

Pu ZHANG

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HomePage pzhang.cn

Location: Guangzhou, China

Research Interests

Social Media Research, Risk Communications, Computational Social Science, Disaster Risk Perception, LLM for Social Science

Education

The Hong Kong University of Science and Technology (Guangzhou)

Guangzhou, China

Red Bird Mphil in Innovation, Policy and Entrepreneurship

Supervisor: Assistant Professor [Corey Kewei XU](#)

Sep 2023 – Jun 2025

Co-Supervisor: Assistant Professor [Jing TANG](#)

Sep 2023 – Jun 2025

China Agricultural University

Beijing, China

B.Mgt in Regional Development in Rural Areas

GPA: 3.51/4.0

Supervisor: Associate Professor [Feng KONG](#)

Sep 2019 – Jun 2023

B.Sc. in Data Science and Big Data Technology

GPA: 3.47/4.0

Mentors: Director Hui Li

Sep 2021 – Jun 2023

Publications

Pu ZHANG, Hao ZHANG, 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*, doi.org/10.1007/s11069-024-06904-7, (SCI Q2, IF: 3.7)

Pu ZHANG, Corey Kewei XU*. How effective is the Shorts Transformation of Traditional Media? An analysis from the perspective of user-generated content. *ChineseCSCW 2024*, **In Press**, (EI Conference)

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 (2024): 104422. doi.org/10.1016/j.ijdrr.2024.104422 (SCI Q1, IF: 5.0)

Pu ZHANG, Hao ZHANG, and Feng KONG*, 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 Hydropow Erengineering*, 54.02(2023): 47-59. [doi: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, Junxiang LIAO, Changyang HE*. A study on user discussion differences of the game "Black Myth: Wukong" on Douyin and TikTok platforms. Submitted to *ACM CSCW 2025*.

Pu ZHANG, Feng KONG*. A study on user disaster risk perception of the Guangzhou Meida Highway collapse accident on Douyin platform. Submitted to *Natural Hazards Review*, under review.

Pu ZHANG, Feng KONG*. A study on online public opinion of the Jishishan earthquake disaster. Submitted to *Journal of Natural Disasters* (In Chinese), under review.

Workshop

Tsinghua Big Data and Causal Inference Seminar Oct 2023 – Jan 2024
The workshop systematically explains a range of computational social science research methods, including text analysis, social network analysis, and double-differencing. It is organized by the Laboratory of Computational Social Science and National Governance of Tsinghua University.

The International GeoInformatics Summer School Jun 2024
Participated in the IGSS 2024 Social Computing Summer School at Wuhan University.

ICSC 2024 International Conference on Social Computing Aug 2024
Poster showing at the 2024 International Conference on Social Computing.

Research Experience

Research on Internet Public Opinion of Emergency Events Based on Natural Language Processing
Supervisor: Professor Feng KONG Sep 2022 – Present
Using Python based crawler software to collect social media data from Sina Weibo platform, using Bert fine-tuning model for sentiment analysis, visualization. For thematic task, I Use Gephi for social networking analysis and visualization, then make an assessment of public opinion features and governance recommendations.

Enhancing Urban Resilience through AI: Modeling, Simulating, and Mitigating Catastrophic Risk Scenarios
Supervisors: Professor Corey Xu and Jing TANG Sep 2023 – Present

Relying on social media data, I will use large language models to perform sentiment analysis and theme analysis tasks to assess the risk perception of people in major sudden natural disaster scenarios related online public opinion characteristics. On this basis, a questionnaire is designed to collect basic personal information and disaster risk perception from the public, and then a large language model is used to empower the intelligentsia to simulate the risk perception characteristics of the general public in specific disaster situations, in order to deeply understand the risk perception differences between different social groups in different disaster scenarios.

Teaching Experience	Teaching Assistant, IPE Thrust, Society Hub, HKUST (GZ) IPEN 5250: Text Analysis and Machine learning	Fall 2024
Selected Honors and Scholarships	National Inspiration Scholarship	2022
	China Telecom Scholarship	2021
	Beijing Challenge Cup Second Prize	2022
	Red Bird MPhil Postgraduate Scholarship	2023-2025
Skills	Python, R, LaTeX, Gephi, Arc GIS, VosViewer	
Languages	Chinese Mandarin (native), English (TOEFL 106, July 2022)	