

# Qinglai He

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## Academic Positions

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| 2021 - Present | <b>Assistant Professor in Information Systems,</b><br><i>John and Anne Oros Term Professor (2026 – Present)</i><br><i>Wisconsin School of Business, University of Wisconsin - Madison</i> |
| 2016 - 2021    | <b>Graduate Associate in Information Systems,</b><br><i>W. P. Carey School of Business, Arizona State University</i>                                                                      |

## Education

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| 2016 - 2021 | <b>Ph.D. in Information Systems</b><br><i>Dissertation Title: Online Platform Policy and User Engagement</i> | <i>Arizona State University</i> |
| 2013 - 2016 | <b>M.S. in Computer Science</b>                                                                              | <i>Sichuan University</i>       |
| 2009 - 2013 | <b>B.S. in Computer Science, B.A. in Finance (Minor)</b>                                                     | <i>Sichuan University</i>       |

## Research Interests

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- Human-AI Interaction
- Incentives & Creativity of User-generated Content
- Online Platform Policy

## Honors and Awards

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- 2026 Gaumnitz Junior Faculty Research Award, Wisconsin School of Business
- 2025 *Management Science* Best Paper Award in Prior 3 Years, INFORMS ISS
- 2025 Mable W. Chipman Outstanding Junior Faculty Teaching Award, Wisconsin School of Business
- 2024 Best Associate Editor, 2024 International Conference on Information Systems
- 2024 Appreciation for Service as Session Chair, 2024 INFORMS Annual Meeting
- 2021 Runner-up, ACM SIGMIS Doctoral Dissertation
- 2020 Americas Conference on Information Systems (AMCIS) Doctoral Consortium Fellow
- 2020 Outstanding Research, Department of Information Systems, Arizona State University
- 2015 Outstanding Graduate Student, Sichuan University
- 2013 Creative Talents Award, College of Computer Science, Sichuan University
- 2012 Outstanding Graduate, Sichuan University
- 2012 Outstanding Student in the 1st Summer Camp of Economics and Management School of Wuhan University (only 79 students were selected nationally)
- 2010 First Place of the English Speech Contest, College Computer Science, Sichuan University

## Peer Reviewed Research

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1. Qiao, M., **He, Q.**, & Huang, KW. "Detecting and Correcting Estimation Bias Caused by Content Deletion in User-generated Content Studies". Conditionally accepted at *MIS Quarterly*.
2. Yuan, H.\*, **He, Q.\***, Wang, L., Huang, N., Zhang, J., & Ye, Q. "What Happens When Machines Become Smarter? An Empirical Investigation of AI Opponents in Online Gaming". \* Co-first authors. Forthcoming at *MIS Quarterly*.
3. Zhang, X.\*, **He, Q.\***, & Zhang, Z.\* "Impact of Reducing Visibility of Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". Forthcoming at *Information Systems Research*. \* All coauthors contributed equally.
4. **He, Q.**, Hong, Y., & Santanam, R. "Platform Governance with Algorithm-based Content Moderation: An Empirical Study on Reddit". *Information Systems Research*, 36(2), 1078-1095.
5. Burtch, G.\*, **He, Q.\***, Hong, Y.\*, & Lee, D\*. (2022). "How Do Peer Awards Motivate Creative Content? Experimental Evidence from Reddit." *Management Science*, 68(5), 3488-3506. \* All coauthors contributed equally.

## Paper in Review

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1. Ma, Y.\*, **He, Q.\***, Li, X., & Wu, L. "The Double-edged Sword of Banning Generative AI on Online Question & Answer Community: Evidence from Stack Exchange". \* Equal contribution. Minor revision at *Management Science*.
2. Miao, Y., **He, Q.**, Kim, S. & Saffarizadeh, K. "Creative Gains, Reputational Strains: Generative AI Elevates Style and Aesthetic Quality but Triggers Spillover on Non-AI Artworks". Under the 2<sup>nd</sup> round of review at *Journal of the Association for Information System*.
3. Miao, Y., **He, Q.**, Saffarizadeh, K. & Kim, S. "When Should AI Challenge Us? Designing AI Feedback to Break the AI Echo Chamber in Human-AI Creative Collaboration". Under revision for the 2<sup>nd</sup> round of review at *MIS Quarterly*.
4. Feng, R\*, He, C\*, **He, Q\***. "When Saving Means Sacrificing: The Impact of State-Mandated IRA Programs on Household Consumption Choices". \*Equal contribution. Reject-and-resubmit at *Marketing Science*.

