

# LU ZHANG

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## EDUCATION

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- **Hanyang University, South Korea** Mar. 2021 - Aug. 2023  
Master's Degree in Applied AI GPA: 3.95/4.5  
Thesis: Detection and Measurement of Illicit Promotional Content on Chinese TikTok
- **Dankook University, South Korea** Mar. 2019 - Feb. 2021  
Bachelor's Degree in Software Science GPA: 3.41/4.5  
Thesis: A Deep Learning-Based Method for Enhancing Instagram Influencer Advertising
- **Cheju Halla University, South Korea** (Joint Program with Hefei University, China) Sep. 2014 - Aug. 2017  
Associate Degree in Computer Technology GPA: 3.57/4.5

## RESEARCH INTERESTS

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Applied AI for Security&Privacy, Computational Social Science, Social Media Analysis&Measurement

## RESEARCH EXPERIENCE

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- **Data Science for Social Good fellow** June 2023 - August 2023  
Data Science for Social Good fellowship at the University of Warwick, UK
- **Research Assistant** February 2021 - August 2023  
AI-Cybersecurity Lab at Hanyang University, South Korea

## SELECTED PROJECTS

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**October 2023 - Present** Investigation of 'Insult China'&Sinophobia-Related Content on Chinese Social Media

- Conducting a pilot study to analyze related phenomenon on Chinese social media
- Writing a systematic review of computer-supported technologies on related memes
- Built a crawler to scrape related contents on Chinese mainstream social platforms (Weibo, Douban, Tieba, Douyin)

**June 2023 - September 2023** Identify Greenwashing Posts on Social Media [\[Poster\]](#) [\[Slides\]](#)

- Constructed a pipeline for preprocessing, training, experimentation, and inference based on the data provided by stakeholders
- Made image and text classifiers to identify Green Messaging (F1-score: 0.79 and 0.83) of posts on mainstream social media platforms
- Calculated the potential of companies engaging in Greenwashing

**April 2022 - May 2023** Detect&Measure Illicit Promotion on Chinese Short Video Platforms [\[Slides\]](#)

- Crawled 100k+ posts with meta data from Chinese TikTok
- Case study of illicit content
- Qualitative analysis with creating a qualitative codebook and conducting expert interviews for ascertaining illicit jargon characteristics and data labeling strategies
- Built a hybrid mechanism to detect (F1-score = 0.90), measure, and mitigate posts with Illicit Promotional Content on Chinese TikTok

**August 2021 - March 2022** Deep Learning-Supported Tympanic Membrane Diagnosis

- Conducted preliminary research and pilot study; discussed with physicians from Korea University Ansan Hospital to clarify particular tasks and feature selection

- Segmented the boundary of eardrum images with U-Net
- Classified eardrum images by 3 diseases with EfficientNet

## TECHNICAL SKILLS

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<b>Programming Languages</b>	Python, Shell Script, JavaScript
<b>Tools</b>	Git, Docker, LaTeX, Tableau, Weights&Biases, MySQL, CSS, HTML
<b>AI-Related Frameworks</b>	Pandas, Numpy, PyTorch, OpenCV, Scikit-learn, Hugging Face, NLTK, Gensim SpaCy, AutoML, Matplotlib, Seaborn
<b>Automations</b>	Crawler, Pyspider, Scrappy, Selenium, Pytest
<b>Natural Languages</b>	Chinese (Native), English (C1), Korean (B2)

## AWARDS

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- **Fellowship** Data Science for Social Good @ University of Warwick 2023
- **2nd Prize** Three Minute Thesis (3MT<sup>®</sup>) Competition @ Hanyang University 2023
- **Travel Grant** DAAD (German Academic Exchange Service) Data Science Summer School @ Heidelberg 2022
- **Excellence Prize** ERICA English Essay Contest @ Hanyang University 2022
- **Distinction Prize** ERICA English Essay Contest @ Hanyang University 2021
- **Fellowship** Brain Korea 21 (BK21) program for Leading Universities and Students 2021

## PUBLICATIONS

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- **Lu Zhang**, et al. Understanding Illicit Promotional Content on Chinese TikTok, *In Submission*
- **Lu Zhang**, Yeonjoon Lee. Detection Techniques for Chinese Jargon: A Survey, *The Korean Institutes of Communications and Information Sciences (KICS) Winter Conference 2023*
- **Lu Zhang**, Yeonjoon Lee. Stealthy and Seductive: A Survey on Online Illicit Promotion, *Conference on Information Security and Cryptography-Summer 2022 (CISC-S'22)*
- **Lu Zhang**, Hoon Ji, Yeonjoon Lee. A Survey on Deep Learning-based Eardrum Segmentation, *2022 International Conference on Electronics, Information, and Communication (ICEIC 2022)*

## VOLUNTEERING

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- **Member&Freshman Mentor** March 2019 - Jan 2021  
Dankook University International Student Association