

# Zhanpeng Fang

M.S. student in Computer Science  
Computer Science Department  
Carnegie Mellon University

**Mobile:** +1-412-996-2937  
**Email:** zhanpenf@andrew.cmu.edu

## EDUCATION

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**Tsinghua University – Carnegie Mellon University Dual Master Program in Computer Science** *Aug 2013 – Present*

*M. S. in Computer Science*

**Department of Computer Science and Technology, Tsinghua University** *Aug 2009 – July 2013*  
*B. Eng. in Computer Science and Technology* **GPA:** 92.16/100 **Ranking:** 6/137

## RESEARCH INTERESTS

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- Data mining and its applications on social networks

## EXPERIENCE

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**Research Intern in Database Group, Carnegie Mellon University** *Aug 2014 – Present*  
Advisor: *Professor Christos Faloutsos*

- **User Behavior Modeling in Large Scale Network** *Aug 2014 – Present*
  - ♦ Studied the relationships and patterns among users' login time, paying behavior and attributes.

**Research Intern on Knowledge Engineering Lab, Tsinghua University** *Oct 2010 – Jul 2014*  
Advisor: *Professor Jie Tang*

- **User Behavior Modeling in Game Social Networks** *Jul 2013 – May 2014*
  - ♦ Studied paying behavior in online games from users' attributes and various sociological perspectives.
  - ♦ Deployed a new paying user prediction system in Tencent Corp., and the precision has been improved 196% compared to the prior strategy in online test. Published a paper on *CIKM 2014*.
- **Distributed Learning Over Large Factor Graph** *Jan 2013 – Jun 2013*
  - ♦ Proposed *Random Factor Graph Model* to efficiently conduct distributed learning over large scale factor graph model.
  - ♦ Bachelor thesis: *Random Factor Graph and Its Application to Large Social Networks*.
- **Name Entity Recognition** *Jul 2012 – Sep 2012*
  - ♦ Participated in *ICDM Contest 2012*, proposed a hybrid approach to recognize product names from textual user generated content.
  - ♦ Gained champion and presented solution at *ICDM 2012 Contest* workshop.
- **Reciprocity and Triadic Closure Prediction** *Jan 2012 – May 2012*
  - ♦ Investigated how a reciprocal link is developed from a parasocial relationship and how the relationships further develop into triadic closure in social networks.
  - ♦ Published a paper on *ACM Transactions on Knowledge Discovery from Data (TKDD)*.

Advisor: *Professor Wei Chen (MSRA) and Professor Jie Tang*

- **Diffusion of Links in Microblogging Networks** *Sep 2012 – Oct 2013*
  - ♦ Studied the diffusion phenomenon on the formation of “following” links by analyzing the diffusion effect in triad structures and proposing a link diffusion model to describe the process.
  - ♦ Submitted a paper to *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, under revision currently.

## SELECTED HONORS AND AWARDS

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- Rank 2<sup>nd</sup> in Kaggle American Express Risky Business Competition (Awarded \$30K) 2014
- Rank 3<sup>rd</sup> in Kaggle Genentech Flu Forecasting Competition (Awarded \$25K) 2014
- Champion in ICDM 2012 Contest 2012
- Rank 8<sup>th</sup> in KDD Cup 2012 Track 1 2012
- Champion once and rank 2<sup>nd</sup> for 3 times in regional ACM ICPC (8 gold medals total) 2009-2012
- Champion in Tsinghua University-HKUST Programming Contest 2012
- Gold Medal (Rank 7<sup>th</sup> in China) in National Olympiad in Informatics 2008
- Outstanding Bachelor Graduate of Tsinghua University 2013
- Tsinghua Top Grade Scholarship (Only 10 receivers out of 3300 peers) 2012
- Tung OOCL Scholarship 2010,2011

## PUBLICATIONS

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- **Zhanpeng Fang**, Xinyu Zhou, Jie Tang, Wei Shao, A.C.M. Fong, Longjun Sun, Ying Ding, Ling Zhou, Jarder Luo. Modeling Paying Behavior in Game Social Networks. *In Proceedings of the Twenty-Third Conference on Information and Knowledge Management (CIKM'2014)*.
- Tiancheng Lou, Jie Tang, John Hopcroft, **Zhanpeng Fang**, Xiaowen Ding. Learning to Predict Reciprocity and Triadic Closure in Social Networks. *ACM Transactions on Knowledge Discovery from Data (TKDD)*, Volume 7, Issue 2, July 2013, Article No. 5.
- **Zhanpeng Fang\***, Sen Wu\*, and Jie Tang. Accurate Product Name Recognition from User Generated Content. (ICDM Contest) *In Proceedings of ICDM 2012 Contest*. pp. 874-877. (\*The author ordering does not indicate differences in contributions.)
- Yang Yang, Jianfei Wang, Yutao Zhang, Wei Chen, Jing Zhang, Honglei Zhuang, Zhilin Yang, Bo Ma, **Zhanpeng Fang**, Sen Wu, Xiaoxiao Li, Debing Liu, and Jie Tang. SAE: Social Analytic Engine for Dynamic Networks.(Demo Paper) *In Proceedings of the Nineteenth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD'2013)*. pp. 1502-1505.

## SKILLS

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- Language: English (Fluent), Chinese Mandarin (Fluent), Cantonese (Native)
- Programming Languages: Proficient in C/C++, Python, Java, Latex, SQL