## Work in Progress

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1. **He, Q.**, Ma, Y., & Li, X. "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". Preparation for submission to *Information Systems Research*.
2. Bairathi, M.\*, Banerjee, S.\*, **He, Q.\***, & Huang, J\*. "Governance Shocks and User Engagement: Lessons from the 2023 Reddit 'Go Dark' Protests". \* All coauthors contributed equally. Manuscript in preparation.

## Conference Proceedings

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1. Zhang, X., **He, Q.**, & Zhang, Z. (2022) "Impact of Hiding Friends' Liked Content on Users-Content Engagement across Newsfeed Channels". In: *Proceedings of the International Conference on Information Systems (ICIS)*, Copenhagen, Denmark.
2. **He, Q.**, Hong, Y., & Santanam, R. (2022) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*.
3. **He, Q.**, Hong, Y., & Santanam, R. (2020) "Machine-assisted Regulation, Online Participation and Human Moderation". In: *Proceedings of the International Conference on Information Systems (ICIS)*.

4. Burtch, G., **He, Q.**, Hong, Y., & Lee, D. (2019) "Peer Awards Retain New Users and Encourage Exploitation in Users' Production of Creative Content." In: *Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.

## Invited Talks

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- **The Chinese University of Hong Kong, Shenzhen**, Shenzhen, China, *July 2026*.
- **Tsinghua University**, Beijing, China, *July 2026*.
- **Shanghai University of Finance and Economics**, Shanghai, China, *July 2026*.
- **Boston University**, Online Research Seminar on Digital Businesses. Virtual, *May 2025*.
- **University of Wisconsin – Madison**, Madison, WI, USA, *October 2024*.
- **University of Rochester** Virtual, *December 2020*.
- **University of Wisconsin – Madison** Virtual, *November 2020*.
- **Erasmus University** Virtual, *November 2020*.

## Conference & Workshop Presentations

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1. (November 2026) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Field Experiment". INFORMS Annual Meeting, 2026, San Francisco, CA, USA – co-authored with Ma, Y. & Li, X.
2. (June 2026) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2026– co-authored with Ma, Y. & Li, X.
3. (October 2025) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". Conference on Information Systems and Technology (CIST), 2025, Atlanta, GA, USA – co-authored with Ma, Y. & Li, X.
4. (September 2025) "Multimodal Search Results in Generative AI-powered Search Engines: Evidence from a Quasi-field Experiment". NYU-TAU Generative AI Research Workshop, New York, NY, USA – co-authored with Ma, Y. & Li, X.
5. (October 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". INFORMS Annual Meeting, Seattle, WA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
6. (September 2023) "The Impacts of the AIGC Ban on Question & Answer Community: Evidence from Stack Exchange", Wharton Business and Generative AI Conference, San Francisco, CA, USA – co-authored with Ma, Y., Li, X., & Wu, L.
7. (May 2023) "AI Opponents in Online Gaming: Evidence from a Quasi-field Experiment". Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interactions at Harvard, 2023, Boston, MA, USA – co-authored with Yuan, H., Wang, L., Zhang, J., Huang, N., & Wei, Q.
8. (October 2022) "Correcting Missing Value Bias Caused by Platform Content Management". INFORMS Annual Meeting, 2022, Indianapolis, IN, USA – co-authored with Qiao, M., & Huang, KW.
9. (April 2022) "The Impact of Influencer Activities on Service and Quality of Care in Online Healthcare Platforms." POMS Conference, 2022, Virtual – co-authored with Yang, H., Huang, N., Hong, Y., & Yan, Z.
10. (October 2021) "Does Identity Declaration Amplify or Attenuate Polarization in Online Political Discourse?" Conference on Information Systems and Technology (CIST), 2021, Newport Beach, CA, USA – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.

