 91. 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.
 92. Wang, Leye, Dingqi Yang, Xiao Han, Tianben Wang, Daqing Zhang, and **Xiaojuan Ma**. "Location Privacy-Preserving Task Allocation for Mobile Crowdsensing with Differential Geo-Obfuscation." In *Proc. the 26th ACM International Conference on World Wide Web (WWW)*, (2017). pp. 627-636.
 93. 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.
 94. 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.
 95. 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.
 96. 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**)
 97. 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.
 98. 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.
 99. 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.
 100. 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.
 101. **Ma, Xiaojuan**, Ke Fang, and Fengyuan Zhu. "From Breakage to Icebreaker: Inspiration for Designing Technological Support for Human-Human Interaction." In *Proc. the 2016 ACM Conference on Designing Interactive Systems (DIS)*, (2016). pp. 403-414.
 102. 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.
 103. 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.
 104. **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.

105. 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.
106. 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.
107. 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.
108. **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.
109. 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**)
110. 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).
111. Yue, Yanzhen*, **Xiaojuan Ma***, and Zhenhui Jiang*. "Share your view: impact of co-navigation support and status composition in collaborative online shopping." In *Proc. the 32nd annual ACM CHI conference on Human factors in computing systems*, (2014). pp. 3299-3308. (* equal contribution)
112. 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.
113. Chen, Longbiao, Daqing Zhang, Gang Pan, Leye Wang, **Xiaojuan Ma**, Chao Chen, and Shijian Li. "Container throughput estimation leveraging ship GPS traces and open data." In *Proc. the 2014 ACM International Joint Conference on Pervasive and Ubiquitous Computing (Ubicomp)*, (2014). pp. 847-851.
114. 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).
115. **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**)
116. 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.
117. **Ma, Xiaojuan**, Jodi Forlizzi, and Steven Dow. "Guidelines for depicting emotions in storyboard scenarios." In *Proc. 8th International Design and Emotion Conference (D&E)*. (2012). pp. 1-12.
118. **Ma, Xiaojuan**, and Christiane Fellbaum. "Rethinking WordNet's Domains." In *Proc. The 6th International Global Wordnet Conference (GWC)*, (2012), pp. 173-180.
119. 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.

120. Jianqiang, Don Sim, **Xiaojuan Ma**, Shengdong Zhao, Jing Ting Khoo, Swee Ling Bay, and Zhenhui Jiang. "Farmer's tale: a facebook game to promote volunteerism." In *Proc. the ACM CHI Conference on Human Factors in Computing Systems*, (2011). pp. 581-584.
121. **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.
122. **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**)
123. 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.
124. **Ma, Xiaojuan**, Jordan Boyd-Graber, Sonya Nikolova, and Perry R. Cook. "Speaking through pictures: images vs. icons." In *Proc. the 11th international ACM SIGACCESS conference on Computers and accessibility (ASSETS)*, (2009). pp. 163-170.
125. **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.
126. **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).361-36

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. Guo, Qingyu, Kangyu Yuan, Changyang He, Zhenhui Peng, and **Xiaojuan Ma**. "Exploring the Evolvement of Artwork Descriptions in Online Creative Community under the Surge of Generative AI: A Case Study of DeviantArt." In *Extended Abstracts of the 2024 ACM CHI Conference on Human Factors in Computing Systems*. (2024).
2. Zheng, Chengbo, Zeyu Huang, Shuai Ma, and **Xiaojuan Ma**. "SelfGauge: An Intelligent Tool to Support Student Self-assessment in GenAI-enhanced Project-based Learning." In *Adjunct Proceedings of the 37th Annual ACM Symposium on User Interface Software and Technology (UIST)*. (2024). pp. 1-3.
3. Liu, Dingdong, Sensen Gao, Zixin Chen, Yifan Shen, Chuhan Shi, Bertram E. Shi, and **Xiaojuan Ma**. "Exploring Scaffolding Techniques for Agent-Administered Brief Cognitive Screening in Hospital Settings." In *Provocation and Works-in-Progress of the 2024 ACM Designing Interactive Systems (DIS)*. (2024).
4. Huang, Zeyu, Zuyu Xu, Yuanhao Zhang, Chengzhong Liu, Yanwei Zhao, Chuhan Shi, Jason Chen Zhao, and **Xiaojuan Ma**. "Be There, Be Together, Be Streamed! AR Scenic Live-Streaming for an Interactive and Collective Experience." In *2024 IEEE International Symposium on Mixed and Augmented Reality Adjunct (ISMAR-Adjunct)*. (2024). pp. 453-456.

