

CURRICULUM VITAE

Haiyi Zhu

IDENTIFYING INFORMATION

Academic Rank

Assistant Professor in Department of Computer Science and Engineering
University of Minnesota, Twin Cities

Education

Degree	Institution	Date Degree Granted
B.S. in Computer Science	Tsinghua University	2009
M.S. in Human-Computer Interaction	Carnegie Mellon University	2012
Ph.D. in Human-Computer Interaction Advisors: Robert E. Kraut, Aniket Kittur	Carnegie Mellon University	2015

Positions/Employment

University of Minnesota, Twin Cities Assistant Professor	2015.9 - present
Carnegie Mellon University Research Assistant	2009.9 – 2015.9
IBM Almaden Lab, San Jose Research Intern	2013.5 - 2013.8
Hewlett-Packard Lab, Palo Alto Research Intern	2011.5 - 2011.8

Current Membership in Professional Organizations

ACM professional member

HONORS AND AWARDS FOR RESEARCH/CREATIVE WORK, TEACHING, PUBLIC ENGAGEMENT, AND SERVICE

External Sources

CHI' 2016 Honorable Mention Award

Allen Newell Award for Research Excellence (shared with Robert Kraut, Aniket Kittur, Moira Burke, and Ching Ren)

Facebook Graduate Fellowship 2014-2015 (Tuition, Fees and additional \$37,000 grant)

IBM Graduate Fellowship 2014-2015 (declined)

Human Factors Prize 2013, Topic: Social Media, \$10,000.

CHI'2013 Honorable Mention Award

CSCW'2012 Honorable Mention Award

Tsinghua University Graduate, Highest Honor

RESEARCH

Grants and Contracts

Received at University of Minnesota

Principal investigator

Funding agency: NSF

“CRII: CHS: Sharing Over Direct and Extended Social Networks-Towards A Trustworthy and Efficient Sharing Economy”, 9/1/2016-8/31/2018

Total award amount: \$174,355

Principal investigator

Funding agency: SOBACO (Social Media and Business Analytics Collaborative)

Micro-grant program, 6/1/2016-12/31/2016

Total award amount: \$2,500

Received at CMU

Facebook PhD Fellowship

Funding agency: Facebook

09/01/2014 – 06/01/2015

Total award amount: Tuition, Fees and additional \$37,000.

Publications

Refereed Journal Articles

Zhu, H., & Huberman, B. A. (2014). *To Switch or Not To Switch: Understanding Social Influence in Online Choices*. *American Behavioral Scientist*, March 28, 2014.

Zhu, H., Kraut, R.E., & Kittur, A., (2013) *The Effectiveness of Shared Leadership in Wikipedia*, *Human Factors*. The Journal of the Human Factors and Ergonomics Society (**Winner of 2013 Human Factors Prize**).

Refereed Conference Proceedings

Zhu, H., Das, S., Cao, Y., Yu, S., Kittur, A., Kraut, R.E, (2016) *A Market in Your Social Network: The Effects of Extrinsic Rewards on Friendsourcing and Relationships*. In CHI'2016: Proceedings of the 2016 annual conference on Human factors in computing systems. New York: ACM Press. (**CHI 2016 honorable mention paper**).

Zhu, H., Kraut, R.E., & Kittur, A., (2016). *A Contingency View of Transferring and Adapting Best Practices within Online Communities*. 19th ACM Conference on Computer Supported Cooperative Work Proceedings.

Huang, W., Lu, T., **Zhu, H.**, Li, G., Gu, N., (2016). *Effectiveness of Conflict Management Strategies in the Peer Review Process of Online Collaboration Projects*. In CSCW '16: 19th ACM Conference on Computer Supported Cooperative Work & Social Computing Proceedings.

Li, G., **Zhu H.**, Lu, T., Ding, X., Gu, N., (2015) *Is It Good to Be Like Wikipedia?: Exploring the Trade-offs of Introducing Collaborative Editing Model to Q&A Sites*. In CSCW '15: 18th ACM Conference on Computer Supported Cooperative Work & Social Computing Proceedings.

Zhu, H., Chen, J., Matthews, T., Pal, A., Kraut, R.E, (2014) *Selecting an Effective Niche: An Ecological View of the Success of Online Communities*. In CHI'2014: Proceedings of the 2014 annual conference on Human factors in computing systems. New York: ACM Press.

