Qi Xie

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EDUCATION

University of Minnesota, Carlson School of Management   **Minneapolis, MN**
Ph.D., Quantitative Marketing   *May, 2024 (Expected)*
   Dissertation Proposal Defended: *May, 2023*
   Committee co-chairs: Prof. Linli Xu, Prof. George John
   Committee members: Prof. Mark Bergen, Prof. Amil Petrin

University of Rochester, Simon Business School   **Rochester, NY**
M.S., Business Analytics   *June, 2018*

Peking University, School of Economics   **Beijing, China**
B.A., Public Finance   *June, 2016*

RESEARCH INTERESTS

- **Topics:** Digital Platforms; Media Consumption; Crowdsourcing
- **Methods:** Econometric; Field experiment; Causal inference

WORKING PAPERS

- **Qi Xie**, Linli Xu, George John, "User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption", ***Job Market Paper***

- Linli Xu, **Qi Xie**, Gordon Burtch, Li Wang (2023), "An Empirical Study of Strategic Opacity in Crowdsourced Quality Evaluations", ***Revising for 3rd round at MIS Quarterly***

WORK-IN-PROGRESS

- "Does a Prominent Badge Help to Promote Sales: A Case of Amazon Small Business Badge," with Sudeep Kumar and Linli Xu

CONFERENCE PRESENTATIONS

- **"An Empirical Study of Strategic Opacity in Crowdsourced Quality Evaluations".**
     42th ISMS Marketing Science Conference, Virtual, June 2020
     31st POMS Annal Conference, Virtual, May 2021

- **"User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption".**
     44th ISMS Marketing Science Conference, Virtual, June 2022
     2022 China India Insights Conference, Los Angeles, October 2022

2022 Marketing Dynamics Conference, Atlanta, November 2022

HONORS AND AWARDS

Graduate
- Fellow, AMA-Sheth Foundation Doctoral Consortium, 2023
- Ph.D. Student Conference-Travel Fellowship, Carlson School of Management, UMN, 2022
- Vaile Award for Research, Carlson School of Management, UMN, 2022
- Lieberman Fellowship for Excellent in Teaching, Carlson School of Management, UMN, 2022
- Doctoral Dissertation Fellowship, Carlson School of Management, 2022-2023
- PhD Student Teaching Award, Carlson School of Management, UMN, 2021
- Fellow (Discussant), Haring Symposium, Indiana University, 2021
- Fellow, ISMS Marketing Science Doctoral Consortium, Duke University (Virtual), 2020
- Henrickson Fellowship, Carlson School of Management, UMN, 2020
- Graduate Student Fellowship, University of Minnesota, 2018-Present

Undergraduate
- Peking University Zeyuan Scholarship, 2015
- Peking University Third Class Freshman Scholarship, 2012

TEACHING EXPERIENCE

Instructor
- **Principles of Marketing (Undergraduate)**, University of Minnesota, Fall 2021
  Class Size: 40
  Rating: 5.11/6
- **Principles of Marketing (Undergraduate)**, University of Minnesota, Spring 2021
  Class Size: 46
  Rating: 5.28/6

Teaching Assistant
- **Digital Marketing (Undergraduate),** University of Minnesota, Fall 2020, Spring 2022
- **Brand Strategy (MBA),** University of Minnesota, Spring 2020
- **Buyer Behavior (MBA),** University of Minnesota, Spring 2020
- **Advertising and Promotion (Undergraduate),** University of Minnesota, Fall 2019

TEACHING INTERESTS

- Digital Marketing
- Advertising and Social Media
- Marketing/Customer Analytics
- Marketing Research
- Big Data Analytics

SERVICES

- Organizer, PhD Summer Research Camp, University of Minnesota, August 2022

SKILLS

- Programming: R, Python, SQL, Java Script
- Languages: English (proficiency), Chinese (native)

REFERENCES

Linli Xu (co-chair)
Associate Professor of Marketing
University of Minnesota
Carlson School of Management
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George John (co-chair)
Professor of Marketing
University of Minnesota
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Mark Bergen
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Amil Petrin
Professor of Economics
University of Minnesota
Department of Economics
petrin@umn.edu

Gordon Burtch
Kelli Questrom Associate Professor In Management
Associate Professor of Information Systems
Boston University
Questrom School of Business
gburtch@bu.edu

SELECTED RESEARCH ABSTRACTS

- **"User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption,"** with Linli Xu and George John
  Job Market Paper

  The rapid growth of digital media platforms has led to information overload for consumers; hence, two major types of user interfaces have been widely used to facilitate the process of online content discovery and consumption. The first type of interface is often referred to as "content discovery page," where users are presented with a list of options to browse and choose from. The second type of interface allows users to continuously consume content without the need to discover (through browsing) by automatically presenting a new item when they are done with a particular content. An emerging trend in practice is that many digital platforms utilize both interfaces in order to improve user engagement. This study examines how the dynamic experience of content discovery and consumption under the existence of both interfaces shapes users' behavioral patterns on such digital platforms. We develop an empirical model framework

capturing each user's sequence of decisions in discovering and viewing content and allowing for individual heterogeneity. We then estimate the model using granular data from a music mobile platform in China. We find that: 1) satiation exists in consumption across users but viewing a broad variety of content helps mitigate satiation, lengthening the duration of user engagement on the platform. 2) On average, consumers prefer to browse more options on the discovery page, but a greater variety level of content browsed on the discovery interface is likely to make a user quit browsing and start consuming content. 3) Our examination of user heterogeneity reveals two distinct types of users: "Binge-viewers" and "Browsers." The former favors extended viewing within a single session and waits longer to return to the platform, while the latter prefers exploring a wide set of content and returns to the platform sooner.

- **"An Empirical Study of Strategic Opacity in Crowdsourced Quality Evaluations,"** with Linli Xu, Gordon Burtch and Li Wang

  Crowd-voting mechanisms are commonly used to implement scalable evaluations of crowdsourced creative submissions. Unfortunately, the use of crowd-voting also raises the potential for gaming and manipulation. Manipulation is problematic because i) submitters' motivation depends on their belief that the system is meritocratic, and ii) manipulated feedback may undermine learning, as submitters seek to learn from received evaluations and those of peers. In this work, we consider a design approach to addressing the issue, focusing on the notion of strategic opacity, i.e., purposefully obfuscating the ultimate evaluation-rule that takes crowd-votes as input. On the one hand, opacity may reduce the incentive and thus prevalence of vote manipulation, and submitters may instead dedicate that time and effort to improving their submission quantity or quality. On the other hand, because opacity makes it difficult for submitters to discern the returns to legitimate effort as well, submitters may reduce their submission effort, or simply exit the market. We explore this tension, via a multi-method study, employing a field experiment at 99designs and a controlled experiment on Amazon Mechanical Turk. We observe consistent results across both sets of analyses: opacity leads to reductions in gaming, and significant increases in submission effort (measured in terms of submission quantity or time invested), with no discernible influence on contest participation.