

YONG ZHU(Mr.)

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EDUCATION

Nanjing University	School of Information Management	2022.09-Expected in 06/2025
Major: Library and information science GPA: 85.1/100 Degree: Master		
Lanzhou University	School of Management	2018.09-2022.07
Major: Information management and information system GPA: 82.6/100 Degree: Bachelor		

RESEARCH INTEREST

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- Data-driven and AI-agent Practice in Think Tank
 - NLP (especially Policy Texts and Literatures)
 - Computational Social Science
 - Information System
 - Network Science

WORK EXPERIENCE

China Think Tank Research and Evaluation Center, Nanjing University	09.2022-06.2025
Research Assistant Full Time	
▪ Operated the official website: ensured timely updates and authenticity of information. ▪ Prepared the annual national conference -The China's Think Tank Governance Forum: created publicity materials and made informational brochures, and press releases following the meeting. ▪ Managed CTTI system data: trained personnel, filled in and reviewed data. ▪ Maintained public accounts: authored content mostly for cutting-edge research domains.	
CTTI system website: https://ctti.nju.edu.cn	
CTTREC website: https://cttrec.nju.edu.cn	

RESEARCH EXPERIENCE

China Mobile Think Tank Construction Project	
Assistant Advisor: Prof. Gang Li	12.2023-12.2025
Content: Investigated development status of China Mobile Think Tank: using a multi-dimensional study of both domestic and foreign think tanks; Provided a comprehensive analysis of the development environment and informatization situation of China Mobile think tanks; Developed strategic intelligentization recommendations: proposed medium- and long-term development plans.	
▪ Investigated several domestic and foreign data-driven think tanks. ▪ Collected qualitative and quantitative data from interviews, focus groups and surveys, secondary data from reports, publications and databases. ▪ Employed thematic analysis in interviews and focus groups data, content analysis in reports and documents, comparative analysis, Porter Diamond Model, Black Swan and Gray Rhino Analysis. ▪ Composed two study reports.	
Evaluation of New Think Tank Construction in Henan University	
Leader Advisor: Prof. Gang Li	04.2023-07.2024
Content: Assessed the management style, talent pool, financial support, and informatization level of think tanks; Analyzed the performance of think tanks in public opinion guidance, academic theory innovation, mainstream media communication, etc.; Assessed the influence of think tanks on government decision-making in terms of decision-making consultation and research reports; Examined the performance of think tanks in terms of academic paper publication and project commitment.	

- Managed and completed the entire projects.
- Assigned tasks to other team members, and organized regular meetings to report project progress.
- Collected qualitative data from interviews, operational data from administrative records and project outcomes, government policies, social media and web engagement data.
- Employed MRPAI metric analysis, qualitative comparative analysis, regression analysis, content and discourse analysis.

China Science and Technology Think Tank's Service Platform Construction Project

Member

Advisor: Prof. Gang Li

12.2022-12.2023

Platform website: <https://zhzg-zh.cast.org.cn/front/home>

Content: Construction of Science and Technology Think Tank Information System. Designed intelligent Think Tank business scenarios, including strategic development analysis scenarios (institution, expert, achievement, activity, and model/method databases), think tank research, service and promotion dynamic scenarios (specialty database of China Association for Science and Technology, national science and technology strategic consulting laboratory), external service portal website, system framework scenarios (directory of science and technology innovation think tanks, evaluation and incentive mechanisms, information disclosure mechanism, information security mechanism)

- Conducted stakeholder surveys and interviews with association leaders to gather user requirements for the information system.
- Collected and processed existing datasets and information repositories, including institution data, expert profiles, patents, publications, and granted projects, by data cleaning and classification.
- Designed the expert database to manage expert profiles, integrated with related databases such as institution and activity databases for comprehensive data connectivity.
- Developed a project management module to track projects throughout the entire lifecycle from initiation to completion.
- Created promotional display modules for the portal website featuring core areas such as “Think Tank News” and “Expert Opinion”, implemented a search module that supports keyword searches, filters, and advanced queries.
- Established the information disclosure mechanism such as data classification protocols, user access controls, regular reporting schedules, and compliance with relevant regulations.

Research on the Current Situation, Problems and Paths of the Digitalization Construction of New Think Tanks in Jiangsu Province

Member

Advisor: Prof. Gang Li

05.2022-12.2022

Content: Summarized advanced experience and typical cases of digitally building new think tanks in Jiangsu Province; Created comprehensive evaluation indexes and found current concerns. Summarized the digital construction experience of advanced domestic and international think tanks. And built a unique, functional, and diverse database and offered the intelligentization construction scheme.

- Collected data from case studies and practical experiences of think tanks in Jiangsu focusing on the implementation of digital tools, surveys and questionnaires detailing the digitalization of think tanks.
- Formulated evaluation indicators for think tanks based on existing models, conducted expert review, adjusted the indicators and weights based on feedback.
- Assigned scores to the processed data and materials based on the evaluation framework, performed quantitative and comparative analysis.
- Interpreted the results, wrote a study report.

