Lingfei Wu

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RESEARCH INTERESTS

I study the dynamics of social attention online using network models: how collective attention is transported between information resources and how this transport of attention shapes the evolution of online systems.

EMPLOYMENT

02/2014 – Present **Arizona State University**
Postdoctoral Researcher, School of Human Evolution and Social Change

01/2013 – 01/2014 **Baidu Inc., Beijing**
Algorithm Engineer (Intern), Dept. of Recommendation & Personalization

EDUCATION

09/2009 – 11/2013 **City University of Hong Kong**
Ph.D., Communication

09/2006 – 07/2009 **Peking University**
M.A., Communication

09/2002 – 07/2006 **Chinese University of Political Science and Law**
B.A., Political Science.

JOURNAL PAPERS

L. Wu and R. Ackland, How Web1.0 fails: The mismatch between hyperlinks and clickstreams, arXiv:1201.6095, Revised and Resubmitted to *IEEE Intelligent Systems,* 2013.

J. Zhang and L. Wu, Allometry and dissipation of ecological networks. arXiv:1302.5803, Accepted by *PLoS One,* 2013.

L. Wu and J. Zhang, The Decentralized structure of collective attention on the Web, *European Physical Journal B*, 86(6): 266-277, 2013.

L. Wu and J. Zhang, Accelerating growth and size-dependent distribution of human online activities, *Physical Review E* 84 (2): 026113-026117, 2011.

L. Wu, The Accelerating Growth of online tagging systems. *European Physical Journal B* 83 (2): 283-287, 2011.

L. Wu, Y. Cai, and D. Liu, Online shopping among Chinese consumers: An exploratory investigation of demographics and value orientation, *International Journal of Consumer Studies* 35 (4): 458-469, 2011.

L. Wu, H. Zhang, and D. Liu, The application of hierarchical linear models: A model of use and gratification theory. *Journal of Data Analysis* 4: 33-50, 2010.

CONFERENCE PAPERS

R. Ackland and L. Wu, Index numbers and information networks, WebSci13, Paris, 2013.

J. Zhang and L. Wu, Allometric scaling in an evolutionary model of weighted food web, Artificial Life 13, Michigan, 2012.

L. Wu, On predicting the collective surfing behavior, ICA2012, Phoenix, 2012.

L. Wu and C. Wang, Heterogeneity and allometric growth of human collaborative tagging behavior, CCCN'2011, Chengdu, 2011.

L. Wu, The attention economics and the Web. SCJCC11, Shanghai, 2011.

R. Ackland and L. Wu, Revealed preference in networks, WIN2011, New York, 2011.

L. Wu and R. Ackland, The fail of the Web 1.0. SASCR, Singapore, 2011.

L. Wu, Social network evolution based on simple rules: How birds of a feather flock tighter, NKS Summer School 2010, Burlington, 2010.

L. Wu, Finding the opinion leader: Use the Google page rank algorithm to analyze social networks, SCJCC09, Hong Kong, 2009.

L. Wu and D. Liu, Chinese citizen's attitude towards Internet censorship. WebSci09, Athens, 2009.

L. Wu, Y. Cai, and D. Liu, Value orientation, Internet usage, and online shopping adoption: A structural equation modeling investigation on Chinese consumers, AAEA & ACCI 2009, Milwaukee, 2009.

WORKING PAPERS

L. Wu, J. Zhang, and M. Zhao, The metabolism and growth of web Forums, arXiv: 1308.5513.

L. Wu and J. Zhang, The Role of Search Engines in the Web Ecology, draft.

PH. D. THESIS

L. Wu, Understanding the rise of the Web 2.0 Sites: Beyond the debate between “Mediacide” and “Mediamorphosis”, Communication PhD thesis, City University of Hong Kong, 2013. Thesis advisor: Prof. Jonathan J. H. Zhu

INVITED TALKS

Sep. 14, 2013 Seminars on Art and Science, C5 Art Center, Beijing.

Jan. 20, 2013 Seminars on Science, Swarm Agents Club, Beijing.

May 20, 2011 Workshop on information retrieval, CSIRO, Canberra.

May 3, 2011 Demographic & Social Research Institute Seminars, ANU, Canberra.

MEDIA COVERAGE OF RESEARCH

Predicting collective online behavior, *Science Daily*, Jun. 14, 2013

Why social networks are sucking up more of your time, *New Scientist*, Jan. 11, 2011

Online activity grows in a similar pattern to those of real-Life networks, *Science Daily*, Sep. 1, 2011

SYSTEMS BUILT

BusPortal – a smart phone application to repot bus location data.
FlowNetwork – a Python module for analyzing flow networks.
ClickstreamV – a smart phone application for clickstream network visualization.

TEACHING EXPERIENCE

Market Research and Data Analysis, School of Journalism and Communication, Peking University, 116 registered (junior college) students, Sep. – Dec., 2008.