5. Kim, Taewook, Qingyu Guo, Hyeonjae Kim, Wenjie Yang, Meiziniu Li and **Xiaojuan Ma**. "Facilitating Continuous Text Messaging in Romantic Encounters Online by Expanded Keywords Enumeration". In *Conference Companion Publication of the 2022 on Computer Supported Cooperative Work and Social Computing (CSCW)*. (2022).
6. Kim, Taewook, Hyunwoo Kim, Juho Kim, **Xiaojuan Ma**. "Improving Readers' Awareness of Divergent Viewpoints by Displaying Agendas of Comments in Online News Discussions". In *Conference Companion Publication of the 2021 on Computer Supported Cooperative Work and Social Computing*. (2021). pp. 99-103.
7. 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).
8. 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).
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
 20. 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.
 21. 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.
 22. 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.
 23. **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
 24. **Ma, Xiaojuan**. "An online multimedia language assistant for people with aphasia and other language barriers." *ACM SIGACCESS Accessibility and Computing* 96 (2010): 46-49.
 25. **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.
 26. 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. Xia, Meng, Reshika Palaniyappan Velumani, Yong Wang, Huamin Qu, and **Xiaojuan MA**. (2024, granted). Problem-solving Analysis Test System, Test Method and Test Software. ZL202110676638.7.
2. Wang, Jianmin, Fang You, Chingman Au Yeung, **Xiaojuan Ma**, and Xiuqiang He. (2019, granted). Air Navigation Aid and Navigation Equipment. CN104807470B.
3. **Ma, Xiaojuan** and Wenyan Dai. (2016, 2018, granted). Touch-control method, related apparatus, and terminal device. US9519424B2, CN104750401B.
4. Au Yeung, Ching Man, **Xiaojuan Ma**, and Wing Ki Leung. (2018, granted). Mobile Terminal Alarm Method and Apparatus. US10043375B2, CN104933825B.
5. **Ma, Xiaojuan**, Yuan Fang, and Wenyan Dai. (2017, granted). Optimization operation method and apparatus for terminal interface. CN104750400B
6. **MA, Xiaojuan**, Wing Ki Leung, Ching Man Au Yeung. (2017, granted). An ophthalmic device and method for tracking. CN104750232B
7. 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.
8. 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