Zhu, H., Kraut, R.E., & Kittur, A., (2014). *The Impact of Membership Overlap on the Survival of Online Communities*. In CHI'2014: Proceedings of the 2014 annual conference on Human factors in computing systems. New York: ACM Press.

Matthews, T., Chen, J., Whittaker, S., Pal, A., **Zhu, H.**, Badenes, H., Smith, B., (2014) *Goals and Perceived Success of Online Enterprise Communities: What Is Important to Leaders & Members?* In CHI'2014: Proceedings of the 2014 annual conference on Human factors in computing systems. New York: ACM Press.

Zhu, H., Dow, S., Kraut, R.E., & Kittur, A., (2014) *Reviewing versus Doing: Learning and Performance in Crowd Assessment*. In CSCW'2014: Proceedings of the ACM conference on computer-supported cooperative work. New York: ACM Press.

Zhu, H., Kraut, R.E., & Kittur, A., (2013). *Effects of Peer Feedback on Contribution: A Field Experiment in Wikipedia*. In CHI'2013: Proceedings of the 2013 annual conference on Human factors in computing systems. New York: ACM Press (**CHI 2013 honorable mention paper**).

Zhu, H., Huberman, B.A., & Luon, Y., (2012) *To Switch or Not To Switch: Understanding Social Influence in Online Choices*. In CHI'2012: Proceedings of the 2012 annual conference on Human factors in computing systems. New York: ACM Press.

Zhu, H., Kraut, R.E., & Kittur, A., (2012). *Effectiveness of Shared Leadership in Online Communities*. In CSCW'2012: Proceedings of the ACM conference on computer-supported cooperative work. New York: ACM Press (**CSCW2012 honorable mention paper**).

Zhu, H., Kraut, R.E., & Kittur, A., (2012). *Organizing without formal organization: Group Identification, Goal Setting and Social Modeling in Directing Online Production*. In CSCW'2012.

Forte, A., Larco, V., Kittur, A., **Zhu, H.**, Bruckman, A., Kraut, R.E., (2012) *Coordination and Beyond: Social Functions of Groups in Open Content Production*. In CSCW'2012: Proceedings of the ACM conference on computer-supported cooperative work. New York: ACM Press.

Zhu, H., Kraut, R.E., Wang, Y.C., & Kittur, A. (2011) *Identifying Shared Leadership in Wikipedia*. In CHI'2011: Proceedings of the 2011 annual conference on Human factors in computing systems. New York: ACM Press.

Presentations

Invited Presentations at Professional Meetings, Conferences, Universities and Industries, etc.

Zhu, H., Understanding the Social-based and Market-based Sharing Systems: The Cases of Mobilyzr, Airbnb and Couchsurfing, 2016.06, Colloquium Talk of Big Data Summer REU program, Dept. Computer Science & Engineering, UMN, Minneapolis.

Zhu, H., Achieving Success in Peer Production: Contributor Management, Best Practice Transfer and Inter-Community Relationships, 2015.10, Colloquium Talk, Dept. Computer Science & Engineering, UMN, Minneapolis.

Zhu, H., Achieving Success in Peer Production: Contributor Management, Best Practice Transfer and Inter-Community Relationships, 2015.10, Seminar Talk, MSSE seminar series, UMN, Minneapolis.

Zhu, H., Chen, J., Matthews, T., Pal, A., Kraut, R.E, Selecting an Effective Niche: An Ecological View of the Success of Online Communities. In CHI' 2014, Toronto, Canada.

Zhu, H., Kraut, R.E., & Kittur, A. The Impact of Membership Overlap on the Survival of Online Communities. In CHI' 2014, Toronto, Canada.

Zhu, H., Dow, S., Kraut, R.E., & Kittur, A., Reviewing versus Doing: Learning and Performance in Crowd Assessment. In CSCW' 2014, Baltimore.

Zhu, H., Understanding Leadership in Online Collaboration, Colloquium Talk, University of Minnesota, Twin-cities, 2014.2, Minneapolis.

Zhu, H., Understanding Leadership in Online Collaboration, Colloquium Talk, Washington University in St. Louis, 2014.2, St. Louis.

Zhu, H., Kraut, R.E., & Kittur, A. The Impact of Membership Overlap on the Survival of Online Communities. In ICIS' 2013, Milan, Italy.

