

Hanlin Li

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Research Summary: My research is on reimagining data collection and monetization approaches with the goal of developing more equitable and democratic data governance models. I also build theoretical frameworks and collective action tools to assist the public in developing community-driven data infrastructures.

Research Interests: *Human-Computer Interaction; User-Generated Content; Data Governance; Responsible AI; Data Monetization; Rating Data; Content Moderation.*

APPOINTMENTS

Assistant Professor

School of Information, The University of Texas at Austin

Aug 2023 – Present

Postdoctoral Fellow

Center for Long-Term Cybersecurity, School of Information
University of California, Berkeley

Jan 2023– Aug 2023

EDUCATION

Ph.D. in Technology and Social Behavior

Northwestern University

2017 - 2022

Thesis: *Understanding and Mitigating the Power Asymmetries in Tech: A Data Labor-Oriented Approach to Data Governance*

Advisors: Dr. Brent Hecht and Dr. Stevie Chancellor

Committee Members: Dr. Darren Gergle, Dr. Loren Terveen, and Dr. Nicholas Diakopoulos

Master of Science in Human-Computer Interaction

Indiana University-Purdue University Indianapolis (IUPUI)

2015 - 2017

Thesis: *Immigrant-Focused NPOs' Use of Twitter during Political Conflicts*

Advisors: Dr. Erin Brady (chair), Dr. Lynn Dombrowski, Dr. Andrew Miller

Bachelor of Science in Computer Science

Wuhan University, China

2009 - 2013

Thesis: *Designing and Developing a Course Registration System*

PUBLICATIONS

Peer-Reviewed Papers in Archival Publication Venues

Yiwei Wu, Leah Ajmani, Shaye Longpre, and **Hanlin Li**. A Systematic Review of NeurIPS Dataset Management Practices. Accepted by the 38th Conference on Neural Information Processing Systems (NeurIPS 2024) Track on Datasets.

Shayne Longpre, et al. Consent in Crisis: The Rapid Decline of the AI Data Commons. Accepted by the 38th Conference on Neural Information Processing Systems (NeurIPS 2024) Track on Datasets.

Hanlin Li, Nicholas Vincent, Stevie Chancellor, and Brent Hecht. The Dimensions of Data Labor: A roadmap for Activists, Researchers, and Practitioners to Empower Data

Producers. The 2023 ACM Conference on Fairness, Accountability, and Transparency (FAccT'23)

Danish Contractor, Daniel McDuff, Julia Katherine Haines, Jenny Lee, Christopher Hines, Brent Hecht, Nicholas Vincent, and **Hanlin Li**. 2022. Behavioral Use Licensing for Responsible AI. In 2022 ACM Conference on Fairness, Accountability, and Transparency (FAccT '22).

Hanlin Li, Brent Hecht, and Stevie Chancellor. Measuring the Value of Online Volunteer Work. Proceedings of the International Conference on Web and Social Media 2022 (ICWSM'22). [*Best Paper Honorable Mention*]

Hanlin Li, Brent Hecht, and Stevie Chancellor. All That's Happening behind the Scenes: Putting the Spotlight on Volunteer Moderator Labor in Reddit. *Proceedings of the International Conference on Web and Social Media 2022 (ICWSM'22)*.

Nicholas Vincent, **Hanlin Li**, Nicole Tilly, Stevie Chancellor, and Brent Hecht. 2021. Data Leverage: A Framework for Empowering the Public in its Relationship with Technology Companies. In Proceedings of 2021 ACM Conference on Fairness, Accountability, and Transparency (FAccT'21).

Hanlin Li and Brent Hecht. 2020. 3 Stars on Yelp, 4 Stars on Google Maps: A Cross-Platform Examination of Restaurant Ratings. In Proceedings of the 2020 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW'20).

Hanlin Li *, Nicholas Vincent *, Janice Tsai, Jofish Kaye, and Brent Hecht. 2019. How Do People Change Their Technology Use in Protest?: Understanding "Protest Users". In Proceedings of the 2019 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW'19). * *Indicates equal contributions.*

Hanlin Li, Bodhi Alarcon, Sara Milkes, Brent Hecht. 2018. Out of Site: Empowering a New Approach to Online Boycotts. In Proceedings of the 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW'18).

Hanlin Li, Disha Bora, Sagar Salvi, and Erin Brady. 2018. Slacktivism or Activists?: Identity Work in the Virtual Disability March. In Proceedings of the 2018 ACM Conference on Human Factors in Computing Systems (CHI'18).

Hanlin Li, Lynn Dombrowski, and Erin Brady. 2018. Working toward Empowering a Community: How Immigrant-Focused Nonprofit Organizations Use Twitter during Political Conflicts. In Proceedings of the 20th International Conference on Supporting Group Work (GROUP'18).

Hanlin Li and Erin Brady. 2017. #accessibilityFail: Exploring the Potential of Using Social Media Posts to Identify Accessibility Problems (short paper). In Proceedings of the 2017 iConference.

