

# Shiliang Tang

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**RESEARCH INTEREST** I am interested in human computer interaction and data mining. Specifically, I am interested data-driven analysis that aims at understanding human factors, including online communities, social media and user behavior.

**EDUCATION** *University of California, Santa Barbara, USA* Sep. 2014 to Present  
Ph.D. Candidate, Computer Science Department  
Co-advised by Prof. Ben Y. Zhao and Prof. Heather Zheng

*Tsinghua University, China* Aug. 2010 to Jul. 2014  
B.A., Department of Electronic Engineering  
Overall GPA: 91.5/100 Rank: 5/240

**ACADEMIC EXPERIENCE** *UChicago SAND Lab, Chicago, IL, USA* Sep. 2014 to Present  
Co-advised by Prof. Ben Y. Zhao and Prof. Heather Zheng.

- Analyzed the role of gender biased wording play in job listings on introducing or exacerbating gender inequality in the job market.
- Detected echo-chamber effect on online investment discussion board by sentiment analysis and user behavior clustering.
- Studied user behavior on digital wallet systems from social network aspect both qualitatively and quantitatively.
- Evaluated link prediction algorithms in social network and proposed generic a way to improve the accuracy by leveraging temporal data.

**INDUSTRY EXPERIENCE** *Facebook, Menlo Park, CA, USA* June. 2018 to Sept. 2018  
Worked in Ad Breaks Viewer Team

- Analyzed user behavior during ad breaks and proposed a regression model for predicting user survey response on ad break sentiment.
- Implemented data collection and user sentiment monitoring tools.

*Google, Sunnyvale, CA, USA* June. 2017 to Sept. 2017  
Worked in Google Borglet Team

- Analyzed Borg job usage monitoring data for getting insights about performance and job configuration.
- Built heuristic model for job configuration recommendation.

**PUBLICATIONS** *Towards Understanding the Adoption and Social Experience of Digital Wallet Systems.* **Shiliang Tang**, Ziming Wu, Xinyi Zhang, Gang Wang, Xiaojuan Ma, Haitao Zheng and Ben Y. Zhao. In *Proceedings of HICSS, 2019*

*Penny Auctions are Predictable: Predicting and profiling user behavior on DealDash.* Xinyi Zhang, Shawn Shan, **Shiliang Tang**, Haitao Zheng and Ben Y. Zhao. In *Proceedings of ACM Conference on Hypertext and Social Media (HT), 2018*

*Gender Bias in the Job Market: a Longitudinal Analysis.* **Shiliang Tang**, Xinyi Zhang, Jenna Cryan, Miriam Metzger, Haitao Zheng and Ben Y. Zhao. In *Proceedings of CSCW, 2018*

*Echo Chambers in Investment Discussion Boards.* **Shiliang Tang**, Qingyun Liu, Megan McQueen, Scott Counts, Apurv Jain, Haitao Zheng, and Ben Y. Zhao. In *Proceedings of ICWSM, 2017*

*Cold Hard E-Cash: Friends and Vendors in the Venmo Digital Payments System.* Xinyi Zhang, **Shiliang Tang**, Yun Zhao, Gang Wang, Haitao Zheng, and Ben Y. Zhao. In *Proceedings of ICWSM, 2017*

*Unsupervised Clickstream Clustering For User Behavior Analysis.* Gang Wang, Xinyi Zhang, **Shiliang Tang**, Haitao Zheng, Ben Y. Zhao. In *Proceedings of CHI, 2016*

*Network Growth and Link Prediction Through an Empirical Lens.* Qingyun Liu, **Shiliang Tang**, Xinyi Zhang, Xiaohan Zhao, Haitao Zheng, Ben Y. Zhao. In *Proceedings of IMC, 2016*

**HONORS AND AWARDS**

2011 Zheng Geru Scholarship, for GPA top 10% in the first year

2011 First Prize of National College Physics Contest

2012 CASC Scholarship, for GPA top 5% in the second year

2013 Evergrande Scholarship, for GPA top 5% in the third year

2013 Best Research Award, UC Davis GREAT Program

2016 Travel Grant of IMC (International Measurement Conference) 2016