Zuowu Zheng

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EDUCATION

National University of Singapore (NUS) — Singapore
CSC Visiting Ph.D. Student in Computer Science — Jan. 2022 - Jan. 2023
Advisor: Prof. Anthony K. H. Tung
Research Interests: Recommendation Systems

Shanghai Jiao Tong University (SJTU) — Shanghai, China
Ph.D. in Computer Science — Sept. 2018 - Present
Advisor: Prof. Xiaofeng Gao
Research Interests: Social Network Analysis, Recommendation Systems

Ocean University of China (OUC) — Qingdao, China
B.E. in Computer Science — Aug. 2014 - Jun. 2018
Advisor: Prof. Yingjian Liu
Major GPA: 92.53/100 (3.89/4.00), Overall GPA: 88.98/100 (3.67/4.00)
Research Interests: Social Network Analysis, Recommendation Systems

PUBLICATIONS

- Li Ma, **Zuowu Zheng**, Xiuqi Huang, Zhaoxiang Zhang, Xiaofeng Gao, Jianxiong Guo and Guihai Chen, ExpoEv: Enhancing Social Recommendation Service with Social Exposure and Feature Evolution, *IEEE International Conference on Web Services (ICWS)*, Chicago, USA, July 2-8, 2023. (CCF-B)

- **Zuowu Zheng**, Xiaofeng Gao, Junwei Pan, Qi Luo, Guihai Chen, Dapeng Liu, and Jie Jiang, AutoAttention: Automatic Field-Pair Selection for Attention in User Behavior Modeling, *The 22nd IEEE International Conference on Data Mining (ICDM)*, Orlando, USA, November 28 – December 1, 2022. (CCF-B)

- **Zuowu Zheng**, Changwang Zhang, Xiaofeng Gao, and Guihai Chen, HIEN: Hierarchical Intention Embedding Network for Click-Through Rate Prediction, *The 45th International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR)*, Madrid, Spain, July 11-15, 2022. (CCF-A)

- **Zuowu Zheng**, Xiaofeng Gao, Xiao Ma, and Guihai Chen, Predicting Hot Events in the Early Period through Bayesian Model for Social Networks, *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, Volume 34, Issue 3, pp.1390-1403, March 1, 2022. (CCF-A)

- **Zuowu Zheng**, Siqi Shao, Xiaofeng Gao, and Guihai Chen, Social Circle and Attention Based Information Popularity Prediction, *Chinese Journal of Computers*, Volume 44, Number 5, May 2021. (CCF-A)

- Xiaofeng Gao, **Zuowu Zheng**, Quanquan Chu, Shaojie Tang, Guihai Chen, and Qianni Deng, Popularity Prediction for Single Tweet based on Heterogeneous Bass Model, *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, Volume 33, Issue 5, pp.2165-2178, May 1, 2021. (CCF-A)

- Weizhi Gong, **Zuowu Zheng**, Xiaofeng Gao, and Guihai Chen, SATP: Sentiment Augmented Topic Popularity Prediction on Social Media, *The 17th International Conference on Service Oriented Computing (ICSOC)*, Toulouse, France, October 28-31, 2019. (CCF-B)

INTERNSHIPS

Click-through Rate Prediction | TEG, Tencent — Shenzhen, China
Research Intern, with Mentor Changwang Zhang — Jun. 2021 – Dec. 2021

- 2021 Tencent Rhino-Bird Research Elite Training Program
- We propose a new framework HIEN (Hierarchical Intention Embedding Network) to capture hierarchy of attributes in online advertising scenario
- HIEN can also capture user intents for different item attributes as well as item intents with the proposed hierarchical attention mechanism
- The paper is accepted by SIGIR 2022

User Interest Modeling | TEG, Tencent — Shenzhen, China
Research Intern, with Mentor Junwei Pan — Dec. 2020 – Jun. 2021

- We propose a new framework AutoAttention (Automatic Field-Pair Selection for Attention) to represent user interests with all fields, which can avoid expert knowledge
- AutoAttention is much more computationally efficient compared to traditional DNN-based models
- The paper is accepted by ICDM 2022
- As a core member of the team, we won the Excellence Award of 2020 CCF-Tencent Rhino-Bird Research Fund, which is the highest award of the year

Honors and Awards

- SIGIR 2022 Student Travel Grant — *2022*
- Technology Scholarship of Huatai Securities *(Top 2% in department)* — *2022*
- Recognition Award of Tencent Rhino-Bird Research Elite Training Program *(Top 10%)* — *2022*
- Excellent Scholarship for Doctoral Students of SJTU *(Top 2% in department)* — *2021*
- Excellent Scholarship for Doctoral Students of SJTU *(Top 2% in department)* — *2020*
- Outstanding Graduates of Shandong Province *(Top 2% in department)* — *2018*
- National Scholarship *(Top 2% in department, the highest scholarship for Chinese students)* — *2017*
- Outstanding Cadre of Science and Technology Association in Shandong Province
  (130 recipients in Shandong Province, China) — *2017*
- Outstanding Student of Shandong Province *(25 recipients in University)* — *2016*
- Second Prize, China Graduate Mathematical Contest in Modeling *(Top 6% nationwide)* — *2016*

Others

- PC Member: AAAI 2022, ECML-PKDD 2020
- Reviewer: ECML-PKDD 2022, DASFAA 2022, Information Sciences
- Conference Organization: ISCO 2018, SKA 2018
- Proficient in Python, Tensorflow, Git, HTML, Web Programming
- I like sports (basketball, table tennis) and music

Updated on *May 15, 2023*