

BU LI

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Education

Beihang University (BUAA)

M.Sc. in Management Science and Engineering

Beijing, China

Sep. 2021 - Current

- **Advisor:** Prof. Jichang Zhao
- **GPA:** 3.82/4.0
- **Relevant Courses:**
Design and Analysis of Algorithms (95) Applied Econometrics (90)

Beihang University

B.Mgmt. in Information Management and Information System
B.Sc. in Mathematics and Applied Mathematics (Double degree)

Beijing, China

Sep. 2017 - Jun. 2021

- **GPA:** 3.781/4.0
- **Relevant Courses:**
Modern Programming Techniques (99) Mathematical Analysis (97) Information System Analysis and Design (100)
Consumer Behavior Research (98) Econometrics (95) Economics of Information System (94)
Operation Research (93) Mathematical Modeling (95) Applied Mathematical Statistics (A) (90)

Selected Honors

2021	Master Freshman Merit Scholarship of Beihang University	China
2021	Excellent Bachelor's Degree Project of Beijing (The only Awardee in the entire program)	China
2021	Excellent Graduate of Beijing	China
2020	National Scholarship (Top 1% highest scholarship from Ministry of Education of China)	China
2020	Academic Excellence Scholarship , Top Prize (top 3%)	China
2020	Social Work Excellence Scholarship , Top Prize	China
2019	National Mathematical Modeling Competition , The second prize	China
2018-20,22	Excellent Student Cadres of Beihang University	China

Publications

Visual-audio correspondence and its effect on video tipping: Evidence from Bilibili vlogs

Bu Li, Jichang Zhao*

Information Processing & Management (Q1), 60(3), 103347. Elsevier, 2023.

Conferences

2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics

Dec. 2021

Virtual on Zoom

- **Conference Chair:** Prof. Xueming Luo
- Gave a presentation about "Audio-visual synergy predicts rewards to streaming videos" at the conference.

Research Experience

Approval doesn't always take effect: impact of voice comments from assistants in Live Streaming

Beijing, China

(submitted for publication)

Beihang University

Sep. 2022 - Current

- Implemented multiple neural network models for the recognition and extraction of non-streamer voices in live-streaming.
- Built panel data based on the crawled live-streaming video clips. Used two-way linear fixed effects regression (FE) to estimate effects.
- Conducted an experiment based on a questionnaire to explore the mechanisms behind the observed effects using a structural equation model.

Visual-audio correspondence and its effect on video tipping: Evidence from Bilibili vlogs

Beijing, China

Beihang University

Sep. 2020 - May 2021

- Established the VAC-Net to measure the visual-audio correspondence. Demonstrated the competence of VAC-Net by baselines and lab-experiments.
- Revealed the positive effect of visual-audio correspondence on video tipping. Explained this positive effect by the mediation of viewer satisfaction.
- Helped practitioners by providing a pre-trained model to predict tips videos received.

Academic Projects

Text Sentiment Classification based on Word Discovery: A Case Study of Bilibili Danmaku

Beijing, China

Introduction to Data Mining Course Project

Sep. 2021 - Jan. 2022

- Implemented New Word Discovery Algorithm and Word2Vec to expand the Emotion Lexicon for Bilibili Danmaku corpus. And then used it to annotate more data.
- Fine-tuned a neural network with BERT+CNN Architecture.

A Fresh E-commerce Information System

Beijing, China

Information System Analysis and Design Course Project

Mar. 2020 - Jul. 2020

- Full-Stack Code for Employee Login System, Ordering System, and Warehouse Database. (Django, MySQL)

Detection of Internet Fake News based on Multimodal Data

Beijing, China

Third Prize for the 30th "Feng Ru Cup" Competition

Mar. 2020 - Jul. 2020

- Using BERT pre-trained model to extract text features.

Multi-factor Decision Model for Taxi Drivers based on Queuing Theory Simulation

Beijing, China

The second prize for National Collegiate Mathematical Modeling Competition

Sep. 2019

- Processed and visualized the taxi traffic data. And established a taxi Driver Decision Model based on Queueing Theory.

Teaching Assistant

Python for Data Analysis (Spring 2023) Beihang University. Credit 2; Class: 95 sophomores.

Mar. 2023 - Current

Modern Programming Techniques (Fall 2022) Beihang University. Credit 2; Class: 140 juniors.

Sept 2022 - Jan. 2023

Programming in ANSI C (Fall 2021) Beihang University. Credit 2; Class: 202 sophomores.

