

Lian Jian

CONTACT INFORMATION

3502 Watt Way
Los Angeles, CA 90089-0281
Phone: +1 213 740 0439

E-mail: ljian@usc.edu
WWW: <http://www-bcf.usc.edu/~ljian/>

EDUCATION

- Ph.D.** 2010 **University of Michigan**, Ann Arbor, MI, USA
School of Information
- M.S.** 2004 **Virginia Tech**, Blacksburg, VA, USA
Science and Technology Studies
- M.E.** 2001 **Nanyang Technological University**, Singapore
Electrical and Electronic Engineering
- B.E.** 1999 **Beijing University of Posts and Telecoms**, Beijing, China
Mechanical and Electrical Engineering

PROFESSIONAL EXPERIENCE

- 2010 - present** **Assistant Professor** **Annenberg School for Communication**
University of Southern California
- 2001 - 2003** **R&D Engineer** **Panasonic Singapore Laboratories**
Singapore
- 1998 - 1999** **R&D Engineer** **Hutchison Optel Telecommunication Tech**
Beijing

PEER-REVIEWED JOURNAL PUBLICATIONS

- Shin, J., Jian, L., Bar, F., & Driscoll, K. (2016) Political Rumoring on Twitter During the 2012 US Presidential Election: Rumor Diffusion and Correction, *New Media and Society*.
- Jian, L. & Shin, J. (2015). Motivations behind readers' donation to crowd-funded journalism, *Mass Communication and Society*, 18(2), 165-185.
- Jian, L. & Usher, N. (2014). Crowd-Funded Journalism, *Journal of Computer-Mediated Communication*, 19(2), 155-170.
- Jian, L. & Sami, R. (2012). Aggregation and Manipulation in Prediction Markets: Effects of Trading Mechanism and Information Distribution, *Management Science*, 58(1), 123-140.
- Jian, L., MacKie-Mason, J. K., & Resnick, P. (2010). I Scratched Yours: The Prevalence of Reciprocation in Feedback Provision on eBay, *The Berkeley Electronic Journal of Economic Analysis & Policy*, 10(1), article 92.
- Jian, L. & Gunawan, E. (2003). Performance Analysis of a Modified CDMA/PRMA MAC Protocol. *Computer Communications*. 26(1), 1673-1680.

BOOK CHAPTERS

- Jian, L. & MacKie-Mason, J. K. (2012). Incentive Centered Design in User Contributed Content Systems. In M. Peitz & J. Waldfogel (Eds.), *Oxford Handbook of the Digital Economy* (pp. 399-433). New York, NY: Oxford University Press.

PEER-REVIEWED CONFERENCE PUBLICATIONS

- Jian, L. & MacKie-Mason, J. K. (2008). Why Share in Peer-to-Peer Networks? In *Proceedings of the International Conference on Electronic Commerce (ICEC08)*, Innsbruck, Austria.

Jian, L. & Gunawan, E. (2001). Performance of a CDMA based MAC protocol for wireless multimedia networks. In *Proceeding of the third International Conference on Information, Communications and Signal Processing (ICICIS)*, Singapore.

Jian, L. & Gunawan, E. (2000). An integrated voice/data MAC protocol for wireless CDMA multimedia networks, In *Proceedings of IST Mobile Communications Summit 2000*, Galway, Ireland.

JOURNAL PAPERS
UNDER REVIEW

Yu, X. , Yang, S. & Jian, L. (Revise and resubmit with *Marketing Science*) Modeling the Impact of Effort-Based Incentives On Consumer Demand

Jian, L., Yang, S., Ba, S., Lu, L. & Jiang, C. (Revise and resubmit with *Management Information Systems Quarterly*). Understanding the Impact of Uncertainties on Crowdsourcing Contest Participation

Jian, L., Li, Z, & Liu, X. (Under review) Simultaneous Versus Sequential All-Pay Auctions under Incomplete Information

Yan, B. & Jian, L. (Under review) Reactive reciprocators or rational Samaritans? Initial interaction and knowledge contribution in online knowledge exchange

PAPERS IN
SUBMISSION

Jian, L., Hollingshead, A.B., & Lin, J. Incentivizing Information Aggregation in Group Decision-Making

WORKING PAPERS

Keegan, B, Riedl, C., & Jian, L. Strategic behaviors in social networks on Threadless.

Jian, L. Non-Monetary Mechanisms for the Provision of Excludable Public Goods in Online Information Sharing Systems.

Jian, L. Using Prediction Markets to Motivate Public Participation in Patent Examination.