Qian Zhu, PhD Currently Postdoc at HKUST	<i>Fall 2020 – Summer 2024</i>
Shuai Ma, PhD Redbird scholarship recipient, currently Postdoc at Aalto University	<i>Fall 2020 – Summer 2024</i>
Qingyu Guo, PhD RedBird Academic Excellence Award recipient, currently Researcher at Tencent Inc.	<i>Fall 2020 – Summer 2024</i>
Chengbo Zheng, PhD Currently Postdoc at Queensland University	<i>Fall 2020 – Summer 2024</i>
Chengzhong Liu, PhD HKPFS recipient, Postdoc at Hong Kong Generative AI Research and Development Center (HKGAI)	<i>Fall 2020 – Summer 2024</i>
Jiehui Luo, MPhil Asian Future Leaders Scholarship (AFLSP) recipient, currently PhD student at University of Notre Dame	<i>Fall 2019 – Fall 2020</i>
Zeyu Xiong, MPhil (HKUST GZ Redbird) Prof. Mingming Fan as primary supervisor, currently PhD student at ETH	<i>Fall 2019 – Fall 2020</i>
Shixu Zhou, MPhil (HKUST GZ Redbird) Prof. Mingming Fan as primary supervisor, currently PhD student at HKUST	<i>Fall 2019 – Fall 2020</i>
Chuhan Shi, PhD Prof. Qiong Luo as primary supervisor, currently Associate Professor at Southeastern University	<i>Winter 2018 – Spring 2023</i>
Reza Hadi Mogavi, PhD Prof. Pan Hui as primary supervisor, currently postdoc at University of Waterloo	<i>Winter 2018 – Spring 2023</i>
Wenjie (Chris) Yang, MPhil Natural Language Processing researcher at Baidu. Previously visiting researcher at CMU	<i>Fall 2020 – Summer 2022</i>
Feng Han, PhD Prof. Jiheng Zhang as primary supervisor, currently Analyst at CICC	<i>Fall 2018 – Spring 2022</i>
Zhenhui Peng, PhD SENG Top RPg award recipient, currently Assistant Professor at Sun Yat-sen University	<i>Fall 2017 – Spring 2021</i>
Man Ching Ko, MPhil (TLE) Entrepreneur	<i>Spring 2020 – Spring 2021</i>
Zhenjie Zhao, PhD Currently assistant professor at Nanjing University of Information Science and Technology	<i>Fall 2016 – Summer 2020</i>
Ziming Wu, PhD Currently researcher at Tencent	<i>Fall 2016 – Summer 2020</i>
Zhida Sun, PhD Currently Assistant Professor at Shenzhen University	<i>Fall 2016 – Summer 2020</i>
Meng Xia, PhD SENG Top RPg award recipient, Prof. Huamin Qu as primary supervisor, currently postdoc at CMU	<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 Assistant Professor at Manchester University	<i>Spring 2016 - Spring 2020</i>
Quan Li, PhD SENG Top RPg award recipient with Prof. Huamin Qu, assistant professor at ShanghaiTech University	<i>Fall 2015 - Fall 2018</i>
Andrew Cattle, PhD	<i>Fall 2015 - Fall 2018</i>

HKPFS award recipient, currently language engineer at Amazon

Emily Yang Yang, MPhil (TLE)

Fall 2015 - Summer 2017

TLE MPhil student, Prof. Pascale Fung as secondary supervisor, senior UX researcher at Mach49

Wenyuan Dai, PhD

2019

Prof. Qiang Yang as primary advisor, currently general manager of 4Paradigm Corp.

Jinliang Deng, MPhil

2019

Prof. Qiang Yang as primary advisor, currently PhD student at University of Technology, Sydney

Xiang Zhang, MPhil

2019

Prof. Qiang Yang as primary advisor, currently Machine Learning Engineer at Tencent

Graduate Advisees

Assem Zhunis, PhD program

Since Fall 2024

HKPFS recipient

Qiaoyi Chen, PhD program

Since Fall 2024

HKPFS recipient

Kangyu Yuan, PhD program

Since Fall 2024

Redbird New Student Scholarship recipient

Xuanhui Yang, PhD program

Since Fall 2024

Redbird New Student Scholarship recipient

Shixu Zhou, PhD program

Since Fall 2024

Yuying Tang, PhD program (IIP)

Since Fall 2024

HKPFS recipient, Prof. Huamin Qu as co-supervisor

Runhua Zhang, PhD program (IIP)

