

# Pu ZHANG

**Social Sensing | AI & Society | Digital Governance**

[Email](#) [Google Scholar](#) [ORCID](#) [Scopus](#) [Web of Science](#) [Research Gate](#)

## Education

**The Hong Kong University of Science and Technology (Guangzhou)** July 2027 (expected)  
PhD in [Computational Media and Art](#)  
Supervisors: [Pan HUI](#) and [Na JIANG](#)

**The Hong Kong University of Science and Technology (Guangzhou)** Aug 2025  
Red Bird MPhil GPA: 3.686/4.0

**China Agricultural University** Jun 2023  
Bachelor of Management in Regional Development in Rural Areas GPA: 3.51/4.0  
Bachelor of Science in Data Science and Big Data Technology GPA: 3.47/4.0

## Publications

**Pu Zhang.** Sensing digital risk discourse on algorithmically curated platforms: A case study of Typhoon Gaemi via LLM and explainable spatial analysis. *Safety Science*, 202, 107281, 2026. (SCI Q1, IF: 6.2).

**Pu Zhang,** Na Jiang, Yiliang Li, Zheng Wei, and Pan Hui. Leveraging large language models to explain provincial heterogeneity in online discussion of water pollution in China: A socioeconomic and environmental perspective. *Journal of Cleaner Production*, 543, 147517, 2026. (Nature Index Journal, SCI Q1, IF: 10.7).

**Pu Zhang,** Yiliang Li, Zheng Wei, and Pan Hui. The geography of climate concern: A large-scale analysis of public discourse on extreme heat in China using social media and explainable AI. *Environmental Impact Assessment Review*, 117, 108227, 2026. (SSCI Q1, IF: 12.2).

**Pu Zhang,** Yiliang Li, Zheng Wei, Pan Hui, and Na Jiang. Digital grievances: A geospatial analysis of public discourse on doctor-patient conflict in China. *Applied Geography*, 189, 103954, 2026. (SSCI Q1, IF: 7.4).

**Pu Zhang,** Zheng Wei, and Feng Kong. Reconfiguring Responsibility: An Empirical Analysis of Crisis Discourse and Situational Crisis Communication on Douyin. *International Journal of Disaster Risk Science*, 2026. (SCI Q1, IF: 4.8).

**Pu Zhang,** Zheng Wei, Muzhi Zhou, James Evans, and Pan Hui. Beyond Aggregate Feedback: A Spatially-Aware Computational Framework for Understanding Citizen-State Interaction on Social Media. *ACM Transactions on Social Computing*, 2026.

Zheng Wei, Mingchen Li, **Pu Zhang,** Xinyu Liu, Huamin Qu, and Pan Hui. ContextAware: a multi-agent framework for detecting harmful image-based comments on social media. *Proceedings of the Thirty-Fourth International Joint Conference on Artificial Intelligence*, 2025. (IJCAI 2025).

**Pu Zhang**, Zheng Wei, Muzhi Zhou, James Evans, and Pan Hui. Geographic Patterns in Public Response to China's National Childcare Subsidy: A Large-Scale Social Media Analysis. *Social Computing*, 2025. (ICSC 2025).

**Pu Zhang** and Corey Kewei Xu. How Effective is the Shorts Transformation of Traditional Media? An Analysis from the Perspective of User-Generated Content. *Computer Supported Cooperative Work and Social Computing*, 2024. (ChineseCSCW 2024).

**Pu Zhang**, Hao Zhang, and Feng Kong. Research on online public opinion in the investigation of the “7–20” extraordinary rainstorm and flooding disaster in Zhengzhou, China. *International Journal of Disaster Risk Reduction*, 105, 104422, 2024. (SCI Q1, IF: 4.8).

**Pu Zhang**, Hao Zhang, and Feng Kong. Study on the evolution of online public opinion and government response strategies for the “7–20” extraordinary rainstorm and flooding disaster in Zhengzhou, China. *Natural Hazards*, 121, 2849–2872, 2024. (SCI Q1, IF: 4.5).

## Working Papers

**Pu ZHANG**, Yiliang LI, Zheng WEI, Na Jiang, Pan HUI\*. Beyond Economic Growth: Decoding the Structural Drivers of Urban Civil Litigation in China via Big Data Analytics. Submitted to *Cities*. **Major Revision**.