11. (June 2021) "Does Mandatory Declaration of Ideological Stance Amplify or Attenuate Polarization in Online Political Discourse?". Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2021, Virtual – co-authored with Pamuru, V., Burtch, G., Hong, Y., & Santanam, R.
12. (December 2020) "Machine-assisted Regulation, Online Participation and Human Moderation". International Conference on Information Systems (ICIS), 2020, Virtual – co-authored with Hong, Y., & Santanam, R.
13. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Workshop on Information Systems and Economics (WISE), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.
14. (December 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." International Conference on Information Systems (ICIS), 2019, Munich, Germany – co-authored with Burtch, G., Hong, Y., & Lee, D.
15. (November 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." Conference on Digital Experimentation at MIT (CODE), 2019, Boston, MA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
16. (October 2019) "Peer Recognition Increases Content Generation but Reduces Content Novelty." INFORMS Annual Meeting, 2022, Seattle, WA, USA– co-authored with Burtch, G., Hong, Y., & Lee, D.
17. (October 2019) "Peer Symbolic Awards Increases Content Generation but Reduces Content Novelty." Conference on Information Systems and Technology (CIST), 2019, Seattle, WA, USA – co-authored with Burtch, G., Hong, Y., & Lee, D.
18. (June 2019) "The Role of Peer Symbolic Awards on User-generated Content Creativity: Evidence from a Random Field Experiment." Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2019, Hong Kong, China – co-authored with Burtch, G., Hong, Y., & Lee, D.
19. (December 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Workshop of Information Technologies and System (WITS), 2018, Santa Clara, CA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
20. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." Conference on Digital Experimentation at MIT (CODE), 2018, Boston, MA, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
21. (October 2018) "Multi-channel Complementarity in Goal-directed Platforms." Conference on Information Systems and Technology (CIST), 2018, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
22. (October 2018) "Role of Reference Points in Goal-directed Website: A Randomized Field Experiment." INFORMS Annual Meeting, 2019, Phoenix, AZ, USA – co-authored with Benjamin, V., Hong, Y., & Santanam, R.
23. (December 2017) "Multi-channel Complementarity in the Online Learning Context." Workshop on Information Technologies and System (WITS), 2017, Seoul, South Korea – co-authored with Benjamin, V., Hong, Y., & Santanam, R.

## Teaching Experience

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### Text Analytics and Business Applications

*University of Wisconsin – Madison*

*INFO SYS 723 (Graduate), Spring 2023, 2024, 2025, 2026*

### Digital Platform Analytics

*University of Wisconsin – Madison*

*INFO SYS 423 (Undergraduate), Spring 2022, 2023, 2024, 2025, 2026*

### Business Database Systems

*Arizona State University*

*CIS 365 (Undergraduate), Spring 2019, Fall 2020, Spring 2021*

## Professional Service

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- 2026-2027      Organizing Committee for SCECR 2027
- 2021-Present      Ad-hoc reviewer for *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Production and Operations Management*
- 2023-2025      Associate editor for ICIS
- 2021, 2024      Session chair of INFORMS Annual Meeting
- 2017-Present      Ad-hoc reviewer for ICIS, CIST, WITS, HICSS
- 2019-2020      Reviewer of Research and Travel Funding at GPSA, ASU
- 2017      Volunteer at ICIS & WITS, Seoul, South Korea
- 2016      Volunteer at DocNet, Phoenix, AZ, USA

## University Service

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- 2024-Present      Research Engagement & Visibility Committee      *OIM Dept, Wisconsin School of Business*
- 2023      Search Committee Member      *Wisconsin School of Business*
- 2021-2024      Faculty Senator      *University of Wisconsin – Madison*

## Technical Skills

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- Programming Languages: Python, Java, C++, C, JavaScript, JQuery, SQL, D3.js
- Machine Learning: Scikit-learn, NLTK, Spacy, TensorFlow
- Statistical Software: R, Stata, Tableau