

# YI JI

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Homepage: <https://jasonyji.github.io>

Github ◊ LinkedIn

## EDUCATION

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**The University of Hong Kong**, Pok Fu Lam, Hong Kong Island, Hong Kong

Faculty of Business and Economics

Ph.D. Student in Marketing

2024 - Present

Advisor: Shan Huang

**The Chinese University of Hong Kong**, Sha Tin, New Territories, Hong Kong

Faculty of Business Administration

B.B.A. in Integrated Business Administration, *with First-Class Honours*

2019 - 2024

Department of Computer Science and Engineering

B.S. in Computer Science, *with First-Class Honours*

2019 - 2023

## RESEARCH INTERESTS

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AI in Marketing, Human and AI Interaction, Computational Social Science

## PUBLICATION

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Shan Huang, and **Yi Ji**, Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment. *Proceedings of the Twenty-Fifth ACM Conference on Economics and Computation (EC'24)*, 2024.

## WORKING PAPER

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Shan Huang, Yuan Yuan, and **Yi Ji**, “The Strength of Weak Ties” Varies Across Viral Channels.

## CONFERENCE PRESENTATIONS

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Huang, S., & Ji, Y.\*, Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Yale University, New Haven, US, Jul. 2024.

Huang, S., & Ji, Y., Algorithmic versus Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, China India Insights Program Conference (CIIP) 2024, The University of Hong Kong, Pok Fu Lam, Hong Kong, Jun. 2024.

*Notes: \* indicates as presenter.*

## SELECTED SCHOLARSHIPS & AWARDS

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Postgraduate Scholarships (HK\$18,760 per month), University of Hong Kong 2024

FBE PhD Entrance Scholarship (HK\$42,100), University of Hong Kong 2024

Ms. Chan Yee-chun Academic Scholarship (HK\$42,100), New Asia College 2024

HKSAR Government Scholarship (HK\$80,000), HKSAR Education Bureau 2023

Mr. Akihiro Nagahara Scholarship (HK\$42,100), New Asia College 2023

Outstanding Academic Performance (HK\$30,000), Chinese University of Hong Kong 2022, 2023

Head's List (Merit), New Asia College 2021, 2022, 2023

Dean's Honours List, Chinese University of Hong Kong 2020, 2021, 2022, 2023, 2024

PROFESSIONAL EXPERIENCES

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<b>Tencent</b> , Shenzhen, China Research Internship   Interactive Entertainment Group (IEG)	<i>Commencing Jan. 2025</i>
<b>Datawake (Start-up)</b> , Shenzhen, China Artificial Intelligence Engineer	<i>Sep. 2023 - Present</i>
<b>Tencent</b> , Guangzhou, China Research Internship   Weixin Group (WXG)	<i>Sep. 2023 - Aug. 2024</i>
<b>Tencent</b> , Shenzhen, China Data Analyst Internship   Platform & Content Group (PCG)	<i>Summer 2021</i>

DOCTORAL COURSEWORK

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<b>Economics:</b> Microeconomic Theory, Econometric Theory
<b>Statistics:</b> Advanced Statistical Inference

TECHNICAL SKILLS

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<b>Programming Languages</b>	Python, C/C++, Java, JavaScript, SQL, R
<b>Software</b>	L <sup>A</sup> T <sub>E</sub> X, MS Office, Stata, MATLAB, PyTorch, oTree
<b>Languages</b>	Mandarin (native), English (fluent), Cantonese (fluent)