

Yongchao Ma

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Current position

Graduate Student Research Assistant, University of Michigan

Appointments held

2020–2021 Intern, Statistics Netherlands
2020–2021 Graduate Student Research Assistant, Utrecht University
2021–2022 Researcher, Utrecht University

Education

2019 EXCHANGE, Computational Social Science, Linköping University
2019 M.S.Sc. in Criminology and Criminal Justice, University of Macau
2021 M.Sc. in Methodology and Statistics, Utrecht University
Present PH.D. in Survey and Data Science, University of Michigan

Grants, honors & awards

2018 (MOP\$22,000) Outgoing Exchange Scholarship, University of Macau
2023 Student Fellowship, Midwest Association for Public Opinion Research (MAPOR)
2023 (\$400) Student Travel Grant, Program in Survey and Data Science, University of Michigan
2024 (\$900) Rackham Conference Travel Funding, University of Michigan
2024 (\$10,000) Charles Cannell Fund in Survey Methodology, University of Michigan
2025 (\$1,150) Rackham Conference Travel Funding, University of Michigan

Publications & talks

JOURNAL ARTICLES

- 2021 Van De Schoot, R., De Bruin, J., Schram, R., Zahedi, P., De Boer, J., Weijdema, F., Kramer, B., Huijts, M., Hoogerwerf, M., Ferdinands, G., Harkema, A., Willemsen, J., **Ma, Y.**, Fang, Q., Hindriks, S., Tummers, L., & Oberski, D. L. (2021). An open source machine learning framework for efficient and transparent systematic reviews. *Nature Machine Intelligence*, 3(2), 125–133. <https://doi.org/10.1038/s42256-020-00287-7>
- 2024 West, B. T., **Ma, Y.**, Lankenau, S., Wong, C. F., Bonar, E. E., Patrick, M. E., Walton, M. A., & McCabe, S. E. (2024). Latent transition analysis of time-varying cannabis use motives to inform adaptive interventions. *Psychology of Addictive Behaviors*, 38(7), 759–771. <https://doi.org/10.1037/adbo001012>
- Ma, Y.**, Mushkudiani, N., & Schouten, B. (forthcoming). An optimal stratification method for addressing nonresponse bias in Bayesian adaptive survey design. *Sociological Methods & Research*.
- Ma, Y.**, West, B. T., & McCabe, S. E. (submitted). Daily Web Survey Data Collection of Time-Varying Cannabis Use Motives and Contexts, with Implications for Adaptive Interventions: A Pilot Study. *Drug and Alcohol Dependence*.

CONFERENCE PRESENTATIONS

- 2021 **Ma, Y.**, Mushkudiani, N., & Schouten, B. (2021a, December 1–3). *An optimal stratification approach for addressing nonresponse bias in Bayesian adaptive survey design* [Paper presentation]. 7th International Workshop on Advances in Adaptive and Responsive Survey Design, Online.
- 2021 **Ma, Y.**, Mushkudiani, N., & Schouten, B. (2021b, July). *An optimal stratification approach for addressing nonresponse bias in Bayesian adaptive survey design* [Paper presentation]. 9th Conference of the European Survey Research Association, Online. https://www.europeansurveyresearch.org/conf2021/uploads/57/3653/67/Ma_ESRA21.pdf
- 2023 **Ma, Y.**, & Miller, P. V. (2023, November 17–18). *Leveraging Survey Variables to Estimate Response Propensity in Bayesian Adaptive Survey Design: A Simulation Study* [Paper presentation]. 48th Annual Conference of the Midwest Association for Public Opinion Research, Chicago, IL, United States.
- 2024 **Ma, Y.** (2024, May 15–17). *Leveraging Survey Variables to Estimate Response Propensity in Bayesian Adaptive Survey Design: A Simulation Study* [Paper presentation]. 79th Annual Conference of the American Association for Public Opinion Research, Atlanta, GA, United States. <https://aapor.confex.com/aapor/2024/meetingapp.cgi/Paper/2469>
- 2024 **Ma, Y.**, West, B. T., & McCabe, S. E. (2024, May 15–17). *Daily Web Survey Data Collection to Improve Health: Temporal Dynamics of Cannabis Use Motives and Context, with Implications for Adaptive Interventions* [Paper presentation]. 79th Annual Conference of the American Association for Public Opinion Research, Atlanta, GA, United States. <https://aapor.confex.com/aapor/2024/meetingapp.cgi/Paper/2816>
- 2025 **Ma, Y.** (2025a, May 14–16). *Replacing nonresponse modeling with active learning on AI-generated textual descriptions of sample units for efficient survey data collection* [Paper presentation]. 80th Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, United States. <https://aapor.confex.com/aapor/2025/meetingapp.cgi/Paper/3983>

- 2025 **Ma, Y.** (2025b, July 14–18). *Stratification method for identifying subgroups requiring different survey data collection strategies* [Paper presentation]. 11th Conference of the European Survey Research Association, Utrecht, The Netherlands.
- 2025 **Ma, Y.,** & Traugott, M. (2025, July 14–18). *Survey attitudes and privacy concerns: Measurement invariance across Germany, the Netherlands, and the United States* [Paper presentation]. 11th Conference of the European Survey Research Association, Utrecht, The Netherlands.
- 2025 Traugott, M., & **Ma, Y.** (2025a, February 26–28). *Motivated reasoning and acceptance of poll results on a health policy issue* [Paper presentation]. 7th Current Innovations in Probability-based Household Internet Panel Research Conference, Washington, DC, United States. <https://dornsife.usc.edu/cesr/wp-content/uploads/sites/54/2025/03/3-Traugott-CIPHER-Presentation-V1.pdf>
- 2025 Traugott, M., & **Ma, Y.** (2025b, May 14–16). *The relationship between public understanding of polls and their credibility* [Paper presentation]. 80th Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, United States. <https://aapor.confex.com/aapor/2025/meetingapp.cgi/Paper/3678>
- 2025 Traugott, M., & **Ma, Y.** (2025c, May 12–15). *The Role of Polls in a Democratic Society* [Paper presentation]. 78th Annual Conference of the World Association for Public Opinion Research, St. Louis, MO, United States.

INVITED TALKS

- 2022 **Ma, Y.** (2022, July 1). *Human-centered AI through reliable graphical user interfaces*. 1st ASReview Users Meeting, Utrecht, The Netherlands.

Teaching

TEACHING ASSISTANT / GUEST LECTURER

- 2024 Summer SURVMETH 614: Analysis of Complex Sample Survey Data
- 2024 Summer SURVMETH 616: Workshop in Survey Sampling Techniques
- 2024 Summer SURVMETH 625: Methods of Survey Sampling

Software development

- [asreview](#) ASReview: Active learning for systematic reviews
- [asreview-wordcloud](#) Wordclouds: A tool to create a visual impression of the verbal content within a systematic review dataset

Service to the profession

- 2024 Referee for *American Journal of Preventive Medicine*