**Pu ZHANG**, Na JIANG, Clarence Cheung, Pan HUI\*. Future of Work Anxieties: Socio-Spatial Clusters of AI-Driven Job Displacement in China's Public Discourse. Submitted to *Technological Forecasting & Social Change*. **Major Revision**.

**Pu ZHANG**, Na JIANG, Zheng WEI, Pan HUI\*. Exploring Socioeconomic Associations of Crisis Information Processing via Large Language Models and Explainable AI. Submitted to *Information Processing & Management*. **Minor Revision**.

**Pu ZHANG**, Yiliang Li, Zheng Wei, Na JIANG\*, Pan HUI. Decoding the Spatial Non-stationarity of Digital HIV/AIDS Stigma: Inveigillance Study of Short-video Discourse using Large Language Models and SHAP-GIS. Submitted to *Journal of Medical Internet Research*. **Major Revision**.

**Pu ZHANG**, Yiliang LI, Zheng Wei, Na Jiang, Pan HUI\*. The Geography of Transition Friction: An AI-Driven Spatial Analysis of Wind Power Social Barriers and the ‘Speed-Conflict’ Nexus. Submitted to *Environmental Innovation and Societal Transitions*, **Under Review**.

**Pu ZHANG**, Pan HUI. What Drives Public Food Safety Discourse? Socioeconomic Determinants and Spatial Heterogeneity of Online Discussion Following a School Food Safety Incident in China. Submitted to *Socio-Economic Planning Sciences*. **Under Review**.

**Pu ZHANG**, Yiliang LI, Zheng WEI, Pan HUI\*. Policy Perception in the Digital Public Sphere: Explaining the Spatial Heterogeneity of Social Insurance Discourse through Explainable AI. Submitted to *Government Information Quarterly*. **Under Review**.

**Pu ZHANG**, Jiaxun JIANG, Yiliang Li, Na JIANG, Pan HUI. Spatial Heterogeneity of Public Concerns in Environmental Policy Implementation: Insights from China's Straw-Burning Ban. Submitted to *Environmental Impact Assessment Review*. **Under Review**.

**Pu ZHANG**, Na JIANG\*, Pan HUI. From Social Sensing to Structural Insight: Decoding the Spatial Mechanisms of “Gamified” Urban Discourse via Large Language Models and Explainable GIS. Submitted to *EPJ Data Science*. **Under Review**.

**Pu ZHANG**, Yiliang LI, Zheng WEI, Na Jiang, Feng KONG\*, Pan HUI. Governing Food Safety Crises in the Digital Age: Macroeconomic Correlates of Public Trust and Regulatory Demands in China. Submitted to [Data & Information Management](#).

**Pu ZHANG**, Zheng WEI, Junxiang LIAO, Pan HUI, Changyang HE\*. Cultural Narratives and Sentiment Engagement of Game Discourse: Comparing Black Myth: Wukong Discussions on Douyin and TikTok. Submitted to [ACM Group 2027](#). **Major Revision**

**Pu ZHANG**, Yiming Zhu, Pan HUI\*. From Play to Anxiety: A Spatial Analysis Study of Human-AI Intimacy Attitudes Across 31 Chinese Provinces. Submitted to [EMNLP 2026](#).

## Academic Services

**Journal Paper Review** for [Technology in society](#), [Information Processing & Management](#), [Journal of Risk Research](#), [International Journal of Disaster Risk Reduction](#), [Ain Shams Engineering Journal](#), [International journal of human-computer interaction](#), [Resources, environment and sustainability](#), [Sustainable futures](#), [Data and information management](#), [Computational Urban Science](#).

## Teaching Experience

### Teaching Assistant, HKUST (GZ)

IPEN 5250: Text Analysis and Machine learning Fall 2024

SOCH 6780: Professional Development in Innovation, Technology, and Social Responsibility Spring 2026

## Selected Honors and Scholarships

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|-----------------------------------------|------|
| National Inspiration Scholarship        | 2022 |
| Beijing City Challenge Cup Second Prize | 2022 |
| China Telecom Scholarship               | 2021 |

## Skills and Software

Python, R,  $\LaTeX$ , Gephi, Arc GIS, VosViewer

## Languages

Chinese Mandarin (Native), English (TOEFL 106, July 2022)

Last updated: July 25, 2026