

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

- **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 *Mar. 24, 2023*