YU LIANG

PhD Candidate @Jads and TU/e

The Netherlands

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PROFESSIONAL AND RESEARCH EXPERIENCE

Spotify *Amsterdam, The Netherlands*
(Remote with the US team)
Research Scientist Internship *June. 2022 - Sept. 2022*

- Integrating insights from users' interaction with Spotify recommendations
- Conducting study with prototyping and mixed methods approach

Jheronimus Academy of Data Science (JADS) *Den Bosch, The Netherlands*
PhD Researcher *Mar. 2018 - March. 2023*

- Research focused on understanding recommender systems from user-centric perspectives
- Designing and prototyping a recommender system for musical genre exploration
- Conducting multiple user studies to understand how recommender systems can be better leveraged for support users' exploration and developing new preferences with quantitative methods

Delft University of Technology *Delft, The Netherlands*
Research Student at Multimedia Computing Group *Sept. 2016 - Sept. 2017*

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

EDUCATION

Eindhoven University of Technology (TU/e) *Eindhoven, The Netherlands*
Ph.D. in Human Technology Interaction *Mar. 2018 - March. 2023*
Supervisors: Dr. Martijn C. Willemsen and Prof. Chris Snijders

Delft University of Technology *Delft, The Netherlands*
M.Sc. in Computer Science (Track: Data Science) *Sept. 2015 - Sept. 2017*
Supervisor: Prof. Martha Larson

University of Electronic Science and Technology of China *Chengdu, China*
B.Eng. in Computer Science *Sept. 2011 - Sept. 2015*

PEER-REVIEWED PUBLICATIONS

JOURNAL PAPER

Promoting Music Exploration Through Personalized Nudging in a Genre *International Journal of HCI*
Exploration Recommender *(July. 2022)*
Yu Liang and *Martijn C. Willemsen*

CONFERENCE PAPER

Exploring the Longitudinal Effect of Nudging on Users' Genre Exploration Behavior *Recsys' 22*
and Listening Preference *(🏆 Best Student Paper)*
Yu Liang and *Martijn C. Willemsen*

The Role of Preference Consistency, Defaults and Musical Expertise in Users' *Recsys' 21*
Exploration Behavior in a Genre Exploration Recommender *(Full paper + Demo)*
Yu Liang and *Martijn C. Willemsen*

Interactive Music Genre Exploration with Visualization and Mood Control *IUI' 21 (Full paper)*
Yu Liang and *Martijn C. Willemsen*

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 Msc 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 *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"	*Radboud Data Science Seminar and Masstricht University (Oct. 2022)*
Invited talk on "Personalized recommendations for music genre exploration"	*Dutch-Belgian Information Retrieval Workshop (Sept. 2019)*

Honors & Awards

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

Academic Service

- Student Volunteer at ACM IUI 2020
- Student Volunteer at ACM RecSys 2019
- Student Volunteer at CLEF' 17 and MediaEval Workshop'17

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 Machine Learning 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, Lavaan
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)