Ang Li, PhD

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About

Experienced quantitative researcher with a Ph.D. in Information Science, specializing in user understanding and data science. Proficient in statistical analysis, my skills span understanding user behavior, crafting actionable metrics, and conducting validated causal inference studies through online AB tests. I excel in translating complex business challenges into clear, quantifiable questions and have demonstrated leadership by guiding diverse teams of researchers and data scientists.

Experience

01/04/2022 – 03/01/2024
Spotify, New York City, NY
Research Scientist
Audiobook recommendation : Collaborated with researchers, data scientists, and engineers to pioneer the creation of Spotify's inaugural personalized audiobook recommendation system. Overcoming challenges related to cold-start users and data sparsity, my research focused on understanding user listening habits in diverse content types and their correlation with audiobook interaction.
Measure campaign effectiveness for podcast creators : Deliver insights on the organic audience growth of long tail podcast creators. Drive development and implementation of success metrics in evaluating the causal impact of recommendation/promotion strategies (using double machine learning and propensity score matching) in driving audience growth for long-tail podcast creators through offline data. Design online AB test to validate the causal metrics.
Develop financial metrics for recommendation interventions : Establish key analysis frameworks to quantify financial impacts (i.e. ads revenue, premium revenue, and associated costs) arising from different recommendation/promotion strategies. Provide guidance to organization leadership, helping their decision making and planning of both immediate and long term strategies.

June 2020 – August 2020
Google, Mountain View, CA
UX Research Internship
Led a research aimed to understand community members of Flutter open source software (OSS). The results identified 4 gaps that existed in the current triaging and reviewing process, and provided recommendations on how the system can be better designed. Led several key presentations with stakeholders, discussed the results and recommendations.

June 2019 – August 2019
Spotify, New York City, NY
Research Internship
Let a research project in understanding users' Music versus Podcast consumption habits. The results quantified the causal impact of adding podcasts listening on user music consumption behavior by using large scale observational data. The research was used to guide Spotify business strategy and was mentioned by CTO at 2021 Spotify Investor Day. The research paper was presented in the Web Conference 2020. [C.7]

June 2018 – August 2018
Spotify, Boston, MA
HCI, Research Internship
Let a research project in understanding how users seek information in the domain of the music search. The results uncover how users search music within the music streaming platform, which informed the design of the machine learning model of inferring users' search mindset. Led several key presentations with stakeholders, discussed the results and recommendations. The research paper was presented in the Web Conference 2020. [C.6]

September 2016 – November 2011
University of Pittsburgh, Pittsburgh, PA
Research Assistant
My PhD work focused on understanding content contributors across various social media platforms. The results provide actionable insights on how to design social computing systems that can help creators generate more inclusive and less polarized content. I have rich experiences in quantitative methods such as analyzing and modeling the large-scale human generated online behavior data. Authored more than 10 scholarly papers, provided mentorship to students, and delivered public presentations at various academic conferences. [C.2, C.4, C.5, C.8, C.9]).

Education

2016 – 2021 **University of Pittsburgh**, Pittsburgh, PA
PhD in Information Science

2013 - 2016 **DePaul University**, Chicago, IL
Master of Science in Predictive Analytics

Selected Publications

[C.10]. **Li, A.**, Farzan, R., & López, C. (2022). Let's Work Together! Wikipedia Language Communities' Attempts to Represent Events Worldwide. Interacting with Computers, 2022

[C.9]. **Li, A.**, Farzan, R., Lin, Y. R., Zhou, Y., Teng, X., & Yan, M. (2022). Identifying and Understanding Social Media Gatekeepers : A Case Study of Gatekeepers for Immigration Related News on Twitter. Proc. ACM Hum.-Comput. Interact. 6, CSCW2, Article 304 (November 2022)

[C.8]. **Li, A.**, Yao, Z., Yang, D., Kulkarni, C., Farzan, R., & Kraut, R. E.. (2020, May). Successful Online Socialization : Lessons from the Wikipedia Education Program. In Proceedings of ACM Hum.-Comput. Interact. 4, CSCW1, Article 050 (May 2020) **Honorable Mention award in CSCW 2020, Top 5%.**

[C.7]. **Li, A.**, Wang, A., Nazari, Z., Chandar, P., & Carterette, B. (2020, April). Do podcasts and music compete with one another? Understanding users' audio streaming habits. In Proceedings of *The Web Conference 2020* (pp. 1920-1931).ACM.

[C.6]. **Li, A.**, Thom, J., Chandar, P., Hosey, C., Thomas, B. S., & Garcia-Gathright, J. (2019, May). Search Mindsets : Understanding Focused and Non-Focused Information Seeking in Music Search. In Proceedings of *The World Wide Web Conference 2019* (pp. 2971-2977). ACM.

[C.5]. Ertugrul, A. M., Lin, Y. R., Chung, W. T., Yan, M., & **Li, A**. (2019). Activism via attention : interpretable spatiotemporal learning to forecast protest activities. *EPJ Data Science*, 8(1), 1-26.

[C.4]. **Li, A.**, & Farzan, R. (2018, September). Keeping up on Current Events! A Case Study of Newcomers to Wikipedia. In *International Conference on Social Informatics* (pp. 348-369). Springer, Cham.

[C.3]. Chung, W. T., Lin, Y. R., **Li, A.**, Ertugrul, A. M., & Yan, M. (2018, September). March with and Without Feet : The Talking About Protests and Beyond. In *International Conference on Social Informatics* (pp. 134-150). Springer, Cham.

[C.2]. Zheng, K., **Li, A.**, & Farzan, R. (2018, March). Exploration of Online Health Support Groups Through the Lens of Sentiment Analysis. In *International Conference on Information* (pp. 145-151). Springer, Cham.

[C.1]. Birnholtz, J., Davison, J., & **Li, A.** (2017). Attending to attention : How do people attract, manage, and negotiate attention using mobile devices? *Mobile Media & Communication*, 2050157917714504.

Academic Services

- Associate Chair and committee member of ACM Conference on Computer Supported Cooperative Work and Social Computing 2023 (CSCW 2023)
- Reviewer of ACM CHI Conference on Human Factors in Computing Systems (CHI) 2023
- Reviewer of ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW) 2018 till 2022
- Reviewer of ACM Transactions on Social Computing Journal
- Student volunteer for CSCW 2018

Skills

Languages & Tools	Python (Scikit-Learn, Pandas, NumPy, Matplotlib), R, SQL
Machine Learning	Classification, Regression Modelin, Clustering
Causal Inference & Experimentation	Hypothesis testing, Matching method, Double Machine Learning