Making Sense of Data
How NYU Shanghai is staying on the cutting edge of the data revolution
ABOUT
Founded in 2012, NYU Shanghai is China’s first Sino-US research university and the third degree-granting campus of New York University’s Global Network. Our student body consists of 1,500 undergraduate and graduate students, half of whom are from China. Students from the United States and some 70 other countries represent the other half. NYU Shanghai seeks to cultivate globally-minded graduates through innovative teaching, world class research, and a commitment to public service.

ON THE COVER
Our Internet-connected devices are constantly generating gigabytes of raw data about our daily lives. Data science is helping to make sense of the information deluge – and NYU Shanghai is working on the cutting edge of the field. Cover illustration by artist Yang Shuhui.

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NYU Shanghai broke ground May 30 on a new campus in Pudong’s Qiantan district. Designed by global architectural firm Kohn Pedersen Fox (KPF), the new campus is expected to open in 2023. Below is KPF’s rendering of the new campus’s west gate at night. Image courtesy of KPF.
NYU Shanghai Breaks Ground on New Campus

The new campus will double the amount of available classroom space and serve as a cultural hub for Shanghai’s Qiantan neighborhood.

On May 30, NYU Shanghai broke ground on a new 114,000 square meter campus in Shanghai’s newly established Qiantan International Business Zone, on the eastern banks of the Huangpu River. The new campus, incorporating features of both Chinese and Western academic design, is expected to open in 2023.

“This marks an important step forward not just for NYU Shanghai but also for Shanghai’s ongoing efforts to advance educational reform and its growth as an international metropolis,” said Chancellor Yu Lizhong.

The new campus will double the amount of classroom space available at NYU Shanghai’s current campus on Century Avenue. Plans include a 5,000-square-meter library, roughly 7,000 square meters of lab and research space, and new dedicated athletic space.

Located along Qiantan’s southern edge, the new campus will also serve as an anchor for educational and cultural life in the area.

“NYU … has a strong tradition of being a university without walls and also being very integrated with its host city,” said NYU President Andrew Hamilton. “This new campus for NYU Shanghai will truly be in and of the city of Shanghai.”

The University’s new home was designed by Kohn Pedersen Fox (KPF), the creative force behind several already-iconic buildings in the Shanghai skyline, including the Shanghai World Financial Center and the Jing’an Kerry Center.

The architects stayed true to NYU Shanghai’s dual identity as the first Sino-American joint university. Four entrances at the site’s corners will evoke both the gates that traditionally marked the entries to Chinese cities and the iconic Washington Square archway at NYU’s New York campus. Inside, a nearly 9,000-square-meter courtyard will reference not only the central “quad” of many American universities, but also the Chinese scholar’s garden.

“NYU Shanghai’s dedication to fostering the easy movement of ideas across traditional boundaries inspired the new campus’s many mixed-use spaces and layered design.

Although the ground floor of the new campus will be divided into four separate buildings, each building will merge with the others to form a single interlinked structure at the third above-ground level. The structure will also incorporate over 20 green terraces, which together with the central courtyard cover over 96% of the site’s surface area.

KPF and Lujiazui Properties incorporated comprehensive feedback on campus needs and goals from NYU Shanghai faculty, staff, and students throughout the planning process. In recognition of this collaborative approach and its innovations in planning and design, the Society for College and University Planning (SCUP) awarded KPF “Honors for Excellence in Planning a New Campus.” It is the first project in China to win such an honor.
US and Chinese Economists Propose “A Way Forward” on Trade

On October 27, NYU Shanghai hosted the official release of a new proposal from 37 of the world’s most prominent Chinese, American, and international economists and legal scholars, including five Nobel Laureates, for resolving the current trade conflict between the United States and China.

The group called upon the US and China to steer a middle course between presuming that China will adopt a Western-style market economy and forcing a potentially catastrophic “decoupling” of the two economies and advocated for a new negotiating approach enabling each country to simultaneously adopt its own economic model, protect itself from economic injury by the other, and allow its citizens to enjoy the maximum benefits of mutual trade.

The plan of action was developed by a joint working group of ten legal scholars, including five Nobel Laureates, and international economists and was endorsed by other 27 scholars from the US, York University, and NYU Shanghai Vice Professor of International Political

University Launches Two New Graduate Programs

NYU Shanghai is currently accepting applications for a new PhD program in Data Science and for a new low-residency Master’s degree in Interactive Media Arts (IMA). Coursework for the IMA program will begin in summer 2020, and for the Data Science program in fall 2020, and will take place in both New York and Shanghai, with graduates earning NYU degrees upon completion of their programs.