Sept 2021 - Jan. 2022

Extracurricular Activities & Interests

Class President Class of 2017, School of Economics and Management, Beihang University

Sep. 2020 - Jun. 2021

Member of Beihang Art Troupe Served as a presenter at national-level award ceremonies and other events.

Sep. 2017 - Jun. 2021

Vice President

Beijing, China

College Students' Union

Sep. 2018 - Sep. 2019

- Organized and managed **school sports meet** and college evening parties with attendance of up to **500** participants.

Volunteer and Organizer

Shanxi, China

Beihang University Science and Technology Volunteer Service Team

Jul. 2019

- Awarded **One-Star Volunteer in Beijing** and **Best Practice Team** in National Top 100 Summer Practice Team for College Students (2021).
- Conducted science popularization for local students and conducted interviews on the poverty alleviation situation.

Skills

Programming **Proficient:** Python (Pandas, PyTorch, NumPy, Scikit-learn. etc.).

Competent: Stata, R, SQL, C, MATLAB, LaTeX.

Languages Chinese (native), English (TOEFL: 101; GRE: 325 + 3.5)

References

• Prof. Jichang Zhao

Ph. D, Professor of Economics and Management, Beihang University, Beijing, China

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References available upon request.

李布

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教育背景

北京航空航天大学 管理科学与工程 · 导师: 赵吉昌 教授 GPA: 3.82/4.0	2021.09 - 至今
北京航空航天大学 信息管理与信息系统 / 数学与应用数学 (二学位) · GPA: 3.781/4.0 · 相关课程: 现代程序设计 (99) 数学分析 (97) 信息系统分析与设计 (100) 计量经济学 (95) 数学建模 (95) 消费者行为研究 (98)	2017.09 - 2021.06

荣誉奖励 (部分)

- › 2022 学业优秀奖学金, 一等奖 (Top prize)
- › 2021 北京市优秀毕业论文
- › 2021 校级优秀毕业论文
- › 2021 硕士研究生新生奖学金
- › 2021 北京市优秀毕业生
- › 2020 国家奖学金
- › 2020 校级优秀生
- › 2020 学习优秀奖学金, 特等奖
- › 2020 社会工作优秀奖学金, 特等奖
- › 2020 学科竞赛奖学金, 一等奖
- › 2020 “冯如杯” 学术科技作品竞赛, 三等奖
- › 2019 全国大学生数学建模竞赛, 北京二等奖

发表与会议

Visual-audio correspondence and its effect on video tipping: Evidence from Bilibili vlogs

Bu Li, Jichang Zhao*

Information Processing & Management (Q1, IF: 8.6), 60(3), 103347. Elsevier, 2023.

2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics

Conference Chair: Prof. Xueming Luo

Virtual on Zoom

科研经历

电商直播中附和和对购买意愿的影响: 以抖音为例 (submitted for publication)	2022.09 - 至今
› 基于神经网络以及传统机器学习算法识别电商直播音视频中的非主播语音 (附和)。 › 基于真实直播数据构造面板数据, 应用时间个体双向固定效应模型分析附和和对购买意愿的影响。 › 设计线上实验, 建立结构方程探究附和和对购买意愿影响的作用机制。	
基于新词发现的深度学习文本情感分类: 以 B 站弹幕为例	2021.09 - 2022.06
› 基于新词发现算法与 Word2Vec 实现对情感辞典的扩充。 › 对 BERT-CNN 预训练模型进行微调, 实现更准确的情感分类。	
基于联合嵌入的视频声画匹配度研究	2020.09 - 2021.05
› 构建神经网络 VAC-Net 并训练模型, 实现对视频声画匹配度 (VAC) 的测量。 › 基于真实数据验证了 VAC 对用户投币的积极影响, 并验证了满意度的中介效应。	
基于多源异构数据融合的互联网虚假新闻检测	2020.02 - 2021.12
国家级大学生创新创业训练计划项目	
Django 信息系统开发	2020.02 - 2020.05

助教经历

Python 数据分析 (2023 春), 2 学分, 大二 (95 人)	2023.03 - 2023.05
现代程序设计 (2022 秋), 2 学分, 大三 (140 人)	2022.09 - 2023.01
C 语言程序设计 (2021 秋), 2 学分, 大二 (202 人)	2021.09 - 2022.01
物理学 (2018 秋), 5 学分, 大一 (400 人)	2018.09 - 2019.01

专业技能

熟练: Python (Pandas, PyTorch, NumPy, Scikitlearn. etc.)

掌握: Stata, R, SQL, C, MATLAB, LaTeX 英语: TOEFL:101; GRE:325+3.5