Since Fall 2024

Prof. Huamin Qu as co-supervisor

Ziqi Pan, PhD program

Since Fall 2023

HKPFS recipient

Zuyu Xu, PhD program

Since Fall 2023

HKPFS recipient

Yuanhao Zhang, PhD program

Since Fall 2023

HKPFS recipient

Junze Li, PhD program

Since Fall 2022

Redbird Scholarship recipient

Dingdong Liu, PhD program

Since Fall 2022

Prof. Fugee Tsung as co-supervisor

Hanfang Lyu, PhD program

Since Fall 2022

Prof. Fugee Tsung as co-supervisor

Jiehui Luo, MPhil program

Since Fall 2022

Asian Future Leaders Scholarship (AFLSP) recipient

Zeyu Huang, PhD program

Since Fall 2021

Postdoctoral Mentees

Jiaxiong Hu, Post-doctoral Scholar

Since Fall 2022

HKPFS recipient

Leye Wang, Post-doctoral Scholar

Fall 2016 - Fall 2018

Currently Associate Professor at Peking University

Undergraduate Advisees

FYP-MXJ1: SHI Bingyi, LAM Yeung Kong Sunny, YUE Ho Tin, LO Wang Ip (4 student)	2024-2025
FYP-MXJ2: ZHAO Bolin, ZHANG Lveyang (2 student)	2024-2025
FYT-MXJ3: YANG Dongjie (1 student)	2024-2025
FYT-MXJ1: GUO Bincan (1 student)	2023-2024
FYP-MXJ2: CHEN Shihao, TAN Weile, ZHAO Puxuan (3 students)	2023-2024
FYP-MXJ3: TSE Hoi Chun, WONG Hei Tung, TANG Tsz Ying (3 students)	2023-2024
FYP-MXJ1: ZHANG Yuanhao, LI Wenbo (2 students)	2022-2023
FYT-MXJ2: WU Zhiyang (1 student)	2022-2023
FYP-MXJ3: WU Tai Ling, LEE Hao-yu (2 students)	2022-2023
FYP-MXJ4: LAU Tsz Ping, WONG Yuk Kit, CHOI Man Lik, TSANG Sze Lim (4 students)	2022-2023
FYP-MXJ1: ZHANG Nandi, ZHONG Dingyan (2 students)	2021-2022
FYP-MXJ2: LIU Dingdong, ZHOU Shixu, LYU Hanfang (3 students)	2021-2022
FYP-MXJ3: CHAN Ching Yiu, HO Chi Hong, LOK Tsun Man (3 students)	2021-2022
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: ZHANG Zongmin, ZHANG Li, IU Hei Ching (3 project, 3 student)	Spring 2024-2025
UROP: LO Wang Ip, LAM Yeung Kong Sunny (1 project, 2 student)	Summer 2023-2024
UROP: LIANG Danxuan, ZENG Yuhang, HE Jinwen, ZHENG Fanshi, CHEN Yi-long (3 project, 5 student)	Spring 2023-2024
UROP: ZHAO Bolin (1 project, 1 student)	Fall 2023-2024
UROP: GUO Meichen, LIANG Danxuan, ZENG Yuhang, YANG Dongjie (4 students)	Summer 2022-2023
UROP: ZHAO Yubo, ZHANG Lveyang, YUNG Ka Shing, LIANG Danxuan, ZENG Yuhang, YANG Dongjie (6 students)	Spring 2022-2023
UROP: DOU Peihao, YAO Chongchong, BAI Yihan, XU Minrui, KIM Justin Juho, JIA Feiyue, XU Zian, YAO Chongchong, DOU Peihao, JIA Feiyu, KIM Justin Juho (11 students)	Fall and Summer 2021-2022
UROP: MOK Nga Yiu, WU Zhiyang, CHEN Zixin, ZHOU Siyuan, WU Yifeng, XU Boran, LIU Yuzhi, ZHOU Taichang, ZHANG Yuanhao (9 students)	Summer 2020-2021
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 2018-20
COMP4461 UG Human-Computer Interaction (HCI)	Spring 2022-25, Fall 2017-20
COMP4462 UG Data Visualization	Fall 2021-24
COMP4901G UG Hot Topics in HCI	Spring 2016, Fall 2016
COMP6613A PG Hot Topics in HCI	Fall 2015, Spring 2017
CSIT6000N MSc IT Advanced Topics in Human-Computer Interaction	Spring 2022-23
IELM4320 Design Thinking	Summer 2016, Summer 2017