National Undergraduate Innovation and Entrepreneurship Project — Blame It on Beauty: The Influence Mechanism of Physical Attractiveness on Voice Adoption from the Perspective of Power Perception

Member

Advisor: Assoc.Prof. Minquan Chai

12.2020-12.2021

Content: This project aims to demonstrate that when leaders have a low sense of power, the high physical attractiveness of the voice-giver enhances the leader's perception of the constructiveness of the suggestions, thereby promoting suggestion adoption. Conversely, when leaders have a high sense of power,

high physical attractiveness reduces the perceived constructiveness of suggestions, hindering their adoption. The study also explores coping strategies.

- Reviewed existing studies, proposed the hypothesis, designed three experiments.
- Conducted three experiments to test the hypothesis, collected experimental data.
- Processed data by Python, utilized the SPSS to do comparative analysis and regression analysis.
- Wrote a study report.

PUBLICATIONS

CONFERENCE PAPER

1. **Yong Zhu**, Zengxing Jiang, Gang Li (Accepted). Analyzing the Evolution of Jiangsu's Science and Technology Policies Based on Topic Modeling and Fine-tuned RoBERTa. *2024 7th International Conference on Data Science and Information Technology (DSIT)* [Presentation on Dec, 14, 2024]

JOURNALS

2. **Yong Zhu**, Gang Li (Major Revision). Analyzing the Evolution of Environmental Policy Themes and Governance Stakeholder Networks: A Computational Approach. *International Journal of Information Management Data Insights*.
3. Yakun Ma, Yuanyuan Shu, **Yong Zhu**, Guangwei Hu (Under Review). Link Prediction for Social Governance Innovation Using the ERNIE Model and an Ensemble Graph Neural Network: A Multi-Source Data Perspective. *Information Processing & Management*.
4. Zimeng Li, Yusong Wu, Danchun Su, **Yong Zhu**, Gang Li. Portrait of Chinese Think Tank Experts Based on CTTI Data. *Library & Information [CSSCI]*. 2023, 43(05): 27-39
5. Gang Li, Fei Chen, Danchun Su, **Yong Zhu**. The Transformation of Think Tank Construction Paradigm: From Expert-Driven to Data-Driven. *Library & Information [CSSCI]*. 2023, 43(05): 1-12

PATENT

1. Topic Modeling Data Analysis and Visualization Platform (Local Deployment) (Open Source: <https://github.com/JohnSnow0422-nju/JohnSnow0422-nju/tree/Topic-Modeling-Platform>)
 - Integrate topic modeling methods such as LDA, DTM, BERTopic, etc.
 - Utilize API to invoke GPT to achieve automated data analysis.
 - Equip with automated data visualization function (Line, Radar, Sunburst chart, Heatmap, etc.).

BOOK CHAPTERS

1. **Yong Zhu** (2023). Academic Research of Chinese Think Tanks. In G. Li & Y. Wei (Eds.). *2022 Annual Report on the Development of CTTI Source Think Tanks* (pp. 26-38). Nanjing University Press.
2. **Yong Zhu** (2023). Progress in Evaluation of Chinese Think Tanks. In G. Li & Y. Wei (Eds.). *2022 Annual Report on the Development of CTTI Source Think Tanks* (pp. 39-48). Nanjing University Press.
3. **Yong Zhu** (2023). Data Analysis of Top 100 University Think Tanks in CTTI. In G. Li & Y. Wei (Eds.). *2022 Annual Report on the Development of CTTI Source Think Tanks* (pp. 273-278). Nanjing University Press.
4. **Yong Zhu** (2023). Highlights in Construction of University Think Tanks. In G. Li & Y. Wei (Eds.). *2022 Annual Report on the Development of CTTI Source Think Tanks* (pp. 279-287). Nanjing University Press.
5. Schwabish, J. A. (2020). *Elevate the Debate: A Multilayered Approach to Communicating Your Research*. Hoboken, NJ: John Wiley & Sons. (A. Lei & G. Li, Trans., 2024). Nanjing: Nanjing University Press. Chapter 6 by **Yong Zhu**, "Working with the Media to Increase Your Impact" (pp. 123-148)

SKILLS&EXPERTISE

Specialized Software: Visual Studio Code (Programming Language: Python), Matlab, Visio, Arcmap,

SPSS, MySQL, Tableau

Research Method: Text Mining, Machine Learning (Linear Regression, Neural Network, etc.), NLP, Network Analysis, Data Analytics, Empirical Analysis

Standardized Tests: IELTS 7.0 Year: 2024

GRE Total: 337 V 167 Q 170 AW4.0 Year: 2024

Hobbies: basketball, swim, rap, guitar

Certificate: Chinese Art Rating Examination Level 7

SCHOLARSHIP, HONORS & AWARDS

The First Industry Research Competition in Nanjing University	The Second Prize	2024
The First Prize Scholarship		2024
The Second Prize Scholarship		2023
The Second Prize Scholarship		2022
Excellent League Member		2020
Excellent Student Cadre		2020
HKUST(GZ) Society Hub Summer Camp	Member	07.2024
Generative AI and New Think Tank Workshop (Poster)	Member	05.2024
The 12th Evidence-based Social Science Training Course	Member	11.2023
2020 Undergraduate College Basketball Game	Champion	10.2020
Lanzhou University 2019 Freshmen Art Festival	Host	11.2019
The 110th Anniversary Celebration of Lanzhou University	Volunteer and Performer	09.2019
2019 Orientation Event at Lanzhou University	Volunteer	09.2019