Partnering with the NYU Graduate School of Arts and Science and the NYU Center for Data Science, the new doctoral program will bring the total number of PhD degrees offered by the University to eight; while the IMA degree, offered jointly with NYU’s Tisch School of the Arts, will become the University’s fifth master’s program.

More information about the master’s and PhD degree programs at NYU Shanghai, please go to: shanghai.nyu.edu/academics/graduate

In Memoriam: Professor of Mathematics Vladas Sidoravicius, 1963–2019

Professor of Mathematics Vladas Sidoravicius passed away unexpectedly in May at age 55. Sidoravicius, a native of Vilnius, Lithuania and graduate of Moscow University, arrived in Shanghai in 2015 from the Instituto Matemática Pura e Aplicada in Rio De Janeiro and became the University’s first tenured faculty member in Mathematics. Colleagues remembered him as a brilliant mathematician who cultivated lifelong friendships, generously mentored students, and left a lasting impact on the study of probability theory in universities across three continents. “Vladas had made Shanghai his home, as he had made himself an integral part of our great NYU Shanghai experiment, and we miss him very much,” said Provost Joanna Waley-Cohen.

News in Brief

Leading economist and Nobel Laureate Robert Engle joined Professor Wang Jianye as Co-Director of the Volatility Institute at NYU Shanghai (VINS), VINS works to provide thorough, scientific, and transparent analysis of risk and volatility, particularly in the dynamic China market.

The United Nations officially recognized NYU Shanghai as an affiliated NGO with observer status in December 2018, enabling NYU Shanghai affiliates to attend the UN General Assembly, and other UN meetings.

Shanghai Mayor Ying Yong presented Provost Joanna Waley-Cohen with the Shanghai Magnolia Gold Award on September 29. Waley-Cohen was one of 12 foreign residents recognized for their outstanding contributions.

NYU Shanghai and the NYU School of Professional Studies (NYUSPS) this summer launched the Institute for Cities and Real Estate in Emerging Markets. The Institute will be supported by a gift from a soon-to-be-established foundation created by Dr. Feng Lun, chairman of Yufeng (F&E) Capital; Shan Duwei, president of UB Group, and Xiao Yong, vice president and executive general manager of China Real Estate Business.

Business and Marketing Students Win National Competitions

Lu Zhong-Lin, a leading neuroscientist widely recognized for his work on computational brain models for perception and cognition this fall became NYU Shanghai’s Chief Scientist and Associate Provost for Sciences, as well as Co-Director of the NYU-ECNU Institute of Brain and Cognitive Science.

Lu’s broad charge is to develop a strategic vision for NYU Shanghai’s transformation into an innovative world-class research university. He will help identify core areas of scientific research, foster multidisciplinary research programs, build strong partnerships between NYU Shanghai and the NYU global network, and seek collaborative opportunities with academic, industry, and other partners.

A native of Hubei province who earned his PhD in physics from NYU, Lu moved to Shanghai from Ohio State University, where he was a College of Arts and Sciences Distinguished Professor of Psychology, and Professor of Psychology, Optometry, and Translational Data Analytics.

Top Neuroscientist to Lead Research at NYU Shanghai

Business and Marketing Students Win National Competitions

Two teams of NYU Shanghai students won national championships in branding and marketing last spring. Echo Ma ’19, Lyndsay Ou ’19, and Leanne Li ‘21 together won the all-China Unilever Future Leaders’ League (FLL) competition in March with a marketing plan to make an older skincare brand more accessible to Generation Z consumers. The team then represented China at the Global FFL in London the following month. Team Timeless, formed by Angela Zheng ’21, Jennifer Tao ’21, and Eileen Shiang ’21 also represented China at the L’ORÉAL Competition World Finals in Paris, after taking first place in the China competition with their user-friendly digital platform to market anti-aging skincare products.
AI Helps Uncover Long–Term Effects of Antidepressants

NYU Shanghai Assistant Professor of Information Systems and Business Analytics Bruno Abrahao and fellow researchers from Georgia Tech, Microsoft Research, and Harvard Medical School have developed an AI-based method to enable mental health practitioners to understand the long-term effects of psychiatric medications. Their research was published in the June 14 issue of the Proceedings of the Association for the Advancement of Artificial Intelligence, and won the Outstanding Study Design Paper Award at the International AAAI Conference on Web and Social Media in Munich, Germany.

Adapting a machine learning model originally developed for Reddit posts, the team pinpointed over 23,000 Twitter users whose posts indicated that they were taking any one of 40 popular psychiatric medications and estimated when they began their treatment.

