MINZHU ZHAO

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EDUCATION

University of Minnesota Twin Cities (UMN) *Aug 2024 – present*
Doctor of Philosophy in Computer Science | Advisors: Lana Yarosh | Lab: GroupLens Research Lab
Research Interest: Human-Computer Interaction, Social Computing, Health and Well-being

University College London (UCL) *Sep 2022 – Sep 2023*
Master of Science in Knowledge, Information and Data Science (with Distinction)
● **Thesis:** Online Misogyny: Content, Sentiment and Visual Representations

Hong Kong Baptist University (HKBU) *Sep 2018 – Jul 2022*
Bachelor of Communication in Journalism; Minor in Statistics (with First Class Honors)
● **Thesis:** Examining the Resurgence of Misinformation: Topical and Temporal Patterns

RESEARCH EXPERIENCE

Community Overdose Response Respiratory Alert (C.O.R.R.A.) *Sep 2024 – present*
Graduate Research Assistant | UMN
● Investigated social acceptability of a proof-of-concept device for overdose harm reduction by conducting surveys.
● C.O.R.R.A. system is designed to use heat sensing to help people respond to potential overdose situations.

Mapping Popularised Misogyny and *Incel* Culture *May 2023 – Jan 2024*
Graduate Research Assistant| UCL
● Investigated TikTok sexism prevalence using a mixed analytical approach by integrating qualitative analysis via multimodal coding and sentiment analysis.
● Revealed implicit misogyny on TikTok, including usage of memes and humor tones in storytelling and authored a manuscript detailing the investigation.

Cantonese Misinformation Detection on Social Media *Dec 2020 – Jun 2022*
Undergraduate Research Assistant| HKBU
● Built a human-coded dataset of Cantonese misleading claims for automated Cantonese misinformation detection model training, developing a coding scheme and training three coders, and conducted a literature review related to online misinformation.
● Analyzed the dataset using topic modeling methods and assisted in drafting manuscripts.

Human-Computer Interaction (HCI) Education with Service-Learning *Dec 2021 – Jun 2022*
Undergraduate Research Assistant | HKBU
● Studied the impact of service-learning on HCI education, employing statistical analysis for pre-post surveys.
● Presented benefits and challenges of integrating service-learning projects into HCI courses via thematic analysis, and led data analysis and manuscript writing for publication.

PROFESSIONAL EXPERIENCE

Teaching Assistant *Jan 2020 – May 2020 & Jan 2021 – May 2021*
Department of Economics, HKBU, Hong Kong
● Contributed to the graduate course design of *"Data Visualization with Story-telling"* by sharing expertise.
● Prepared lab exercises and supported 98 students in troubleshooting technical issues related to Tableau usage, data visualization and analysis.

Trainee Data Journalist *May 2020 – Dec 2020*
Financial Times Chinese, Beijing, China
● Delivered translations, data collection, analysis, and visualization for 29 weekly issues of *FTChinese.com*'s data journalism column; authored an independent news story on the challenges faced by Chinese university students during the COVID-19 pandemic.

PUBLICATIONS

H. Wang, **M. Zhao**, W. Hu, Y. Ma, and Z. Lu, "Critical Heritage Studies as a Lens to Understand Short Video Sharing of Intangible Cultural Heritage on Douyin," *Proceedings of the CHI Conference on Human Factors in Computing Systems*, pp. 1-21, 2024, doi: 10.1145/3613904.3642138.

K. Regehr, C. Shaughnessy, **M. Zhao**, and N. Shaughnessy, "Safer scrolling: How algorithms popularise and gamify

online hate and misogyny for young people," *UCL IOE, University of Kent, and Association of School and College Leaders*, 2024. Available:https://www.ascl.org.uk/ASCL/media/ASCL/Help%20and%20advice/Inclusion/Safer-scrolling.pdf

Z. Wang, L. Lan, **M. Zhao** and Y. Song, "Homophilic Clusters of (Mis-)Information Engagement: Analysing Valenced-Based Homophily on Hong Kong Local Forums," Paper presented at *ICA 2023 - 73rd Annual International Communication Association Conference*

Z. H. Lin, Z. Wang, **M. Zhao**, Y. Song and L. Lan, "An AI-based System to Assist Human Fact-Checkers for Labeling Cantonese Fake News on Social Media," *2022 IEEE International Conference on Big Data (Big Data),* 2022, pp. 6766-6768, doi: 10.1109/BigData55660.2022.10020949.

G. Li, Z. Wang, **M. Zhao**, Y. Song and L. Lan, "Sentiment Analysis of Political Posts on Hong Kong Local Forums Using Fine-Tuned mBERT," *2022 IEEE International Conference on Big Data (Big Data)*, 2022, pp. 6763-6765, doi: 10.1109/BigData55660.2022.10020704.

Z. Wang, **M. Zhao,** Y. Chen, Y. Song and L. Lan, "A Study of Cantonese Covid-19 Fake News Detection on Social Media," *2021 IEEE International Conference on Big Data (Big Data),* 2021, pp. 6052-6054, doi: 10.1109/BigData52589.2021.9671722.

J.Chen, Y. Gao, X. Zhang and **M. Zhao**, "Impact of Multi-size Small Anchors and Penalized IoU on Face Mask Detection," *2021 IEEE 3rd International Conference on Frontiers Technology of Information and Computer (ICFTIC),* 2021, pp. 773-778, doi: 10.1109/ICFTIC54370.2021.9647181.

AWARDS AND SCHOLARSHIPS

2022 China Daily Campus News Award: Best in Data Journalism
Academic Year 2021 - 2022 Communication Scholarship Scheme
Academic Year 2021 - 2022 Minor Programme Award
Academic Year 2020 - 2021 Vincent Woo Scholarship Scheme
Academic Year 2020 – 2021 & 2019 – 2020 Journalism Department Scholarship

SKILLS

Software: Tableau (Specialist Certificate), SPSS, Adobe Photoshop/Premiere/Illustrator, Final Cut Pro, Miro
Programming Languages: Python, R, SQL
Quantitative Analysis: Surveys, Social Network Analysis
Qualitative Analysis: Thematic Analysis, Content Analysis, Interview
Languages: Chinese (Native), Cantonese (Intermediate), English (Fluent)