

# Personal Statement

My name is Jiajun(Taring) Li(The Chinese name is 李佳骏), A junior student at ACM Honoured Class in SJTU and desire to discover something alluring. Last year, I was mentored by Xiaotie Deng and Pinyan Lu to focus on Economic Models and Algorithmic Game Theory. It's important for me to cultivate my mathematical thinking. However, I want to change my interests to be more realistic and apply these theories and methods into actual mechanism design. Now I am working in APEX Data & Knowledge Management Lab, mentored by Yong Yu, and concentrate on Conversion Attribution Models in Computational Advertising.

Hence, I would like to introduce two directions I am focusing on.

The first direction in the area of data mining is about disaster monitoring. On one side, I seek to improve early-warning technology for natural disaster like earthquakes, storm surges, etc. I'm very interested in it owing to terrible experience where I suffered from Wenchuan Earthquake as a 13-year-old boy in Chengdu, the seismic core area and my hometown. I wish that my research can mitigate the losses caused by natural disasters. On the other side, we are confronted with more and more serious environment problems, such as water pollution, light pollution and noise pollution. In fact, they can be effectively reduced by using more powerful data analysis. With statistics of Spatio-temporal data, I'll explore more general methods and give persuasive advices to governmental agency or public organisation.

Another direction is the analysis on crossroads between Computer Science and Economics. I once had a course taught by Prof. Liu Bing on Social Media & Text Analytics. Some questions have long puzzled me. How to analysis user's behaviour in Social Media Platform? Which is the dominant factor on user's decision? Could we find an averaging opinion in a social network by analysing graph structure? In short, I hold the belief that there are too many topics to discover and analysis.

With the ever-increasing level of my work, I'm feeling strongly that the theoretical study and actual practice are equally important and dependent on each other. In order to convert my undergraduate study into full play, I hope I can work with you and discover more brilliant ideas.