

Zhanpeng Fang

M.S. student in Computer Science
Computer Science Department
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EDUCATION

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

RESEARCH INTERESTS

- Data mining and its applications on social networks

EXPERIENCE

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 – Present*
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 nd in CIKM 2014 Competition | 2014 |
| – Rank 2 nd in Kaggle American Express Risky Business Competition (Awarded \$30K) | 2014 |
| – Rank 3 rd in Kaggle Genentech Flu Forecasting Competition (Awarded \$25K) | 2014 |
| – Champion in ICDM 2012 Contest | 2012 |
| – Rank 8 th in KDD Cup 2012 Track 1 | 2012 |
| – Champion once and rank 2 nd 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 th 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

- **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.
- Sen Wu*, **Zhanpeng Fang***, 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

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