

# Hui Zhang (张卉)

🌐 <http://huisblog.cn>    ✉ [huiz@zju.edu.cn](mailto:huiz@zju.edu.cn)    📍 Hangzhou, China

## SHORT BIO

---

I'm currently a Ph.D. student at Zhejiang University, advised by *Dr. Kejun Zhang*. My research interests include music information retrieval, affective computing and human-computer interaction.

## EDUCATION

---

### Zhejiang University

Hangzhou, China

- Ph.D Student in Digital Art and Design
- College of Computer Science and Technology

September 2016 - Present

- Bachelor of Engineering in Computer Science and Technology
- Chu Kochen Honors College & Computer College

September 2012 - July 2016

## RESEARCH EXPERIENCE

---

### EEG-Driven Video Emotion Recognition

September 2015 - July 2016

- Assisted with collecting EEG signals from 39 persons while watching videos
- Implemented video emotion analysis using multi-modal data and models

### Academic Translation

September 2016 - March 2017

- Participated in the translation work of books (English to Chinese) including *"The Oxford Handbook of Affective Computing"* and *"Positive Computing"*

### Research on Music Driven Retail Experiences Empowerment

March 2018 - Present

- Internship in Alibaba-Zhejiang University Joint Institute of Frontier Technologies
- Conducted MIR-related work (e.g., Music Emotion Recognition & Genre Classification)
- Provided music technical support for "Alibaba Wood" (a video generation system for sellers)
- Explored the impacts of music on user shopping behavior

### Research on Music Positive Emotional Feedback and Generation Model

May 2017 - Present

- Assisted with establishing a crowdsourcing annotation platform of music
- Created a dataset containing 794 pieces of popular music, as well as the corresponding emotional annotations (Arousal-Valence) and EDA signals from 457 subjects
- Collected and analyzed social comments about music
- Explored the relationship between music-perceived emotion and music-induced emotion

## PUBLICATIONS

---

- [1] Kejun Zhang, Baixi Xing, Lekai Zhang, **Hui Zhang**, Music Affective Computing for Wellbeing, ACM CHI'16 Workshop on Computing and Mental Health, 2016.5.7-12.
- [2] Yang, Q., Liu, S., Zhang, K., **Zhang, H.**, & Peng, K. Propaganda and the Favorable Implicit Attitude toward Power in China, Paper presented at the Society for Personality and Social Psychology's Annual Convention, 2017.1.19-2017.1.22, San Antonio, TX.
- [3] Kejun Zhang, **Hui Zhang**, Simeng Li, Changyuan Yang, and Lingyun Sun. 2018. The PMEmo Dataset for Music Emotion Recognition. In Proceedings of the 2018 ACM on International Conference on Multimedia Retrieval (ICMR '18). ACM, New York, NY, USA, 135-142.

## SKILLS

---

**Programming languages** C++, Python, R

**Math & Statistics** Machine Learning, Deep Learning

**Web technology** HTML, CSS, MySQL, MongoDB

**Design tools** Sketch, FinalCut