GRANTS

National Science Foundation, IIS Div Of Information & Intelligent Systems (\$1,200,000). “Collaborative Research: Understanding Online Creative Collaboration over Multidimensional Networks.” PIs: Noshir Contractor (Northwestern), Janet Fulk (USC), and Christoph Riedl (Northeastern). Senior Investigators: Peter Monge (USC) and Lian Jian (USC). Awarded July 2015 ~ June 2018.

2013-2014 Undergraduate Research Associates Program, University of Southern California (\$6,400)

The Advancing Scholarship in Humanities and Social Sciences (ASHSS) program, University of Southern California in 2011 (\$24,984.00).

Annenberg Program on Online Communities (APOC) in 2011 (\$5,750).

TEACHING	<p>Every Semester 2013-2015 Instructor COMM305: Understanding Social Science Research</p> <p>Summer 2013 Instructor 10-day workshop: Scraping, Organizing & Analyzing Digital Data</p> <p>Fall 2012-2014 Instructor COMM620: Data Retrieval and Processing Techniques</p> <p>Spring & Fall 2012 Instructor COMM499: Understanding Social Science Research</p> <p>Fall 2011 Instructor COMM620: Using Theory to Craft Policies to Affect Change</p> <p>Spring 2011 Instructor COMM620: Business model of communication</p> <p>Fall 2008 Graduate Student Instructor SI501: Contextual Inquiry and Project Management</p> <p>Fall 2005 and 2006 Graduate Student Instructor SI539: Design of Complex Websites</p>
ADVISING	<p>PhD advisee: Jieun Shin (Annenberg)</p> <p>PhD thesis committee: Scott Sanders (Annenberg) Youngji Kim (Annenberg) Li Lu (Annenberg)</p> <p>PhD qualification exam committee: Amanda Beacom (Annenberg) Yusun Hwang (Economics) Ali Khodaei (Computer Science) Poong Oh (Annenberg)</p>
INVITED TALKS	<p>Jian, L. and Sami, R. (2013). <i>Aggregation and Manipulation in Prediction Markets: Effects of Trading Mechanism and Information Distribution</i>, School of Economics and Management, Tsinghua University (May), Beijing, China.</p> <p>Jian, L., Usher, N. (2011). <i>Crowd-funded journalism</i>, Game Theory and Human Behavior (GTHB) retreat, University of Southern California (Sept).</p> <p>Jian, L., MacKie-Mason, J. K., & Resnick, P. (2010). <i>The Prevalence of Reciprocation in Feedback Provision on eBay</i>, Southern California Symposium on Network Economics and Game Theory, UCLA (Nov).</p> <p>Jian, L., MacKie-Mason, J. K., & Resnick, P. (2010). <i>The Prevalence of Reciprocation in Feedback Provision on eBay</i>. Michigan State University (Feb).</p> <p>Jian, L., MacKie-Mason, J. K., & Resnick, P. (2010). <i>The Prevalence of Reciprocation in Feedback Provision on eBay</i>, University of Florida (Jan).</p> <p>Jian, L., MacKie-Mason, J. K., & Resnick, P. (2010). <i>The Prevalence of Reciprocation in Feedback Provision on eBay</i>. Carnegie Mellon University (Jan).</p>
CONFERENCE PRESENTATIONS	<p>Jian, L., Li, Z., & Liu, X. (2015) Simultaneous Versus Sequential All-Pay Auctions Under Incomplete Information, Bay Area Behavioral & Experimental Economics Workshop (BABEEW) at the University of California, Santa Cruz, April.</p> <p>Yan, B. & Jian, L. (2015) Continued Participation in Stack Overflow: The Effects of Group Response on Newcomer Participation in Online Groups, Annual Conference of the International Communication Association, San Juan, May.</p>

Jian, L., Li, Z., & Liu, X. (2014). Competing Openly or Blindly in Crowdsourcing Contests? The 4th Workshop on Social Computing and User Generated Content, Stanford, June 9.

Jian, L. & Lin, J (2014) Incentivizing Information Aggregation in Group Decision-Making, the 2nd Antigua Experimental Economics Workshop & Conference, Antigua, Guatemala, Feb 20.

Jian, L., Li, Z., & Liu, X. (2013) Competing Openly or Blindly in Crowdsourcing Contests? the 4th Annual Xiamen University International Workshop on Experimental Economics, Xiamen, Dec 14.

Jian, L. & Lin, J (2013) Incentivizing Information Aggregation in Group Decision-Making, the annual conference of the National Communication Association, November.

Jian, L. & Liu, X. (2013). Competing Openly or Blindly in Crowdsourcing Contests? North-America Economic Science Association conference, Santa Cruz, Oct 23.

