# Louis Lei Yu

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## Education

Ph.D, Computer Science, University of Victoria, 2010.

> *Thesis Topic:* Patterns, Formation and Properties of Social Networks in the Chinese Web.
> *Supervisor:* Valerie King.

M.Sc, Computer Science, University of Victoria, 2005.

> *Thesis Topic:* Routing Algorithms in Packet Networks Guaranteeing Users' Quality of Service.
> *Supervisor:* Eric G. Manning.

B.Sc (honours), Computer Science, Queen's University, 2003.

## Fields of Interest

Social Network Analysis, Cross-cultural Social Computing, Web Structure Analysis, Link Analysis, Random Graph Modeling, Multilingual Web Mining, Data Mining, Network Routing Algorithms.

## Professional Experience

*Pomona College*

Visiting Assistant Professor, September 2012 – (estimated finish time) July 2013.

*Hewlett Packard Labs, Social Computing Lab*

Postdoctoral Research Fellow, Bernardo Huberman, February 2011 – June 2012.

*University of Victoria, Department of Computer Science*

Research Assistant, Valerie King, September 2007 – June 2010.

Research Assistant, Eric G. Manning, September 2003 – September 2005.

*Microsoft Research Silicon Valley (MSR-SVC)*

Research Intern, Valerie King, June 2007 – September 2007.

*University of Victoria, Department of Engineering*

Research Assistant, Kin Fun Li, September 2005 – May 2007.

*Queen's University, Department of Computer Science*

    Research Assistant, Michael Levison, September 2002 – August 2003.

# Teaching Experience

*Pomona College, Department of Computer Science*

    Instructor, Algorithms, Fall 2012.

    Instructor, Introduction to Computer Science, Fall 2012, Spring 2013.

    Instructor, Fundamentals of Computer Science, Fall 2012.

    Instructor, Social Network Analysis, Spring 2013.

*University of Victoria, Department of Computer Science*

    Instructor, Elementary Computing, Fall 2005.

    Teaching Assistant, Elementary Computing, Mary Sanseverino, Fall 2003, Spring 2004, Fall 2004, Fall 2005, Summer 2008.

    Teaching Assistant, Elementary Computing, Rich Little, Spring 2007, Fall 2009.

    Teaching Assistant, Foundations of Computer Science, Valerie King, Fall 2008.

    Teaching Assistant, Randomized Algorithms, Valerie King, Fall 2007.

    Teaching Assistant, Computers and Information Processing, Mary Sanseverino, Spring 2004.

*University of Victoria, Department of Engineering*

    Teaching Assistant, Requirements Engineering and Formal Specifications, Ahmad Afsahi, Fall 2006.

    Teaching Assistant, Computer Communication Networks, Eric Manning, Summer 2005.

    Teaching Assistant, Human Computer Interaction, Jeff McConkey, Summer 2004.

*Queen's University, Department of Computer Science*

    Teaching Assistant, Introduction to Computing Science, Richard Linley, Fall 2002.

# Research

*Journal Papers*

    Louis Yu and Valerie King, "The Evolution of Friendships in Chinese Online Social Networks," in the Journal of Social Computing and Cyber-Physical Systems, vol.1, no.2, pp.180-205, December, 2011.

    Louis Yu and Valerie King, "Guanxi in the Chinese Web - a Study of Mutual Linking," in the IEEE Potentials magazine, vol.30, no.5, pp.35-41, September/October, 2011.

## Conference Papers

Anupriya Ankolkar, Thomas Sandholm and Louis Yu, "Play it by Ear: Evaluating Music for Discovering Places," in Proceeding of the 2013 ACM SIGCHI Conference on Human Factors in Computing Systems (CHI 2013), April, 2013.

Louis Yu, Sitaram Asur and Bernardo A. Huberman, "Artificial Inflation: The Real Story of Trends and Trend-setters in Sina Weibo," in Proceeding of the 2012 ASE/IEEE International Conference on Social Computing (SocialCom2012), pp.514-519, September, 2012.

Louis Yu, Sitaram Asur and Bernardo A. Huberman, "Artificial Inflation: The True Story of Trends in Sina Weibo," in Proceeding of the 1st SDM Workshop on Dynamic Network Analysis (DNA-SDM2012), April, 2012.

Louis Yu, Sitaram Asur and Bernardo A. Huberman, "What Trends in Chinese Social Media," in Proceeding of the 5th ACM workshop on Social Network Mining and Analysis (SNAKDD2011), August, 2011.

Louis Yu and Valerie King, "The Evolution of Friendships in Chinese Online Social Networks," in Proceeding of the 2nd International Conference on Social Computing (SocialCom2010), pp.20-24, September, 2010.

Valerie King, Louis Yu, and Yan Zhuang, "Guanxi in the Chinese Web," in Proceeding of the IEEE International Conference on Computational Science and Engineering (SocialCom2009), vol.4, pp.9-17, 2009.

    (winner: best paper award)

Valerie King, Louis Yu, and Yan Zhuang, "Guanxi in the Chinese web - a Study of Mutual Linking," in Proceeding of the 17th International Conference on World Wide Web (WWW2008), pp.1161-1162, 2008.

    (winner: best poster paper award)

Louis Yu, Kin Fun Li, and Weibin Liao, "A Study of Chinese Web Characteristics and Their Implications on Web Search," in Proceeding of the 1st International Multi-Symposiums in Computer and Computational Sciences (IMSCCS2006), vol.2, pp.468-474, 2006.

Louis Yu, Kin Fun Li, and Eric G. Manning, "The Adaptability of English Based Web Search Algorithms to Chinese Search Engines," in Proceeding of the 8th Asia Pacific Web Conference (APWeb2006), vol.3841, pp.402-413, 2006.