Book Chapter

Yakov Feygin, Nicholas Vincent, **Hanlin Li**, Chirag Lala, and Luisa Scarcella. *From My Data to Our Data: A Proposal to Equitably Distribute Wealth in a Digital Economy*. The Future of Building Wealth. Published by the Federal Reserve Bank of St. Louis & The Aspen Institute

White Paper

Yakov Feygin, **Hanlin Li**, Chirag Lala, Brent Hecht, Nicholas Vincent, Luisa Scarella, and Matthew Prewitt. A Data Dividend that Works: Steps Toward Building an Equitable Data Economy. The Berggruen Institute 2021.

Posters (Lightly Peer-Reviewed) in Archival Publication Venues

Riya Sinha and Hanlin Li. Understanding Creators' Acceptance of Content Reuse. In Proceedings of the 2023 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW'23).

Hanlin Li. 2020. Making Data's Monetary Value Transparent. In Proceedings of the 2020 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW'20).

Disha Bora, Hanlin Li, Sagar Salvi, Erin Brady. 2017. ActVirtual: Making Public Activism Accessible. In Proceedings of the 19th international ACM SIGACCESS conference on Computers & accessibility (ASSETS'17).

Hanlin Li and Erin Brady. 2016. #accessibilityFail: Categorizing Shared Photographs of Physical Accessibility Problems. In Proceedings of the 18th international ACM SIGACCESS conference on Computers & accessibility (ASSETS'16).

Hanlin Li and Erin Brady. 2016. Using Technology to Plan Accessible Conferences. In Proceedings of The Grace Hopper Celebration of Women in Computing

PRESENTATIONS AND TALKS

All labor is now data labor. Invited talk at German-American Frontiers of Engineering Symposium. March 2025

Beyond privacy: the labor cost of AI. Indiana University Center for Applied Cybersecurity Research. March 2025.

Data Labor. The Talking about Platforms Podcast. October 2023

Data Labor and the Labor Force behind AI. State Farm Data Science Seminar. August 2023.

Data Labor and the Labor Force behind AI. Research Center in Information and Communication, Université Libre de Bruxelles. May, 2023.

Data Labor and the Labor Force behind AI. HCI seminar. Stanford University. March, 2023.

How to make privacy user-friendly for the long-term? The Computers, Privacy, and Data Protections Conference. May, 2023.

Democratizing the governance of AI. Cyber/AI Colloquia Series. University of North Dakota. Apr. 2023

Who powers AI? Directions for practitioners. Samsung Research. Apr. 2023

Ethics in ML and Generative AI Models. The Linux Foundation Legal Summit. Feb. 2023.

Data Labor and the Labor Force behind AI. IBM Research. Feb. 2023

Does the rise of AI need us to adopt new data licensing policies? HIPPO AI - Data and AI Health Summit. November 2022.

Data Labor and the Labor Force behind AI. CHIWORK Symposium. Jan. 2023

Democratizing Power in Data and Tech. People + Technology seminar in the Department of Computer Science at the University of Chicago. November 2022

Democratizing Power in Data and Tech. People + Technology seminar in the Department of Computer Science at the University of Iowa. March 2022

Reconceptualizing Data Production as a Form of Labor. Lambert Conference on the Future of Human-Computer Interaction + Design 2022.

Data Scraping and the New Landscape of Privacy at Scale. Workshop at the Center for Long-term Cybersecurity. 2022

Data Science in Practice: The Monetary Value of Online Volunteer Work. Guest speaker for graduate seminar on human-centered data science at the University of Minnesota.

Rethinking Data Governance: A Labor-Oriented Approach at the CHI'22 workshop, Outsourcing Artificial Intelligence: Responding to the Reassertion of the Human Element into Automation

Improving Labor Transparency in Social Computing Systems at the MIT EECS Rising Stars Workshop, October 2021.

Making Data's Monetary Value Transparent at the CSCW'20 workshop, Collective Organizing and Social Responsibility

Data-Driven Economy for All (Panel) at the annual RadicalxChange conference. June 2020.

User-Generated Content and Its Impact. Media, Technology, and Society Symposium at Northwestern University. October 2020 and October 2018.

Empowering a New Approach to Online Boycotts at the Summer Institute in Computational Social Science - Chicago. June 2018.

Understanding and Mitigating the Negative Impact of Technology at the Research Demo Day in the Department of Communication Studies at Northwestern. March 2018 and March 2019.

How immigrant-focused advocates and nonprofits use social media at the Third Rutgers iSchool Research Invitational. November 2016.

MENTORING

Doctoral Students

Kevin Lee (co-advising with Dr. Min Kyung Lee), Angie Zhang (Committee member), Ajay Kumar Jaiswal (Committee member), Taylor Smith (Committee member)

Master Students

Yiwei Wu (MSIS), master's thesis. Riya Sinha (MSIS), Independent Studies.