Jian, L. , Lu, L.& Jiang, C. (2013) Promoting participation: The role of communication in online crowdsourcing contests, presented at the International Communication Association Annual Conference, London (June).

Jian, L. & Lin, J. (2012) Incentivizing Information Aggregation in Group Decision-Making, presented at the 3rd Annual Xiamen University International Workshop on Experimental Economics and Finance (Dec).

Shin, J. & Jian, L. (2012). *Driving force behind readers' donation to crowd-funded journalism*. The International Communication Association Annual Conference, Phoenix (June).

Jian, L. & Usher, N. (2011). *Crowd-funded journalism*. The National Communication Association Annual Conference, New Orleans (Nov).

Jian, L. & Sami, R. (2010). *Aggregation and Manipulation in Prediction Markets: Effects of Trading Mechanism and Information Distribution*. The 11th ACM Conference on Electronic Commerce, Harvard University (June).

Jian, L. (2010). *Using Prediction Markets to Motivate Public Participation in Patent Examination*. iConference 2010, University of Illinois at Urbana-Champaign (Feb).

Jian, L. & Sami, R. (2009). *Aggregation and manipulation in market scoring rules*. The 2009 North-America Economic Science Association conference, Tucson, AZ (Nov).

Jian, L. & MacKie-Mason, J. K. (2008). *Why Leave Wikipedia?*. The doctoral consortium of the iConference at the University of California at Los Angeles (Feb).

Jian, L., MacKie-Mason, J. K., & Resnick, P. (2007). *Feedback Provision Strategies of eBay Traders*. STIET workshop at the University of Michigan (May).

Jian, L., MacKie-Mason, J. K. (2006). *Generalized Reciprocity on Peer-to-Peer Network*, STIET workshop at the University of Michigan (May).

SERVICE	Journal Referee	IEEE Transactions on Parallel and Distributed Systems Journal of Communication Information, Communication and Society Economic Inquiry Decision Support Systems Management Information Systems Quarterly Information Systems Research Berkeley Electronic Journal of Economic Analysis and Policy Management Science Games and Economic Behavior
	Conference Referee	ACM Electronic Commerce Conference 2010 ~ 2012 ACM Conf. on Human Factors in Computing Systems (CHI), 2010 ~ 13 ACM Conf. on Computer Supported Cooperative Work (CSCW), 2010, 2013 iConference 2008
	Grant Proposal Review	Division of Social and Economic Sciences, National Science Foundation
	Program Committee	The 10th Chinese Internet Research Conference (CIRC) 2012 Workshop on Computational Social Science & the Wisdom of Crowds 2010, 2011 ACM Conf. on Electronic Commerce 2011, 2012 Workshop on Social Computing and User-Generated Content 2011, 2012 , 2014
	ASCJ Service	Media, Economics and Entrepreneurship committee Undergraduate Curriculum committee Committee for transitioning the U.S.-China Institute into Annenberg China committee
SCHOLARSHIPS AND AWARDS	2008 - 2009	Rackham Predoctoral Fellowship University of Michigan
	1999 - 2001	Graduate Student Scholarship Nanyang Technological University, Singapore
	1997 - 1998	Fujitsu Scholarship Beijing University of Posts and Telecommunications
	1996 - 1997	Minister of Information Industry Scholarship Beijing University of Posts and Telecommunications
MEMBERSHIP		Association for Information Systems (AIS) International Communication Association (ICA) National Communication Association (NCA)
COMPUTER SKILLS		Programming (Python, Perl, Ruby, C++) Mathematics (MATLAB, Mathematica) Statistics (R, STATA) Web design and programming (HTML, JavaScript, Ruby On Rails, SQL, PHP)

REFERENCES

Dr. Jeffrey K. MacKie-Mason

Associate Dean for Academic Affairs, School of Information
Arthur W. Burks Professor of Information and Computer Science
Professor of Economics and Public Policy

304A West Hall, 1085 South University Ave.
University of Michigan, Ann Arbor, MI 48109-1107

Email: jmm@umich.edu Phone: (734) 764-7322

Dr. Yan Chen

Professor, School of Information

3246D School of Information North
1075 Beal Ave, Ann Arbor, MI 48109

Email: yanchen@umich.edu Phone: (734) 764-9488

Dr. Paul Resnick

Professor, School of Information

3246C School of Information North
1075 Beal Ave, Ann Arbor, MI 48109

Email: presnick@umich.edu Phone: (734) 647-9458

Dr. Rahul Sami

Assistant Professor, School of Information

3246E School of Information North
1075 Beal Ave, Ann Arbor, MI 48109

Email: rsami@umich.edu Phone: (734) 647-8296
