Yichao(Joey) Zhou

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Research Interests

- Text recognition and generation for malicious and figurative language processing
    - Adversarial example attack and defense
    - Humor (pun) recognition and generation
- Targeted advertising and visual question answering
- Biomedical text mining and natural language processing

Education

University of California, Los Angeles   Los Angeles, CA, US
Ph.D candidate in Computer Science (Information & Data Management) *2016 – Now*

University of California, Los Angeles   Los Angeles, CA, US
MS degree in Electrical Engineering (Signals & Systems) GPA:3.8/4.0   *2015 – 2017*

Southeast University   Nanjing, Jiangsu, P.R.China
BS degree in Electronics Engineering GPA:3.8/4.0   *2011 – 2015*

Experiences

YAHOO! Research   Sunnyvale, CA, US
Research Intern   *2019 Summer*
Focused on understanding visual ads and keyphrase generation

YAHOO! Research   Sunnyvale, CA, US
Research Intern   *2018 Summer*
Focused on understanding user activity trails and conversion prediction

HELLA Co.   Lippstadt, NRW, Germany
Optical Design Intern for Undergraduate Thesis   *2014 Winter and Spring*
Focused on high-resolution automotive headlight design and test

Publications and Patents

Publications (* equal contribution)

- **Yichao Zhou**, Jyun-yu Jiang, Jieyu Zhao, Kai-Wei Chang, Wei Wang, "'The Boating Store Had Its Best Sail Ever': Pronunciation-attentive Contextualized Pun Recognition", *2020 Annual Conference of the Association for Computational Linguistics*, **ACL2020**.

- **Yichao Zhou**, Shaunak Mishra, Manisha Verma, Narayan Bhamidipati, Wei Wang, "Recommending Themes for Ad Creative Design via Visual-Linguistic Representations", *The Web Conference*, **WWW2020**.

- Cheng Zheng*, Jyun-Yu Jiang*, **Yichao Zhou**, Sean D. Young, Wei Wang, "Social Media User Geolocation via Hybrid Attention", *The 43rd International ACM SIGIR Conference on Research and Development in Information Retrieval*, **SIGIR20**.

- **Yichao Zhou**, Shaunak Mishra, Jelena Gligorijevic, T. Bhatia, Narayan Bhamidipati, "Understanding Consumer Journey using Attention based Recurrent Neural Networks", *SIGKDD Conference on Knowledge Discovery and Data Mining*, **KDD19**.

- **Yichao Zhou***, Jyun-yu Jiang*, Kai-Wei Chang, Wei Wang, "Learning to Discriminate Perturbations for Blocking Adversarial Attacks in Text Classification", *2019 Conference on Empirical Methods in Natural Language Processing and 9th International Joint Conference on Natural Language Processing*, **EMNLP-IJCNLP19**.

- **Yichao Zhou**, Harry Caufiled, Yizhou Sun, Peipei Ping, David Liem, D. Sigdel, Kai-Wei Chang, Wei Wang, "Learning Structured Knowledge from Clinical Case Reports", *27th Conference on Intelligent Systems for Molecular Biology and 18th European Conference on Computational Biology*, (Poster), **ISMB/ECCB19**.

- Jieyu Zhao, **Yichao Zhou**, Zeyu Li, Wei Wang, Kai-Wei Chang, "Learning Gender-Neutral Word Embedding", *Conference on Empirical Methods in Natural Language Processing*, **EMNLP18**.

- Tan Patrick, **Yichao Zhou**, Xinxin Huang, Wei Wang, "AZTEC: A Cloud-based Computational Platform to Integrate Biomedical Resources", *IEEE 33rd International Conference on Data Engineering*, **ICDE17**.

- **Yichao Zhou**, Zai-Fa Zhou, Ninhuan Wang, "A novel residual stress test structure for MEMs thin films", *12th IEEE International Conference on Solid-State and Integrated Circuit Technology*, **ICSICT2014**.

Patents

- S. Mishra, R.H Tang, **Yichao Zhou**, V.R.Raithatha, L.N. Buamidipati, M. Abasi, S. Ravindran, "Method for identifying and targeting users across purchase funnel stages", 2018

Professional Activities

Program Committee/Reviewer:

- PC member: KDD 2020

- Reviewer: Transactions on Knowledge and Data Engineering 2019

- Secondary Reviewer: ICDM 2017, 2019; HealthNLP 2018; KDD 2017

Teaching Experiences

- Teaching Assistant, UCLA 2020 Winter & Spring, David Smallberg, Data structure and Algorithm (C++)

- Teaching Assistant, UCLA 2019 Fall, Todd Millstein, Principles & Practices of Computing (Python)

- Teaching Assistant, UCLA 2018 Fall, Kai-Wei Chang, Machine Learning

- Teaching Assistant, UCLA 2018 Winter, Wei Wang, Data Mining

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Honors, Awards, and Scholarships

- EMNLP Student Volunteer Award, 2019

- UCLA Graduate Division Fellowships, 2018 2019 2020

- ACM KDD Student Travel Grant, SIGKDD 2019

- Excellent Undergraduate Thesis, Southeast University, 2015

- Undergraduate Thesis Scholarship from China Scholarship Council, 2014