



School of Data Science

香港城市大學
City University of Hong Kong

ONLINE SEMINAR

Improving Worker Engagement in a Ride-Sharing Economy with Human-Centered Data Science

Date: 19 February 2021 (Friday)

Time: 10am - 11am

Seminar link: <https://cityu.zoom.us/j/99967818614>



ABSTRACT

While the sharing economy provides flexible and low-barrier jobs for millions of workers globally, a lack of both organization identity and social bonds contributes to the high attrition rate experienced by the sharing-economy platforms. Understanding how to incentivize and engage workers is thus critical. To improve worker engagement, we propose a human-centered data science framework that synergizes strengths across machine learning, causal inference, field experiment, and social science theories. In this talk, I will present our empirical work in collaboration with a leading ride-sharing platform. Inspired by social identity theory and contest theory, we first use a large-scale field experiment to examine the impact of organizing drivers into teams and engaging teams into team contests. We then combine machine learning and causal inference to unpack the heterogeneous treatment effect of team contests at the individual level. Our work identifies directly actionable insights for contest design. More future directions will be discussed to showcase the effectiveness and flexibility of applying the human-centered data science framework to improve worker performance at large.

Ms Teng YE

GUEST SPEAKER'S PROFILE

Ms Teng Ye is a Ph.D. candidate at the School of Information, University of Michigan, Ann Arbor. Her research interests are in human-centered data science. Her work is characterized by combining machine learning, field experiment, causal inference, and social science theories to address real-world problems by understanding, predicting, and intervening in human behavior. She has been passionate about a variety of application domains, such as the sharing economy, crowdsourcing, crowdfunding, healthcare, and data science for social good. Her work has been published in premier data mining and computational social science forums such as KDD, CSCW, ICWSM, and COMPASS. She has been spotlighted by CDAC Rising Stars in Data Science (UChicago).

Enquiries: hkids@cityu.edu.hk

All are welcome