Other Teaching and Advising Experience

Guest Lecturer , Chinese University of Hong Kong, Hong Kong Data Visualization and Sonification in Data Science	Spring 2015~2021, 2025
Instructor , ACM Europe School, University of Luxembourg, Luxembourg The 8th Summer School on Computational Interaction	Summer 2024
Guest Lecturer , School of Information, University of California, Berkeley Human-Centered AI	Spring 2024
Guest Lecturer , HKUST(GZ) Computational Media and Arts (CMA) thrust area Foundations of Computational Media and Arts	Spring 2021
Guest Lecturer , The Central Academy of Fine Arts AI for Arts Series	Spring 2021
Lecturer , Peking University, China Visualization Summer Camp	Summer 2018, 2019
Lecturer , Nanjing University, China Human-Computer Interaction Summer Camp	Summer 2016
External supervisor , Chinese University of Hong Kong, Hong Kong Undergraduate Final Year Project	09/2014 ~ 07/2015
Guest Lecturer , Hong Kong Polytechnic University, Hong Kong	Spring 2013

Persuasive Technology in Intelligent Information Systems Lecturer , China Computer Federation, Beijing, China	<i>Spring 2013</i>
Advanced Disciplines Lectures on Visual and Auditory Communication Instructor , Carnegie Mellon University, Pittsburgh, PA	<i>Spring 2012</i>
Independent Study (A3 Mini) on Designing and Executing a Research Study Assistant supervisor , Graduate Studies, National University of Singapore	<i>08/2010 ~ 02/2011</i>
Student supervisor , Princeton University, Princeton, NJ	<i>09/2009 ~ 01/2010</i>
Undergraduate Senior Independent Work Teaching Assistant , Princeton University, Princeton, NJ	<i>Spring 2010</i>
Information Retrieval, Discovery, and Delivery (with Andrea LaPaugh) Student supervisor , Princeton University, Princeton, NJ	<i>06/2008 ~ 09/2008</i>
Advised freshmen Summer Programming Experience Program Teaching Assistant , Princeton University, Princeton, NJ	<i>Spring 2008</i>
Advanced Programming Techniques (with Brian Kernighan) Student supervisor , Princeton University, Princeton, NJ	<i>01/2008 ~ 05/2008</i>
Advised Undergraduate Senior Independent Work Guest Lecturer and Teaching Assistant , Princeton University, Princeton, NJ	<i>Fall 2007</i>
Human-Computer Interface Technology (with Perry Cook)	

Professional Service (Organizing & Programming Committee)

Paper Co-Chair , ACM Conference on Computer Supported Cooperative Work (CSCW)	<i>2025</i>
Subcommittee Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2025</i>
Co-Editor , PACM for Conference on Computer Supported Cooperative Work (CSCW)	<i>2024</i>
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2024</i>
Subcommittee Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2023</i>
Steering Committee , ACM Conference on Mobile Human-Computer Interaction (MobileHCI)	<i>2023 -</i>
Co-Editor , PACM for Conference on Computer Supported Cooperative Work (CSCW)	<i>2023</i>
Award Committee , ACM Conference on Computer Supported Cooperative Work (CSCW)	<i>2023</i>
General Co-Chair , ACM Conference on Mobile Human-Computer Interaction (MobileHCI)	<i>2022</i>
Virtual Conference Co-Chair , AAAI Conference on Web and Social Media (ICWSM)	<i>2022</i>
Subcommittee Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2022</i>
Senior Program Committee , AAAI Conference on Artificial Intelligence	<i>2022</i>
Special Issue Co-Editor , ACM Transactions on Human-Computer Interaction (TOCHI)	<i>2021</i>
Program Co-Chair , International Workshop on Human-Engaged Computing (IWHEC)	<i>2021</i>
SIGs Co-Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2021</i>
Program Committee , The Web Conference (WWW)	<i>2021</i>
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2020</i>
Program Committee , The Web Conference (WWW)	<i>2020</i>
Workshop Co-Organizer , AI for Adaptive User Interface (AI4AUI) workshop in ACM IUI	<i>2019</i>
Associate Chair , ACM Conference on Human Factors in Computing Systems (CHI)	<i>2019</i>
Tutorial Co-Chair , International Conference on Affective Computing & Intelligent Interaction	<i>2019</i>
Special Issue Co-Editor , CCF Transactions on Pervasive Computing and Interaction	<i>2019</i>
Workshop Co-Organizer , Healthcare workshop in ACM CHI	<i>2019</i>

