

# Pu ZHANG

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## Education

**The Hong Kong University of Science and Technology (Guangzhou)**

Jun 2025 (expected)

Red Bird MPhil in Innovation, Policy and Entrepreneurship

Supervisors: [Corey Kewei XU](#) and [Jing TANG](#)

**China Agricultural University**

Jun 2023

B.Mgt in Regional Development in Rural Areas

GPA: 3.51/4.0

B.Sc. in Data Science and Big Data Technology

GPA: 3.47/4.0

Supervisor: [Feng KONG](#)

## Research Interests

**Risk Communications, Social Computing, Computational Social Science, LLMs for Social Science**

## Publications

**Pu Zhang** and Corey Kewei Xu\*. How effective is the Shorts Transformation of Traditional Media? An analysis from the perspective of user-generated content. *ChineseCSCW* 2024, 2024. **(Conference Article, In Press)**.

**Pu Zhang**, Hao Zhang, and Feng Kong\*. Research on online public opinion in the investigation of the “7–20” extraordinary rainstorm and flooding disaster in Zhengzhou, China. *International Journal of Disaster Risk Reduction*, 105, 104422, 2024. [doi.org/10.1016/j.ijdr.2024.104422](https://doi.org/10.1016/j.ijdr.2024.104422). **(SCI Q1, IF: 5.0)**.

**Pu Zhang**, Hao Zhang, and Feng Kong\*. Study on the Evolution of Online Public Opinion and Government Response Strategies for the “7–20” extraordinary rainstorm and flooding disaster in Zhengzhou, China. *Natural Hazards*, 2024. [doi.org/10.1007/s11069-024-06904-7](https://doi.org/10.1007/s11069-024-06904-7). **(SCI Q2, IF: 3.7)**.

**Pu Zhang**, Hao Zhang, Feng Kong\*, and Yulong Kong. A study on public opinion characteristics of rainstorm flooding disasters based on Sina Weibo data: take the three rainstorm flooding disasters in China in 2021 as an example. *Water Resources And Hydropower Engineering*, 54, 47–59, 2023. [doi.org/10.13928/j.cnki.wrahe.2023.02.005](https://doi.org/10.13928/j.cnki.wrahe.2023.02.005). **(In Chinese)**.

## Working Papers

**Pu ZHANG**, Zheng WEI, Feng KONG\*. Mapping Public Discourse and Regional Disparities: Insights into Safety Education from Chinese School Dormitory Fire. Submitted to [International Journal of Disaster Risk Reduction](#), **under review**.

**Pu ZHANG**. From Economic Growth to Public Voice: How Development Shapes Governance Demands in the Digital Age. Submitted to [Political Communication](#), **under review**.

**Pu ZHANG**, Zheng WEI, Feng KONG\*. Navigating Public Risk Perception in Food Safety Crises: Insights from Social Media Discourse and Socio-Economic Dynamics. Submitted to [Information, Communication & Society](#), **under review**.

**Pu ZHANG**, Zheng WEI, Junxiang LIAO, Changyang HE\*. Cultural Narratives and Sentiment Engagement of Game Discourse: Comparing Black Myth: Wukong Discussions on Douyin and TikTok. **Major Revision**, Submitted to [ACM CSCW 2025](#).

**Pu ZHANG**, Feng KONG\*. Online Public Opinion Analysis of Major Infrastructure Disasters: A Case Study of the 2024 Guangdong Highway Landslide Incident in China. Submitted to [Natural Hazards Review](#), **under review**.

**Pu ZHANG**, Feng KONG\*. A Study on the Characteristics of Online Public Opinion During the 2023 Jishishan Earthquake. Submitted to [Journal of Natural Disasters](#) (In Chinese), **under review**.

## Workshops and Conferences

Tsinghua Big Data and Causal Inference Seminar	Oct 2023 – Jan 2024
The International GeoInformatics Summer School	Jun 2024
19th CCF Conference on Computer Supported Cooperative Work and Social Computing	Jun 2024
ICSC 2024 International Conference on Social Computing	Aug 2024

## Research Experience

### Research on Internet Public Opinion of Emergency Events Based on NLP

Supervisor: [Feng KONG](#)

Sep 2022 – Present

Developed a Python-based web crawler for Weibo data collection and fine-tuned BERT models for sentiment analysis. Applied social network analysis using Gephi for thematic visualization, providing data-driven policy recommendations for public opinion governance.

### Urban Resilience and Catastrophic Risk Analysis through AI

Supervisors: [Corey Kewei XU](#) & [Jing TANG](#)

Sep 2023 – Present

Analyzed disaster-related public risk perception using social media data (1M+ Douyin, 2M+ TikTok posts). Implemented LLMs with few-shot learning for multilingual sentiment analysis and BERTopic for theme extraction. Integrated spatial analysis through ArcGIS and network visualization via Gephi, combining IP geolocation data with regional statistics for demographic pattern identification.

## Teaching Experience

### Teaching Assistant, HKUST (GZ)

Fall 2024

IPEN 5250: Text Analysis and Machine learning

## Selected Honors and Scholarships

Red Bird MPhil Postgraduate Scholarship	2023-2025
National Inspiration Scholarship	2022
Beijing Challenge Cup Second Prize	2022
Beijing Challenge Cup Third Prize X2	2022
China Telecom Scholarship	2021

## Skills and Software

Python, R,  $\LaTeX$ , Gephi, Arc GIS, VosViewer

## Languages

Chinese Mandarin (native), English (TOEFL 106, July 2022)