Undergraduate students

Abhiyan Bhandari (Fall 2023-Summer 2024), Neeka Lin (Summer 2024), Jazhiel Segura-Monroy (Summer 2024)

MEDIA COVERAGE AND PUBLIC SCHOLARSHIP

What are data unions? The Global Tech Podcast. 2024

Where Biden's AI policies fall short in protecting workers. The Bulletin. 2024

Data Scraping Makes AI Systems Possible, but at Whose Expense? – Tech Policy Press Op-ed. 2023

ChatGPT Stole Your Work. So What Are You Going to Do? – WIRED Op-ed

The Work of Online Volunteers – New York Times

More than just a few clicks – volunteer moderators do unpaid work online – German NPR

Unpaid social media moderators perform labor worth at least \$3.4 million a year on Reddit alone – Northwestern Now

Facebook and Others Should Pay Us for Our Data. Here's One Way – Bloomberg

How to poison the data that Big Tech uses to surveil you – MIT Technology Review

Your data is a weapon that can help change corporate behavior – Fortune
Why you shouldn't just rely on Google Maps or Yelp for restaurant reviews – Business Insider
How Do People Make Change? – Northwestern Magazine
What if we could check Big Tech? – Northwestern Now
GitHub Copilot and the Exploitation of “Data Labor”: A Wake-Up Call for the Tech Industry –
PSA Blog Post

WORKSHOPS

Community-Driven Models for Research on Social Platforms. Special Interest Group at the 2024 Conference on Computer Supported Cooperative Work and Social Computing (CSCW'24).
LLMs as Research Tools: Applications and Evaluations in HCI Data Work. Workshop at the 2024 CHI Conference on Human Factors in Computing Systems.
Can licensing mitigate the negative implications of commercial web scraping? Workshop at the 2023 Conference on Computer Supported Cooperative Work and Social Computing (CSCW'23).
Ethical Tensions, Norms, and Directions in the Extraction of Online Volunteer Work. Workshop at the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW'22).

HONORS AND AWARDS

2024 Temple Fellow, School of Information, UT Austin
2023 Finalist for the Future of Data Challenge – the Omidyar Network
2022 Best paper honorable mention at ICWSM.

2022 Reviewer with Special Recognition x2. ACM CHI
2022 Rising Star in the MIT EECS Workshop (funded participation + arrangement)
2022 Participant in the Consortium for the Science of Sociotechnical Systems (CSST) (funded participation + arrangement)
2018 Reviewer with Special Recognition. ACM CSCW
2018 Recipient of Summer Institute in Computational Social Science Scholarship – Chicago (funded participation + arrangement)
2017 Recipient of the Graduate & Professional Educational Grant at IUPUI
2017 Recipient of the Grace Hopper Celebration of Women in Computing Travel Scholarship
2012 Recipient of Merit Scholarship from Wuhan University

TEACHING

2025 Responsible Data Management, Data and Society.
2024 Responsible Data Management, Intro to UX Design.
2023 Intro to UX Design
2022 Computing everywhere workshop: Auditing online ratings (instructor)
2022 Social Network Analysis (teaching assistant)
2018 Independent studies for undergraduate students (mentor)

PROFESSIONAL EXPERIENCE

Facebook, Seattle, WA 2020
User Experience Research Intern
• Conducted mixed-method user research on Augmented Reality literacy and skills.

Indiana University-Purdue University Indianapolis, Indianapolis, IN 2015-2017
Graduate Research Assistant
• Developed games that help students with visual impairments to expand their vocabulary..

- Roche Diabetes Care**, Indianapolis, IN 2017
Human Factors Engineer Intern
- Evaluated mobile solutions for continuous blood glucose management for diabetes patients.
- Immigrant Welcome Center**, Indianapolis, IN 2016
User Experience Developer
- Designed and developed the organization’s website and its fund-raising functions.
- Orient Overseas Container Line Limited**, Shenzhen, China 2013 - 2015
User Experience Researcher
- Conducted user research using log data, observation, contextual inquiry, user testing and interviews.

SERVICES

Reviewer for ACM CSCW 2025, 2024, 2023, 2022, 2021, 2020, 2019, and 2018.
 Program committee member for ACM Fairness, Accountability, and Transparency conference (FAccT) 2024, 2025
 Area chair for ACM CHI 2024.
 Reviewer for Transactions on social computing 2024
 Reviewer for the International Journal of Digital Humanities 2024
 Reviewer for The International Conferences on Web and Social Media (ICWSM) Dataset Challenges 2024
 Reviewer for Science Advances 2023
 Member of the Responsible AI Licensing Team 2023
 Design Chair for the ACM Fairness, Accountability, and Transparency conference (FAccT). 2019, 2020, and 2021.
 Member of the California Data Dividends Initiative Working Group. September 2019.
 Reviewer for New Media and Society 2022
 Reviewer for ACM Transactions on Human-Computer Interaction 2022
 Reviewer for ACM CHI 2022, 2020, 2019, and 2018.
 Reviewer and Student Volunteer for Northwestern InfoSocial 2018 and 2019.
 Representative at Northwestern Graduate Leadership & Advocacy Council, 2019 - 2021