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, ACM CHI (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

MSc(AIE) Coordinator	2025 -
Research Committee Chair	2024 -
Final Year Project / Final Year Thesis Committee Chair	2024 -
UG Committee Member	2024 -
Associate Head for Research and Knowledge Transfer (& Executive Committee)	2022 - 2024
Search and Appointments Committee	2023 - 2024
Research Committee Member	2022 - 2024
MSc(IT) Committee Member	2022 -
Research Lab Space Committee Member	2023 - 2024
PG Committee Coordinator (and member of Executive Committee)	2021 - 2023
Merit Review Committee Member	2021 - 2022
CPEG Committee Member	2018 - 2021
Facility Committee Member	2019 - 2021
Curriculum and Teaching Innovation Committee (CaTIC) member	2018 - 2019

University and School Services

Center for Ocean Research in Hong Kong and Macau Research Leadership Committee	2024 -
JEE Recruitment Interview	2025
JUPAS Interview	2018, 2020, 2023

Human and Artefacts Research Ethics Committee	2021 - 2023
Search Committee , for the Director of the Big Data Institute	2023
Search Committee , for the Head of the Dept. Computer Science and Engineering	2021 - 2022
Search Committee , for the Director of the Cheng Kar-Shun Robotics Institute (RI)	2021 - 2022
EMIA Ad Hoc Search and Appointments Committee	2022 - 2023
SENG First Year Faculty Advisor	2018 - 2020
IPO Faculty Advisor	2020 -
SENG Information Day	2017 - 2018
University WISE Camp , co-organizer	2016

Selected Outreach and Membership

Senior Member , The Association for Computing Machinery (ACM)	2022 -
Senior Member , The Institute of Electrical and Electronics Engineers (IEEE)	2022 -
Executive Vice President (previously Secretary General) , Interactional Chinese Association of Computer-Human Interaction (ICACHI)	2016 -
Board Member : Interactional Chinese Association of Computer-Human Interaction (ICACHI)	2012 -
Academic Judging Committee Member , HKUST One-Million Competition	2019 - 2020
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

Invited Talks

Keynote Speaker , International Congress on Educational Futures (ICEF) Doctoral Student Consortium "Charting the Future of AI in Project-Based Learning"	04/2024
Invited Speaker and Panelist , Hong Kong International Computer Conference (HKICC) "Collaborative AI for Science: Supporting Stochastic Multi-criteria Decision Making in Scientific Research"	09/2023
Invited Speaker , Tongji University iDVX Seminar Series Invited Speaker "Data-Driven Approach to Creativity with Human-Engaged Computing: From Big Data to Big Idea"	07/2023
Invited Speaker , ShanghaiTech SIST Distinguished Seminar Series "Data-Driven Approach to Creativity with Human-Engaged Computing: From Big Data to Big Idea"	07/2023
Invited Speaker , KAIST GSDS Seminar Series "Empowering and Cultivating Users' Higher-Order Thinking Skills with Human-Engaged AI"	05/2023
Invited Speaker , HBJRI Frontier Technologies Seminars 2022 Invited Talk "Towards a Future of Human-Engaged AI: Social Manifestation of Human-Robot Interaction"	02/2022
Invited Speaker , ACM SIGKDD 2021 Applied Data Science (ADS) Invited Talk "Data-Driven Approach to Creativity in Design with Human-Engaged AI"	08/2021
Invited Speaker , China Vis 2021 "Exploring Interaction Space of Data Displays"	2021
Invited Speaker and Panelist , China VR 2021 International Education Forum "Virtual Reality as a Situated Learning Tool"	2021
Invited Speaker , GAMES: Graphics And Mixed Environment Seminar "When VIS Meets HCI: A Life Cycle of User-Centric Visualization Design"	2021
Invited Speaker , HCI Speaker Series at Penn State University	04/2021

