Kai Zhu

Office 4.d1.15
Via Guglielmo Röntgen 1, Milano, Italy
✉ *kaizhublcu@gmail.com*
🖱 *https://kaizhu.me*

ACADEMIC POSITIONS

2022 - Now   Assistant Professor, Bocconi University

2021 - 2022   Assistant Professor, McGill University

EDUCATION

2021   Ph.D. in Information Systems, Boston University
2015   M.A. in Economics, Indiana University
2013   B.A. in Economics, Peking University
2011   B.S. in Computer Science, Beijing Language and Culture University

RESEARCH

PUBLICATIONS

Kai Zhu, Dylan Walker, and Lev Muchnik (2020) "Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia" *Information Systems Research*, 31(2): 491-509.

○ Winner of Wikimedia Foundation Research Award of the Year 2021

Masha Krupenkin, Kai Zhu, Dylan Walker, David Rothschild (2022) "If a Tree Falls in the Forest: Presidential Press Conferences and Early Media Narratives about the COVID-19 Crisis." *Journal of Quantitative Description: Digital Media*, 2.

Kai Zhu, Warut Khern-Am-Nual, Yinan Yu (Forthcoming) "Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform." *Production and Operation Management*.

○ Nominated for Best Emergent Research Forum Paper at AMCIS 2021

WORKING PAPER

Unintended Consequences of Platform Monetization on Digital Cultural Markets: Evidence from a Natural Experiment on Goodreads

○ *with Qiaoni Shi and Shrabastee Banerjee*
○ Revise and Resubmit at *Management Science*

○ Nominated for Best Paper Award at HICSS 2023

WORK IN PROGRESS

Bridge the Digital Language Divide: Can Machine Translation Narrow Knowledge Gap across Languages?
○ *with Dylan Walker*
○ Receipient of Wikimedia Research & Technology Fund

Do Your Friends Make You Buy Guns? Effect of Exposure to Gun Violence through Social Network
○ *with Jessica Kim*

Quantify Consumer-Product Mismatch: A Representation Learning Approach
○ *with Qiaoni Shi and Christian Hotz-Behofsits*

PROJECTS WAITING FOR REBOOT

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts
○ *with Dylan Walker*

A Warped Mirror: Skewed Coverage of Gun Violence in TV News
○ *with Dylan Walker*

Early Publications on Symbolic Approach to Artificial Intelligence

Attribute Reduction Approaches for General Relation Decision Systems (2015), Guilong Liu, Ling Li, Jitao Yang, Yanbin Feng, Kai Zhu, *Pattern Recognition Letters* 65, 81-87

The Relationship among Three Types of Rough Approximation Pairs (2014), Guilong Liu, Kai Zhu, *Knowledge-Based Systems* 60, 28-34

Award and Grant

Award

Wikimedia Foundation Research Award of the Year 2021

Grant

Italy Ministry of University and Research Fund (PRIN) (2023-2025)
○ Role: Principal Investigator; Amount: Euro €227,708

Canada SSHRC Insight Grant (2022-2025)
○ Role: Principal Investigator; Amount: CAD $79,749

Wikimedia Research & Technology Fund (2022-2023)
○ Role: Principal Investigator; Amount: USD $45,840

PRESENTATION

Bridge the Digital Language Divide: Can Machine Translation Narrow Knowledge Gap across Languages?
○ Wiki Workshop 2022
○ McGill University Annual Research Event 2022
○ Statistical Challenges in E-commerce Research 2022
○ Wikimedia Foundation 2022
○ Workshop on Information Technologies and Systems 2022
○ Statistical Challenges in E-commerce Research 2023

Unintended Consequences of Platform Monetization on Digital Cultural Markets: Evidence from a Natural Experiment on Goodreads
○ Conference of Digital on Experimentation 2021*
○ Bocconi University 2022
○ Singapore Management University 2022*
○ Indian Institute of Management 2022*
○ European Marketing Academy Annual Conference 2022*
○ Conference for Customer Journey in a Digital World 2022*
○ Statistical Challenges in E-commerce Research 2022
○ Workshop on Information Systems and Economics 2022*
○ Hawaii International Conference on System Sciences 2023
○ London Business School 2023*
○ University College London 2023*
○ Imperial College London 2023*

Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia
○ World Wide Web Conference 2017
○ Conference on Digital Experimentation 2017
○ Workshop of Information System and Economics 2017
○ Statistical Challenge of e-Commerce Research 2018
○ Harvard Business School 2018
○ Workshop on Experimental and Behavioral Economics in Information Systems 2019
○ Wiki Workshop 2020
○ Microsoft Research NYC 2020
○ McGill University 2020
○ Wikimedia Research Showcase 2021

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts

- Politics and Computational Social Science 2018
- Statistical Challenge of e-Commerce Research 2019
- Workshop on Information Systems and Economics 2019
- Boston University 2020
- Microsoft Research NYC 2020

If a Tree Falls in the Forest: COVID-19, Media Choices, and Presidential Agenda Setting

- International AAAI Conference on Web and Social Media 2020*
- Politics and Computational Social Science (PaCSS) Conference 2020*
- Boston University - Institute for Health System Innovation and Policy 2020

Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform

- American Conference on Information Systems 2021
- Statistical Challenge of e-Commerce Research 2021
- Conference for Information Systems and Technologies 2021*

* : presented by a coauthor

▬▬ TEACHING

Large Language Models in Social Science Research
- *Spring 2023*

Computational Applications in Marketing
- *Fall 2022*

Data Mining for Business Analytics
- *Spring 2021, Spring 2022, Spring 2023*

Neural Network and Deep Learning
- *Spring 2022*

▬▬ SERVICE

Reviewer
- Management Science
- MIS Quarterly
- Information Systems Research
- Production and Operations Management