Zhu, H., Shared Leadership in Online Communities, Invited Talk, Emerging Ideas Series, Center for Collective Intelligence, 2012.10, MIT, Boston.

Zhu, H., Shared Leadership in Online Communities, Invited Talk, Harvard Berkman Center, 2012.10 Boston.

Zhu, H., Effectiveness of Shared Leadership in Online Communities. Open and User Innovation Workshop 2012, 2012.08, Boston.

Zhu, H., Huberman, B.A., & Luon, Y., To Switch or Not To Switch: Understanding Social Influence in Online Choices. In CHI' 2012, Texas.

Zhu, H., Kraut, R.E., & Kittur, A., Effectiveness of Shared Leadership in Online Communities. In CSCW' 2012, Seattle.

Zhu, H., Kraut, R.E., & Kittur, A., Organizing without formal organization: Group Identification, Goal Setting and Social Modeling in Directing Online Production. In CSCW' 2012, Seattle.

Zhu, H., Understanding Human Behaviors in Social Computing Systems, Invited Talk, HP Lab, 2012.01, China

Zhu, H., Understanding Human Behaviors in Social Computing Systems, Invited Talk, Tsinghua University, 2012.01, China.

Zhu, H., Kraut, R.E., Wang, Y.C., & Kittur, A. Identifying Shared Leadership in Wikipedia. In CHI'2011, Vancouver, Canada.

Contributed Papers Presented at Professional Meetings, Conferences, etc. (use any standard format that the candidate's field uses)

Li, G., Zhu H., Lu, T., Ding, X., Gu, N., Is It Good to Be Like Wikipedia?: Exploring the Trade-offs of Introducing Collaborative Editing Model to Q&A Sites. In CSCW '15, Vancouver. (Presenter: Guo Li)

Matthews, T., Chen, J., Whittaker, S., Pal, A., Zhu, H., Badenes, H., Smith, B., Goals and Perceived Success of Online Enterprise Communities: What Is Important to Leaders & Members? In CHI'2014. (Presenter: Tara Matthews)

Zhu, H., Kraut, R.E., & Kittur, A., (2013). Effects of Peer Feedback on Contribution: A Field Experiment in Wikipedia. In CHI'2013. Paris, France. (Presenter: Aniket Kittur)

Forte, A., Larco, V., Kittur, A., Zhu, H., Bruckman, A., Kraut, R.E., Coordination and Beyond: Social Functions of Groups in Open Content Production. In CSCW'2012, Seattle. (Presenter: Andrea Forte)

Websites

<http://haiyizhu.com/>

TEACHING AND CURRICULUM DEVELOPMENT

University of Minnesota

Teaching

Spring 2016. CSCI 8980. Special Advanced Topics in Computer Science (section 001)
Evidence-based social computing system design.
3 credits. 18 students. 2016.1–2016.5.

Collaborative Efforts and Activities

Coursera class, Specialization of User Interface Design
With Joe Konstan, Loren Terveen, Brent Hecht, Lana Yarosh
Starting from Sept. 2016

Two Guest Lectures

Fall 2015. CSCI 8115. Human-Computer Interaction and User Interface Technology
3 credits. 2016.10.

ADVISING AND MENTORING

Undergraduate Student Activities

Undergraduate research projects

Xinyi (Dania) Wang
Claire Huri
Cassie (Jiajun) Ni
Zilong Zheng

Graduate Student Activities

Master's Student Advisees (Current)

Zhiyi Li

Doctoral Students Advised (Current)

Maximilian Klein

Other Mentoring Activities

Doctoral students mentored in specific research projects

Haiwei Ma

Bowen Yu

SERVICE AND PUBLIC OUTREACH

Service To The Discipline/Profession/Interdisciplinary Area(s)

Committee memberships

CSCW 2017 Program Committee Member

OpenSym 2016, 2015, 2014 Program Committee Member

Chinese CHI 2016, 2015 Program Committee Member

WWW 2015 Program Committee Member

ICWSM 2011 Program Committee Member

Reviewer for CHI 2016, 2015, 2014, 2013, CSCW 2016, 2015, 2014, 2013

Service To The University/College/Department

University of Minnesota

Fall 2016 PhD student admission committee, Dept. of CS&E, 2015.11 – 2016.2