“Empowering and Nurturing Users’ Higher-Order Thinking Skills with Human-Engaged AI” 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	05/2020
“Manifesting AI Engagement in Human-Engaged Computing” Invited Speaker , 物流科技说, Online	05/2020
“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 Invited Speaker , “海峡边缘对话边缘计算” 技术论坛, Online	04/2020
“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 Invited Speaker , IWHEC 2020, Kochi, Japan	01/2020
“Manifesting AI Engagement in Human-Engaged Computing” Keynote Speaker , User Experience Conference (UEC) 2019, Shenzhen, China	12/2019
“Computational Design: A Data-Driven Approach” Invited Speaker , CHI2019 Workshop on HCI in China	04/2019
“Harmonization, Cultivation, and Interaction: Promoting HCI Community in Greater China” Panelist , Finland-Hong Kong Summit on AI and 5G, Hong Kong	03/2019
“AI-Human Interactions and Interfaces” Invited Speaker , Early Career Spotlight, IJCAI-EJCAI, Stockholm, Sweden	07/2018
“Towards Human-Engaged AI” Panelist , CHI2018 Workshop on HCI in China	04/2019
“Human-Centered AI Design” Seminar , Seoul National University	10/2017
“Human-Computer Interaction Initiative @ HKUST” EDC Seminar Speaker , Cambridge University, UK	08/2017
“Designing Emotional Intelligence: an Experience-oriented, Data-driven Approach to Multimodal Affective 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.”

Selected Awards

“ Best Paper Award ”, ACM CHI 2024, Hawaii, USA (Top 1% of submissions)	05/2024
“ Best Paper Honorable Mention Award ”, ACM CHI 2024, Hawaii, USA	05/2024
“ Best Industry Application Award - Bronze ”, IEEE RO-MAN, Pasadena, California, USA	08/2024
“ Impact Recognition Award ”, ACM CSCW 2023, Minnesota, USA	10/2023
“ Recognition for Contribution to Diversity and Inclusion Award ”, ACM CSCW 2023	10/2023
“ Method Recognition Award ”, ACM CSCW 2022	10/2022
“ Best Paper Honorable Mention Award ” ACM Learning @ Scale 2022, USA	06/2022
“ Senior Member ” The Association for Computing Machinery (ACM)	05/2022
“ Senior Member ” The Institute of Electrical and Electronics Engineers (IEEE)	04/2022
“ Best Paper Award ” Chinese CHI 2021, Online	10/2021
“ Publishing Award ” Japan Society of Kansei Engineering (JSKE)	09/2020
For our book “Cuteness Engineering”	
“ Service Award ”, Interactional Chinese Association of Computer-Human Interaction	07/2020
“ Best Paper Honorable Mention Award ” ACM CHI 2020, USA	04/2020
“ Best Video Award ” Chinese CHI 2017, Guanzhou, China	04/2017
“ Best Paper 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
“ Best Paper 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	09/2010, 09/2011
Post-doc fellowship awarded by National Science Foundation with Carnegie Mellon University	
“ Best Paper 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	08/2002
Second Place in National Physics Competition , Tsinghua University	05/2002
“ Excellent Student ” Scholarship, Tsinghua University	09/2001