

# Yitong Gu

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## RESEARCH INTERESTS

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Computer-Mediated Communication: Social Media, Human-Computer Interaction, User Behavior

Computational Social Science Methods: Automated Text Analysis, Social Network Analysis, Machine Learning

## EDUCATION

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**Hong Kong Baptist University**, Kowloon, Hong Kong SAR September 2020 – June 2021

Master of Science in AI & Digital Media | **GPA: 3.73/4** (Distinction)

Core Course: AI for Digital Media, Basic in Media and Communication, AI Theories and Applications

**Beijing Normal University, Zhuhai Campus**, Zhuhai, China September 2016 – June 2020

Bachelor of Engineering in Digital Media Technology | **GPA: 3.36/4** (Top 10%)

Core Course: Mobile Front-end Programming, Software Testing Methods, Computer Network, User Interface Design

## RESEARCH / WORK EXPERIENCE

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**Research Assistant** August 2021 – Present

Lab for AI-Powered Financial Technology Limited

- Used python and ASW to deploy an automatic data collection capability on dubious/negative activities from hidden darknet such as TOR networks
- Designed a non-relational database to store content data
- Mining the collected darknet data and deriving predictive models of darknet events

**Teaching Assistant** September 2021 – April 2022

AIDM programme, School of Communication and Film, HKBU

Manager: Dr Paolo Mengoni / Mr. Edward Szeto

- AIDM7360 Big Data Management and Analytics; AIDM7390 Data Mining and Knowledge Discovery for Digital Media; AIDM7380 Recommender Systems for Digital Media; AIDM7450 Dynamic Web and Mobile Programming for Digital Media
- Hosted tutorial weekly, organized several Q&A workshop to help with student's difficulties systematically, marked assignments and quizzes, helped organized lectures

**Part time Research Assistant** January 2021 – April 2021

Project: Digital media and political culture in Hong Kong funded by Research Grants Council of Hong Kong SAR

- Conducted bibliography literature review about political-related online focus group, especially focusing on research methods and study procedures
- Helped organize online focus-group interviews on slack platform and document the interview materials

**Intern Data Analyst** January 2021 – March 2021

5 Miles Lab Digital Advertising Agency, Hong Kong SAR

- Wrote scripts to crawl Facebook insights data via API
- Used PowerBI to achieve data visualization

**Post Editor** June 2018 – February 2019

Zhuhai Orangeeker Technology Co., Ltd

- Responsible for the operations and post-editing of WeChat official account “FuDaoJi”
- Completed video editing and subtitle productions independently according to column requirements

## HONORS & AWARDS

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### Scholarships

Merit-Based Scholarship of MSc in AI & Digital Media, first price (HKD\$15000)	2021
Merit-Based Scholarship of Undergraduate Studentship, first price (RMB\$300)	2018
Merit-Based Scholarship of BEng in Digital Media Technology, second price (RMB¥800)	2017

### Awards

The 2nd Runner-Up of Global Virtual Hackathon 2021 - Hack for a Sustainable “New Normal”, Global Virtual Hackathon Organizing Committee (HKD\$2000)	2021
Outstanding university’s community leader, Beijing Normal University, Zhuhai Campus (RMB¥800)	2017-2019
The 14th “Zhongxing Cup” IT Festival Digital Design Competition, third price (RMB¥500)	2016
The 6th Web Design Freshman Competition, second price (RMB¥800)	2016

## SELECTED PROJECTS <https://github.com/kooyiktung>

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**Poetry Reciting Clock-in WeChat Mini Program Design and Development** March 2019 – April 2020

- Conceptualized the whole project
- Designed the user interface and each function module with Mockplus
- Used Nodejs and JavaScript to realize the functions of WeChat mini program

**iOS Application Development—iFm Book-listening Platform** November 2018 – January 2019

- Designed program pages and logo with Adobe Illustrator
- Applied Swift language on XCode to develop the platform and implement main functions

## SKILLS

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**Programming:** Python (Advanced), JavaScript (Advanced), SQL (Advanced), Java (Advanced), R (Intermediate)

**Languages:** Cantonese (Native), Mandarin (Native), English (IELTS: 6.5)

**Applications:** Tableau, Adobe After Effects, Unity 3D, Maya