

# Kai Zhu

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## ACADEMIC POSITIONS

2021 - now Assistant Professor, McGill University

## EDUCATION

- 2021 Ph.D. in Information Systems, Boston University
- 2015 M.A. in Economics, Indiana University
- 2013 B.A. in Economics, Peking University
- 2011 B.S. in Computer Science, Beijing Language and Culture University

## EXPERIENCE

- 2019 - 2020 Academic Consultant, Alibaba Group
  - Design and conduct field experiments to test policies of intellectual property for a massive scale online marketplace
- 2011 - 2013 Research Associate, Language and Artificial Intelligence Lab - BLCU
  - Work on symbolic approach to Artificial Intelligence

## SKILLS

### Methodology:

Causal Inference, Machine Learning, Deep Learning, Natural Language Processing

### Programming:

Python, R, C/C++

### Other Tools:

Cluster Computing, Hadoop, MySQL, Stata, BigQuery

## RESEARCH

### PUBLICATIONS

Kai Zhu, Dylan Walker, and Lev Muchnik (2020) "Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia," *Information Systems Research*, 31(2): 491-509.

- Winner of Wikimedia Foundation Research Award of the Year 2021

### WORKING PAPER

If a Tree Falls in the Forest: COVID-19, Media Choices, and Presidential Agenda Setting

- with Masha Krupenkin, Dylan Walker, David Rothschild
- Revise & Resubmit at *Journal of Quantitative Description: Digital Media*

Any Feedback is Welcome: Peer Feedback and User Behavior on Digital Platforms

- with Warut Khern-Am-Nual and Yinan Yu
- Nominated for Best Emergent Research Forum Paper at AMCIS 2021

Is It Time for a Platform Magna Carta?

- with Dylan Walker and Marshall Van Alstyne

Platform Monetization and Unintended Consequences on the Ecosystem: Evidence from a Two-sided Market for Books

- with Qiaoni Shi and Shrabastee Banerjee

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts

- with Dylan Walker

Does Machine Translation Improve Knowledge Equity? Evidence from Google Translate

### WORK IN PROGRESS

Measuring Diversity and Novelty on Digital Platforms: A Neural Embedding Approach

Community-driven Approach for Fighting Misinformation: Evidence from Twitter and Reddit

Digital Activism and Firm-generated Content on Social Media

### Early Publications on Symbolic Approach to Artificial Intelligence

Attribute Reduction Approaches for General Relation Decision Systems (2015), Guilong Liu, Ling Li, Jitao Yang, Yanbin Feng, Kai Zhu, *Pattern Recognition Letters* 65, 81-87

## PRESENTATION

Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia

- World Wide Web Conference 2017
- Conference on Digital Experimentation 2017
- Workshop of Information System and Economics 2017
- Statistical Challenge of e-Commerce Research 2018
- Harvard Business School 2018
- Workshop on Experimental and Behavioral Economics in Information Systems 2019
- WikiWorkshop 2020
- Microsoft Research NYC 2020
- McGill University 2020
- Wikimedia Research Showcase 2021

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts

- Politics and Computational Social Science 2018
- Statistical Challenge of e-Commerce Research 2019
- Workshop on Information Systems and Economics 2019
- Boston University 2020
- Microsoft Research NYC 2020

If a Tree Falls in the Forest: COVID-19, Media Choices, and Presidential Agenda Setting

- International AAAI Conference on Web and Social Media 2020
- Politics and Computational Social Science (PaCSS) Conference 2020
- Boston University - Institute for Health System Innovation and Policy 2020

Any Feedback is Welcome: Peer Feedback and User Behavior on Digital Platforms

- American Conference on Information Systems 2021
- Statistical Challenge of e-Commerce Research 2021
- Conference for Information Systems and Technologies 2021

Platform Monetization and Unintended Consequences on the Ecosystem: Evidence from a Two-sided Market for Books

- Conference of Digital on Experimentation 2021

## TEACHING

Data Mining for Business Analytics

- *Spring 2021, Spring 2022*

Neural Network and Deep Learning

- *Spring 2022*

## SERVICE

Reviewer

- Management Science
- MIS Quarterly
- Information Systems Research