Zihan Gao

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EDUCATION

University of Wisconsin-Madison **Madison, WI**
***Ph.D.** Student in Information Science* *Sept. 2021 - Present*
Advisor: Prof. Jacob Thebault-Spieker
Research Interests: social computing, human-computer interaction

Peking University **Beijing, China**
***B.S.** in Information Science (honors) & **B.S.** in Psychology (double degree)* *July 2021*

SELECTED PUBLICATIONS

[1] **Gao, Z.**, & Jiang, J. Evaluating Human-AI Hybrid Conversational Systems with Chatbot Message Suggestions. ***ACM CIKM 2021***

[2] Liu, J., **Gao, Z.**, & Zhang, P. Exploring how topic characteristics influence online discussion quality. ***ASIS&T 2020***

EXPERIENCE

Mad Collab, UW-Madison **Madison, WI**
Graduate Student Researcher & Teaching Assistant *Feb. 2022 - Present*

Department of Information Management, Peking University **Beijing, China**
Teaching Assistant *Jul. 2020 - Sept. 2021*

SELECTED PROJECTS

Exploring Users' Migration Behaviors after Being Permanently Suspended on Twitter - *UW-Madison* *Feb. 2022 - Present*
- Applied thematic analysis of suspended users related newspapers.
- Scraped deleted suspended users information from Wayback Machine, then applied Mann-Whitney test and Differences-in-Differences estimation to compare suspended users information with non-suspended users information.
- Built a prediction model to detect migrated users on new platforms.

Exploring Influence of Participants' Number on User Studies' Generalizability - *UW-Madison* *Sept. 2021 - Nov. 2021*
- Designed and implemented an information retrieval experiment on the crowdsourcing platform, Amazon Mechanical Turk.
- Applied one-way ANOVA to examine task characteristics' effects on users' search behaviors and perceptions.
- Sampled 5-500 participants' results (the interval is 5) from 500 participants' results and compared differences.

Evaluating Human-AI Hybrid Conversational Systems with Chatbot Suggestions - *UW-Madison* *Jan. 2021 - Jun. 2021*
- Built retrieval-based chatbot using the Retrieval Transformer Memory Network and built generation-based chatbot using the Generative Transformer Memory Network, then trained both networks on the Wizard of Wikipedia dataset.
- Applied ANOVA and multilevel regression analysis to examine users' behaviors and responses when using different chatbots.

Optimizing the Construction of Search Trails - *UW-Madison* *Jun. 2020 - Nov. 2021*
- Constructed a search system using Bing API, designed the interface of the search system to show different kinds of assisted search trails, and connected the search system with MangoDB.
- Conducted a laboratory user study on the search trails assisted search system, and interviewed participants after they finished experiments.

Understanding Influencing Factors of the Elderly's Health Information Adoption - *Peking University* *Feb. 2020 - Sept. 2020*
- Implemented a health information adoption survey and interviewed the elderly about their experiences about health information
- Analyzed the elderly's preferred information characteristics and applied the latent variable structural equation model to understand each characteristic's influence.

Exploring Topic's Influence on Online Community Discussion Quality - *Peking University* *Jun. 2019 - Feb. 2020*
- Scraped comments for answers to questions with different characteristics.
- Encoded the quality of the comments and analyzed its relationship to the topic characteristics.

Examining the Influence of Perceived Team Closeness and Members' Thinking Style on Collaborative Information Behaviors - *Peking University* *July. 2019 - Nov. 2019*
- Implemented a user study exploring collaborative behaviors of groups with diverse perceived closeness and thinking styles.
- Applied grounded theory to analyze each team's collaborative behaviors.
- Applied Kruskal-Wallis test to investigate the influence of perceived team closeness and members' thinking styles on collaborative behaviors.

TECHNICAL SKILLS

Programming Language: Python, MATLAB, React, JavaScript, HTML/CSS, Java
Tools & Platforms: Latex, Jupyter Notebook, MangoDB, SPSS