

# Yuxuan Li

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## EDUCATION

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Tsinghua University, Department of Computer Science and Technology 2020.9 - 2024.7(Expected)

## PUBLICATIONS AND PREPRINTS (\*Indicating equal contribution)

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- *Say Your Reason: Extract Contextual Rules In Situ for Context-aware Service Recommendation*  
**Yuxuan Li**, Jiahui Li, Lihang Pan, Chun Yu, Yuanchun Shi In submission to CHI 2024
- *A Human-Computer Collaborative Tool for Training a Single Large Language Model Agent into a Network through Few Examples*  
Lihang Pan\*, **Yuxuan Li\***, Chun Yu, Yuanchun Shi In submission to CHI 2024
- *Mirror, Mirror on the Wall: How Machine-Generated User Profiles Influence News Consumption Patterns and Beyond*  
**Yuxuan Li\***, Mingduo Zhao\*, Coye Cheshire In submission to CHI 2024

## SELECTED RESEARCH EXPERIENCE

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**Can Machine-Generated User Profiles Influence News Consumption Patterns and Beyond?** 2023.5 - 2023.9

*Advised by Prof. [Coye Cheshire](#), University of California, Berkeley*

- Adopted an empirical methodology using a custom-designed Google News experimental platform, with data procured from Prolific
- Conducted linear regression analyses to evaluate the (heterogeneous) treatment effects across diverse user profile dimensions
- Identified significant correlations between specific user profile dimensions and news consumption behaviors, and proposed relevant policy implications

**Can Language Models Be Used in Mobile Context-Aware Recommender System?** 2022.10 - 2023.7

*Advised by Prof. [Chun Yu](#), University of Washington - Tsinghua University, Access Computing Summer Program*

- Formulated and developed algorithms leveraging language models to accurately extract contextual attributes from users' single-sentence explanations and build rules for mobile context-aware recommender systems
- Transitioned the algorithmic framework into the design and development of the SayRea system, ensuring seamless integration of language model capabilities
- Conducted a 10-day field study; results underscored the efficiency and accuracy of the devised algorithms in formulating contextual rules and recommend services

**How to Collaboratively Design a Multi-LLM-Agent Network Easily?** 2023.2 - 2023.8

*Advised by Prof. [Chun Yu](#) and Prof. [Yuanchun Shi](#), Tsinghua University*

- Developed and implemented algorithms to facilitate the evolution of a single LLM agent into a multi-agent network under human supervision using a limited set of examples
- Built the EasyLAN system leveraging the aforementioned algorithms, designed to aid users in collaboratively creating multi-agent networks
- Conducted extensive user studies across diverse scenarios; findings demonstrated a significant enhancement in collaborative network design capabilities via EasyLAN

**To What Extent can Large Language Models Replace Human Workers?** 2023.3 - 2023.7

*Advised by Prof. [John Canny](#), University of California, Berkeley*

- Investigated the extent of automation potential through large language models across various occupations and explored the underlying factors responsible for both anticipated and unexpected outcomes

### How to Use Generative AI to Persuade People?

2023.3 - Present

*Advised by Prof. [John Canny](#) and Prof. [Ganesh Iyer](#), University of California, Berkeley*

- Conducted a comprehensive comparative study using Qualtrics to investigate the treatment effects of various generative AI-related persuasion strategies, with an emphasis on addressing political polarization
- Plan to submit findings to *Nature*

### What Will Happen If a Large Language Model Makes All Decisions for a Social Media Account?

2023.8 - Present

*Advised by Prof. [Coye Cheshire](#), University of California, Berkeley*

- Employed LLM to simulate synthetic entities mirroring the behaviors of actual Facebook users and investigated on their potential influence on the perceptions and behaviors of users in real Facebook environment
- Plan to conduct a two-week online experiment to further assess aforementioned effects

### Are Advertisements Better When Automatically and Interactively Generated Specifically for Each Customer?

2023.7 - Present

*Advised by Prof. [Jeremy Z Yang](#), Harvard University*

- Implemented the InteractAds system for enhanced customer engagement and tailored advertisement generation
- Plan to conduct a validation study to ascertain the efficacy of the personalized advertisements produced

### How to Correctly Attribute Conversions to Advertisement Campaigns for Each Customer?

2023.7 - Present

*Advised by Prof. [Jeremy Z Yang](#), Harvard University*

- Implemented a transformer model for time series forecasting utilizing Criteo's attribution dataset.
- Plan to integrate targeted maximum likelihood estimation with the transformer architecture to enhance conversion attribution.

## WORK EXPERIENCE

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- **Chief Engine Developer** Talegine (start-up), 2023.6 - Present

## ACADEMIC SERVICES

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- **Reviewer, CHI 2024** 2023.9 - Present
- **Teaching Assistant, Student Research Training on HCI** Tsinghua University, 2022.12 - 2023.7

## AWARDS AND HONORS

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- **Academic Excellence Scholarship** Tsinghua University, 2023 and 2022
- **Sport Excellence Scholarship** Tsinghua University, 2021
- **Freshman Scholarship** Tsinghua University, 2020
- **Top 10 in National Semi-final** Jittor National Artificial Intelligence Competition, 2022

## SKILLS

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- **Programming Languages:** Python, Java, C++, Rust, System Verilog
- **Deep Learning:** PyTorch, Jittor
- **English:** Toefl 115 (R:30, L:29, S:26, W:30)