Chenglong Ma, Ph.D. Candidate

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Research Interests

- Recommender Systems
- Social Influence
- Computer Vision

- Information Retrieval
- User Modeling
- Simulation

Employment History

Academia

2020 – 2023	**Tutor.** Practical Data Science, School of Computing Technologies, RMIT University, Melbourne AU.
2018 – 2020	**Research Assistant.** School of Computing Technologies, RMIT University, Melbourne AU.

Industry

2019 – ····	**Software Engineer.** Blobfish International, Melbourne AU.
2014 – 2017	**Software Engineer.** CAXA Technology CO., LTD., Beijing CN.

Education

2020 – 2024	**Ph.D. Computer Science, RMIT University** Thesis title: *Beyond Accuracy: Understanding and Modeling the Role of User Conformity in Recommender Systems.*
2018 – 2019	**M.Sc. Information Technology, RMIT University** Thesis title: *Learning Nearest Neighbour for Collaborative Filtering.*
2010 – 2014	**B.Eng. Mechatronic Engineering, BISTU** Thesis title: *A Novel PMAC Algorithm-based Controller Design for Industrial Automation Systems.*

Research Publications

Conference Proceedings

1. **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "Temporal conformity-aware hawkes graph network for recommendations," in *Proceedings of the ACM Web Conference 2024*, ser. WWW '24, Singapore, Singapore: Association for Computing Machinery, 2024. 🔗 DOI: 10.1145/3589334.3645354.

2. **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "Evaluation of Herd Behavior Caused by Population-scale Concept Drift in Collaborative Filtering," in *Proceedings of the 45th International ACM SIGIR Conference on Research and Development in Information Retrieval*, ser. SIGIR '22, New York, NY, USA: Association for Computing Machinery, Jul. 2022, pp. 1984–1989, ISBN: 978-1-4503-8732-3. 🔗 DOI: 10.1145/3477495.3531792.

3   **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "NEST: Simulating Pandemic-like Events for Collaborative Filtering by Modeling User Needs Evolution," in *Proceedings of the 31st ACM International Conference on Information & Knowledge Management*, ser. CIKM '22, New York, NY, USA: Association for Computing Machinery, Oct. 2022, pp. 1430–1440, ISBN: 978-1-4503-9236-5. DOI: `10.1145/3511808.3557407`.

4   **C. Ma**, Y. Ren, P. Castells, and M. Sanderson, "From changing user needs to changing behavior: The impact of user macro-trends on recommender systems," in *SimuRec: Workshop on Synthetic Data and Simulation Methods for Recommender Systems Research*, ser. RecSys '21, Amsterdam, Netherlands: Association for Computing Machinery, 2021, pp. 803–805, ISBN: 9781450384582. DOI: `10.1145/3460231.3470938`.

Journal Articles

1   R. A. Rejón Piña and **C. Ma**, "Classification Algorithm for Skin Color (CASCo): A new tool to measure skin color in social science research," en, *Social Science Quarterly*, vol. 104, no. 2, pp. 168–179, 2023, ISSN: 1540-6237. DOI: `10.1111/ssqu.13242`.

Skills

Coding	◼	Python, R, C#, Java, Javascript, PHP, C++ (*Most advanced programming languages*).
Deep Learning	◼	CNN, RNN, RL, Transformer, GNN, Hawkes Process …
Misc.	◼	Academic research, Teaching, Open source development …

Manuscript Peer Review Experience

2023	◼	**CIKM'23** Reviewer in the 32nd ACM International Conference on Information & Knowledge Management.
2021	◼	**CIKM'21** Reviewer in the 30th ACM International Conference on Information & Knowledge Management.

References

Available on Request