

# LU ZHANG

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## RESEARCH INTERESTS

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Applied AI for Security, Computational Social Science, Data-Driven Social Media Analysis&Measurement

## SKILLS

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Programming Languages	Python, Shell Script, JavaScript
Softwares	Git, Docker, LaTeX, Tableau, MySQL, CSS, HTML
Tools	Crawler, Selenium, PyTorch, OpenCV, Scikit-learn, Hugging Face, Spacy, AutoML
Natural Languages	Chinese (Native), English (C1), Korean (B2)

## PROJECTS

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### June 2023 - Sept 2023 [Identify Greenwashing Posts on Social Media](#)

- 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 given companies/sectors for being Greenwashing

### April 2022 - May 2023 [Detect&Measure Illicit Promotion on Chinese TikTok](#)

- Crawled posts with meta data from Chinese TikTok
- Case study + qualitative analysis with codebook and expert interview
- Built a hybrid mechanism to detect (F1-score = 0.90), measure, and mitigate posts with Illicit Promotional Content

### August 2021 - March 2022 Korea University Ansan Hospital Tympanic Membrane Project

- Conducted preliminary research and pilot study
- Segmented the boundary of eardrum images with U-Net
- Classified eardrum images by 3 diseases with EfficientNet

## EXPERIENCE

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- **Data Scientist Intern** June 2023 - August 2023  
Data Science for Social Good fellowship at the University of Warwick
- **Research Assistant** March 2021 - Present  
AI-Cybersecurity Lab at Hanyang University

## AWARDS

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- **Data Science for Social Good @ University of Warwick** Fellowship
- **Three Minute Thesis (3MT®) Competition @ Hanyang ERICA** 2nd Prize
- **DAAD Travel Grant** To attend Data Science Summer School@SRH Hochschule Heidelberg, Germany
- **2022 ERICA English Essay Contest** Excellence Prize
- **2021 ERICA English Essay Contest** Distinction Prize
- **2021 BK21 FOUR Scholarship** Brain Korea 21 Program for Leading Universities&Students

## VOLUNTEERING

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

## 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)*