

James Yiming Zhu

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Guangzhou, Guangdong - China

RESEARCH INTERESTS

My research focuses on *social computing*, *large language model*, *data mining*, and *natural language processing*. Standing at the intersection of the big data and AI era, I aim to investigate how emerging generative AI (GenAI) technologies are reshaping the Internet ecosystem and online social networks. Additionally, I am passionate about addressing practical challenges related to GenAI misuse, helping platforms to better moderate and mitigate harmful AI applications.

PROFESSIONAL EXPERIENCE

- **University of Science and Technology of China (USTC)** July 2020 - August 2021
Hefei, Anhui
Research Assistant
 - Supervised by [Prof. Cheng Li](#).
 - Research project published at APSys 2021: “Lessons learned from migrating complex stateful applications onto serverless platforms”.
- **Hong Kong University of Science and Technology (HKUST)** July 2019 - September 2019
Hong Kong, China
Research Intern
 - Supervised by [Prof. Lik-Hang Lee](#) and [Prof. Pan Hui](#).
 - Research project published at PerCom 2020: “One-thumb text acquisition on force-assisted miniature interfaces for mobile headsets”.

EDUCATION

- **Hong Kong University of Science and Technology (HKUST)** September 2021 - Present
Hong Kong, China
Doctor of Philosophy in IIP (AI)
- **University of Science and Technology of China (USTC)** September 2016 - June 2020
Hefei, Anhui
Bachelor in Computer Science and Technology

PUBLICATIONS (* DENOTES EQUIALLY CONTRIBUTION)

- [1] Yiming Zhu, Gareth Tyson, Yupeng He, Pan Hui. **The Rise of Synthetic Grassroots: Characterizing AI-Generated Political Discourse on Reddit**. [Submitted to WWW 2026].
- [2] Yupeng He*, Yiming Zhu*, Pan Hui, Gareth Tyson. **Beyond Human-Made Beats: Measuring and Detecting AI-Generated Music on SoundCloud**. [Submitted to WWW 2026 – Web4Good].
- [3] Yiming Zhu, Yupeng He, Ehsan-Ul Haq, Gareth Tyson, Pan Hui. **Characterizing GenAI-driven Social Network: The Chirper.ai Case**. [In CSCW 2026 Major Revision].
- [4] Yiming Zhu, Gareth Tyson, Pan Hui. **The Invisible Hand: Exploring Generative AI’s Impact on Online Freelancer Markets**. [Submitted to WWW 2026 – Web4Good].
- [5] Yiming Zhu, Peixian Zhang, Ehsan-Ul Haq, Pan Hui, and Gareth Tyson. **Exploring the Capability of ChatGPT to Reproduce Human Labels for Social Computing Tasks**. In *International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*, 2024.
- [6] Yiluo Wei*, Yiming Zhu*, Pan Hui, Gareth Tyson. **Exploring the Use of Abusive Generative AI Models on Civitai**. In *Proceedings of the 32nd ACM International Conference on Multimedia (MM)*, 2024.
- [7] Yiming Zhu, Zhizhuo Yin, Gareth Tyson, Ehsan-Ul Haq, Lik-Hang Lee, Pan Hui. **APT-Pipe: A Prompt-Tuning Tool for Social Data Annotation using ChatGPT**. In *Proceedings of the ACM Web Conference (WWW)*, 2024.
- [8] Ehsan-Ul Haq, Yiming Zhu, Pan Hui, Gareth Tyson. **History in making: Political campaigns in the era of artificial intelligence-generated content**. In *4: Companion Proceedings of the ACM Web Conference (WWW Companion)*, 2024.
- [9] Yiming Zhu, Ehsan-Ul Haq, Gareth Tyson, Lik-Hang Lee, Yuyang Wang, Pan Hui. **A Study of Partisan News Sharing in the Russian invasion of Ukraine**. In *International AAAI Conference on Web and Social Media (ICWSM)*, 2024.
- [10] Ehsan-Ul Haq, Yiming Zhu, Zijun Lin, Haodi Weng, Gareth Tyson, Lik-Hang Lee, Reza Hadi Mogavi, Tristan Braud, Pan Hui. **Understanding Characteristics of Catalyst Users in the WallStreetBets Community**. In *International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*, 2023.
- [11] Peixian Zhang, Ehsan Ul Haq, Yiming Zhu, Pan Hui, Gareth Tyson. **Echo chambers within the russo-ukrainian war: The role of bipartisan users**. In *International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*, 2023.

- [12] Zewen Jin, **Yiming Zhu**, Jiaan Zhu, Dongbo Yu, Cheng Li, Ruichuan Chen, Istem Ekin Akkus, Yinlong Xu. **Lessons learned from migrating complex stateful applications onto serverless platforms**. In *Proceedings of the 12th ACM SIGOPS Asia-Pacific Workshop on Systems (APSys)*, 2021.
- [13] Lik Hang Lee, **Yiming Zhu**, Yui-Pan Yau, Pan Hui, Susanna Pirttikangas. **Press-n-paste: Copy-and-paste operations with pressure-sensitive caret navigation for miniaturized surface in mobile augmented reality**. In *Proceedings of the ACM on Human-Computer Interaction, Volume 5, Issue EICS*, 2021.
- [14] Lik Hang Lee, **Yiming Zhu**, YAU Yui-Pan, Tristan Braud, SU Xiang, Pan Hui. **One-thumb text acquisition on force-assisted miniature interfaces for mobile headsets**. In *IEEE International Conference on Pervasive Computing and Communications (PerCom)*, 2020.

TEACHING AND ADVISING EXPERIENCE

- **Hong Kong University of Science and Technology Guangzhou (HKUST (GZ))**
Guest Lecturer of Social Media for Creatives (CMAA 5022) February 2025 - May 2025
Guangzhou, China
- **Hong Kong University of Science and Technology Guangzhou (HKUST (GZ))**
Teaching Assistant of Metaverse Cross-disciplinary Design Thinking (EMIA 6500C) September 2023 - December 2023
Guangzhou, China
- **Hong Kong University of Science and Technology Guangzhou (HKUST (GZ))**
Teaching Assistant of Social Media for Creatives (CMAA 5022) February 2023 - May 2023
Guangzhou, China

PROFESSIONAL SERVICE

- Reviewer of International AAAI Conference on Web and Social Media (ICWSM) 2023, 2024, 2025
- Reviewer of PACM for Conference on Computer Supported Cooperative Work (CSCW) 2023, 2024
- Reviewer of Proceedings of the ACM Web Conference (WWW) 2023, 2024, 2025

SKILLS

- **Programming Language:** Python.
- **Skills for Language Model:** Prompt tuning, model fine-tuning.
- **Web Technologies:** Web crawler development.
- **Data Science & Machine Learning:** Statistic comparative analysis, user modeling, large data mining, natural language processing.