Louis Yu, Eric G. Manning, and Kin Fun Li, "An Adaptive and Systematic Approach for Service Level Agreements," in Proceeding of the 1st International Workshop on Network Architecture and Service Models (NASM2005), pp.125-128, 2005.

Louis Yu, Eric G. Manning, and Kin Fun Li, "Heuristic Approaches to Service Level Agreements in Packet Networks," in Proceeding of the 1st International Workshop on Internet and Network Economics (WINE2005), vol.3828, pp.1003-1012, 2005.

## Working Papers

Louis Yu, Sitaram Asur and Bernardo A. Huberman, "Trends and Trend-setters in Chinese Online Social Media," to be published in the Journal of Information, Communication and Society, special issue on the Internet, Social Networks, and Civic Engagement in Chinese Societies, vol.16, no.1, February, 2013.

Anupriya Ankolkar, Thomas Sandholm and Louis Yu, "Local DJ: Location-Aware Scheduling for Music," submitted to the 2013 ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp 2013)

# Professional Activities

*Invited Talks*

"Characteristics of Chinese Online Social Networks"

Twitter, San Francisco, California, May 25, 2012.

"Characteristics of Chinese Online Social Networks"

PARC (Palo Alto Research Center), Palo Alto, California, May 31, 2011.

"Characteristics of Online Social Networks"

Nokia Research, Beijing, China, November 2, 2010.

"The Adaptability of English Based Web Search Algorithms to Chinese Search Engines"

Microsoft Research Silicon Valley, Mountainview, California, July 24, 2006.

*Conference Presentations*

"What Trends in Chinese Social Media"

The 5th ACM Workshop on Social Network Mining and Analysis (SNAKDD2011), San Diego, CA, August 21, 2011.

"Human Contact Prediction Using Contact Graph Inference"

The 3rd IEEE/ACM Conference on Cyber, Physical and Social Computing (CPSCom2010), Hangzhou, China, December 20, 2010.

"Guanxi in the Chinese Web"

IEEE Conference on Social Computing (SocialCom2009), Vancouver, BC, August 29, 2009.

"Guanxi in the Chinese web - a Study of Mutual Linking"

The 17th International World Wide Web conference (WWW2008), Beijing, China, April 24, 2008.

"The Adaptability of English Based Web Search Algorithms to Chinese Search Engines"

The 8th Asia Pacific Web Conference (APWeb2006), Harbin, China, January 16, 2006.

"An Adaptive and Systematic Approach for Service Level Agreements"

The 1st International Workshop on Network Architecture and Service Models (NASM2005), Shanghai, China, November 23, 2005.

*Referee and Committee Member for Conferences*

Reviewer, Knowledge and Information Systems (KAIS).

Program Committee Member, the 1st Workshop on Dynamic Network Analysis (DNA-SDM2012), part of the 12th SIAM International Conference on Data Mining (SDM 2012).

Referee, the 3rd International Conference on Social Computing (SocialCom2011).

Referee, the 2008 International Conference on Information Systems (ICIS2008).

# Honors, Awards, & Fellowships

Best Paper Award, 2009 IEEE International Conference on Social Computing (SOCIALCOM2009).

"Guanxi in the Chinese Web"

Best Poster Paper Award, the 17th International World Wide Web conference (WWW2008).

"Guanxi in the Chinese web - a Study of Mutual Linking"

SSRN (Social Science Research Network) Top Ten Most Downloaded Papers, eBusiness & eCommerce eJournal, 08/13/2011, 09/18/2011.

"What Trends in Chinese Social Media"

SSRN (Social Science Research Network) Top Ten Most Downloaded Papers, Information Systems: Behavioral & Social Methods eJournal, 08/21/2011, 08/25/2011, 09/17/2011.

"What Trends in Chinese Social Media"

Finalist of the MacDonnell Industrial Scholarship (awarded $1000), University of Victoria, 2005.

"An Adaptive and Systematic Approach for Service Level Agreements"

# Press

Featured in Yahoo News (Yahoo Finance), January 15, 2012.

"Artificial Inflation: The True Story of Trends in Sina Weibo "

Featured in Souhu News (in Chinese), January 25, 2012.

"Artificial Inflation: The True Story of Trends in Sina Weibo "

Featured in the Financial Times, "The Intriguing Evolution of China's Twitter", July 14, 2011.

"What Trends in Chinese Social Media"

Featured in the Guardian (UK), "Weibo: The Chinese Twitter That Dwarfs Twitter", July 15, 2011.

"What Trends in Chinese Social Media"

Featured in the Technology Review (published by MIT), July 22, 2011.

"What Trends in Chinese Social Media"

Featured in the Wallstreet Journal (China Realtime Report), December 15, 2008.

"Guanxi in the Chinese web - a Study of Mutual Linking"

# Culture & Media Experience

Technical & Media Consultant, Split Works, 2005 – present

Analyzing data from blogs, forums and online social networks in China.

Radio DJ, CFUV101.9 FM in Victoria, Canada, 2006 – 2010

Hosting a Chinese language radio show on global indepedent music.

Head Editor: Wooozy, 2009 – present

The head editor of a Chinese arts, music and culture magazine.

Podcast Presenter: Wooozy (www.wooozy.cn), 2009 – present

Hosting a Chinese language podcast on global indepedent music.

Contributor: China Music Radar, 2009 - 2010

Contributing articles to a Chinese music industry blog.

# Miscellaneous

*Computing Skills:* Java, C, C++, LaTeX, Perl, SQL, Linux, Matlab, Mathematica, Python, Lisp, Haskell, PHP, Ruby.

Born in Guangxi, China. Moved to Canada at the age of 10.

Fluent in English, Mandarin and Cantonese.

# References

Bernardo A. Huberman
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Pomona College
(909) 607-1866
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