

# YU LIANG

PHD CANDIDATE @JADS AND TU/e

The Netherlands

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## ACADEMIA AND INDUSTRY EXPERIENCE

### Spotify

RESEARCH SCIENTIST INTERN

- Research centered around human computer interaction with prototyping and mixed methods approach

*Amsterdam, The Netherlands*

*June. 2022 - Sept. 2022*

### Jheronimus Academy of Data Science (JADS)

PHD RESEARCHER

- Research focused on understanding recommender systems from user-centric perspectives
- Project: recommender systems for supporting new preferences developing

*Den Bosch, The Netherlands*

*Mar. 2018 - Nov. 2022*

### Delft University of Technology

RESEARCH STUDENT AT MULTIMEDIA COMPUTING GROUP

- Master thesis on news recommendations with contextual multi-armed bandit algorithms

*Delft, The Netherlands*

*Sept. 2016 - Sept. 2017*

## EDUCATION

### Eindhoven University of Technology (TU/e)

PH.D. IN HUMAN TECHNOLOGY INTERACTION

Supervisors: Dr. Martijn C. Willemsen and Prof. Chris Snijders

*Eindhoven, The Netherlands*

*Mar. 2018 - Nov. 2022*

### Delft University of Technology

M.SC. IN COMPUTER SCIENCE (TRACK: DATA SCIENCE)

Supervisor: Prof. Martha Larson

*Delft, The Netherlands*

*Sept. 2015 - Sept. 2017*

### University of Electronic Science and Technology of China

B.ENG. IN COMPUTER SCIENCE

*Chengdu, China*

*Sept. 2011 - Sept. 2015*

## PEER-REVIEWED PUBLICATIONS

### JOURNAL PAPER

Promoting Music Exploration Through Personalized Nudging in a Genre Exploration Recommender

**Yu Liang and Martijn C. Willemsen**

*International Journal of HCI*

### CONFERENCE PAPER

Exploring the longitudinal effect of nudging on users' genre exploration behavior and listening preference

**Yu Liang and Martijn C. Willemsen**

*Recsys' 22 (Best Student Paper)*

The role of preference consistency, defaults and musical expertise in users' exploration behavior in a genre exploration recommender

**Yu Liang and Martijn C. Willemsen**

*Recsys' 21 (Full paper + Demo)*

Interactive music genre exploration with visualization and mood Control

**Yu Liang and Martijn C. Willemsen**

*IUI' 21 (Full paper)*

Recommender system for developing new preferences and goals

**Yu Liang**

*Recsys' 19 (Doctor Symposium)*

Personalized recommendations for music genre exploration

**Yu Liang and Martijn C. Willemsen**

*UMAP' 19 (Full paper)*

## WORKSHOP PAPERS

How playlist evaluation compares to track evaluations in music recommender systems

*Sophia Hadash, **Yu Liang**, Martijn C Willemsen*

*Recsys'19 (IntRS workshop)*

CLEF NewsREEL 2017: contextual bandit news recommendation

***Yu Liang**, Babak Loni, Martha Larson*

*CLEF' 17 (NewsREEL)*

## TEACHING EXPERIENCE

Decision Support Systems

*Lecturer*

*JADS*

*Sept. 2022 - Nov. 2022*

Interactive and Explainable AI Design

*Teaching assistant*

*JADS*

*Feb. 2022 - June. 2022*

Data Science Master Course - Supercrunchers: The Human in an Era of Data Science

*Teaching assistant*

*TU/e and JADS*

*2019 - 2021*

Project: The role of social media in event recommender system

*Co-supervisor*

*Master thesis, TU/e*

*July. 2020 - March. 2021*

Project: Music Exploration out of Users' Comfort Zone in a Live Musical Event (JADS musical night)

*Co-supervisor*

*Bachelor thesis project, TU/e*

*Sept. 2020 - Feb. 2021*

Project: Interactive Music Genre Exploration

*Co-supervisor*

*Bachelor thesis project, TU/e*

*Mar. 2018 - July. 2018*

## INVITED TALKS

- Invited talk on "Promoting Music Genre Exploration Through Personalized Nudging" (Oct. 2022)

*Radboud Data Science Seminar*

- Invited talk on "Personalized recommendations for music genre exploration" (Sept. 2019)

*Dutch-Belgian Information Retrieval Workshop*

## HONORS & AWARDS

- ACM RecSys '22 Best Student Paper Awards
- ACM RecSys '19 Doctoral Symposium SIGCHI Travel Grant

## ACADEMIC SERVICE

- IUI' 21 Student Volunteer
- Recsys' 19 Student Volunteer
- CLEF' 17 and MediaEval Workshop'17 Student Volunteer

## OPEN SOURCE PROJECT

User Study Framework for Music Genre Exploration

 [Github](#)

- *A real-world recommendation framework to support users to explore new music genres and live musical events*
- *Backend developed with Flask, PostgreSQL, Spotify API, and Python libraries (Sklearn and NetworkX)*
- *Deployed with Docker and Heroku*

## PROFESSIONAL SKILLS

### RESEARCH FOCUS

Recommender Systems, User Experience Research, Data Science, Human-Computer Interaction, Quantitative Analysis, Prototyping, Mixed Methods Research

### DATA SCIENCE TOOLKIT

Scikit-learn, Numpy, Pandas, Scipy, NetworkX, Lavan

### SOFTWARE DEVELOPMENT

Flask, Docker, Heroku, PostgreSQL, RESTful API, jQuery, Ajax

### PROGRAMMING LANGUAGES

Python, R, SQL, Java, C#, JavaScript

### LANGUAGES

Chinese (native), English (professional working proficiency), Dutch (A2)