

YI JI

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Github ◊ LinkedIn

EDUCATION

The University of Hong Kong (HKU)

2024 - 2029 (*expected*)

Ph.D. in Marketing - Quantitative Marketing Stream

The Chinese University of Hong Kong (CUHK)

2019 - 2024

B.Sc. in Computer Science, First Class Honours

B.B.A. in Business Economics, First Class Honours (Lifetime Membership of GBS)

GPA: 3.8/4.0

RESEARCH INTERESTS

Computational Social Science, Human and AI Interaction, Information Economics

WORKING PAPERS

Shan Huang, and **Yi Ji**, Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment.

Shan Huang, Yuan Yuan, and **Yi Ji**, “The Strength of Weak Ties” Differs in Broadcasting versus Direct Messaging.

CONFERENCE PRESENTATIONS

Huang, S., & Ji, Y.*, Algorithmic vs. 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 vs. 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, Hong Kong, Jun. 2024.

*Note: * indicates presenter.*

HONORS & AWARDS

Postgraduate Scholarships, awarded by HKU	2024
FBE PhD Entrance Scholarship, awarded by HKU	2024
Summer Research Scholarship, awarded by HKU	2023
HKSAR Government Scholarship, awarded by HKSAR Education Bureau	2023
Hong Kong, China - APEC Scholarship, awarded by HKSAR Education Bureau	2023
Mr. Akihiro Nagahara Scholarship, awarded by New Asia College	2023
Outstanding Academic Performance, awarded by CUHK	2022, 2023
Head’s List, awarded by New Asia College	2021, 2022, 2023
Dean’s List, awarded by CUHK	2020, 2021, 2022, 2023
Summer Research Grant, awarded by CUHK	2022

INDUSTRIAL EXPERIENCES

Datawake , Shenzhen, China AI Engineer Internship	<i>Sep. 2023 - Present</i>
Tencent , Guangzhou, China Research Internship Weixin Group (WXG)	<i>Sep. 2023 - Present</i>
Tencent , Shenzhen, China Data Analyst Internship Platform & Content Group (PCG)	<i>Summer 2021</i>

SKILLS

Programming Languages	Python, SQL, R, Java, JavaScript, C/C++
Software	L ^A T _E X, MS Office, Stata, MATLAB, oTree, Dify, AutoGen

- Last Updated on July 3, 2024 -