Next, the model found a control group of 280,000 Twitterers who used depressive language and who had similar social media habits, but who were not taking psychiatric medications. Using natural language processing techniques and observations of users’ posting behaviors, the researchers analyzed changes in mood, cognition, and thoughts of suicide in both groups in order to track the effects of psychiatric treatment.

The results are striking: posts by Twitter users who took a family of drugs called SSRIs – which includes many of the most popular antidepressants – showed long-term worsening of symptoms including anxiety, depression, psychosis, and suicidal ideation. In contrast, the posts of users who took an older group of drugs called TCAs showed more improvement in depressive symptoms over the course of the study’s two-year term.

Although psychiatrists and patients have expressed doubts about the effectiveness of SSRIs for years, Abrahao and his colleagues argue that their research shows evidence of these negative effects in a large population.

The researchers now aim to establish the clinical validity of their approach by surveying some of the users whose posts they tracked. They believe that by combining their methodology with other sources of data and expert input and working on ethical and privacy regulations, their approach may influence best practices in psychiatric medicine.

Neural Science Researchers Find Brain Region and Process that Turns Decisions into Actions

In a cover article for the journal, Neuron, NYU Shanghai Assistant Professor of Neural and Cognitive Sciences Cai Xinying and former NYU Shanghai postdoctoral researcher Man Yi Yim and Xiao-Jing Wang of New York University describe how they located the region of the brain where decisions based on preference are translated into actions – the ventral (lower) section of the lateral prefrontal cortex, or LPFCv.

Cai and his colleagues were able to determine that our decisions about which option to choose are made in a different region of the brain and are made before an action plan is formulated in the LPFCv.

Understanding both the location and the process in which decisions are made and transformed into actions could significantly improve medical professionals’ ability to treat social and behavioral disorders. There are also countless ways in which this knowledge could be useful for industries that depend on consumers to make fundamental judgments about goods or services.

NYU Shanghai Prof Finds Distance Threshold for Reliable Eyewitness Identification

In a study published in July 2019 by the leading journal, Law and Human Behavior, NYU Shanghai Professor of Psychology Pekka Santtila and his colleagues determined the minimum threshold for reliable eyewitness identification.

Over 1,500 participants ranging from six to 77 years old watched four people, one at a time, at four distances ranging from five to 110 meters. They were then presented a set of photos, either sequentially or simultaneously, and asked to pick out the people they had seen.

Compared to the rate of correct identifications at five meters, correct identifications fell by 50% at 40 meters, indicating that identification beyond this point is of almost no value. At 100 meters, the accuracy for all age groups became so low that identification results were considered no better than a guess.

Santtila says the findings might be used in criminal trials to cast doubt on eyewitness testimony from beyond the 100-meter threshold.

Research in Brief

A paper co-authored by the late Professor of Mathematics Viadas Sidoravicius and Professor Alexandre Stauffer of the University of Bath titled “Multi-particle diffusion limited aggregation,” was published May 20 in Inventiones Mathematicae, one of the most prestigious mathematics journals in the world. The co-authors developed a process that can be used to simulate events such as the spreading of tumors and competition between disease and defense systems.

Associate Professor of Marketing Yan Dengfeng won a grant from the Excellent Young Scientist Fund administered by the National Natural Science Foundation of China. The 1.3 million RMB (US$185,000) award will support interdisciplinary research into how consumers’ evaluation of numerical information affects their choice of products and services.

Dean of Arts and Sciences Maria Montoya has been named President Elect of the Western History Association (WHA), an organization that promotes the study of the North American West. As President-Elect, Montoya will serve on the Executive Committee of the 1,100-member association of historians and scholars and become its President beginning in the fall of 2020.

Associate Professor of History and European Studies Alexander C. T. Goguet has been appointed the 2019-20 Charles A. Lindbergh Chair in Aerospace History at the Smithsonian National Air and Space Museum in Washington, DC. He is the first European to hold this position since the chair’s creation in 1978. He was also awarded the NASA/Society for the History of Technology Fellowship in Aerospace History in 2018.

More research news at: research.shanghai.nyu.edu/news
SNAPSHOTS

After 14 weeks training, 126 students took to the stage for NYU Shanghai’s Spring Dance Concert, “Heroes,” on May 12. In this photo, Marisol Gallardo ’20 performs with classmates from Choreography & Performance.

SNAPSHOTS

Over the summer, several new student lounges opened in the Academic Building. A World Languages Lounge was created to enable small groups of students to gather and practice different languages.

NYU Shanghai marks International Women’s Day every March 8 with CELEBRATE WOMEN, a photo exhibition of female community members sharing objects of “personal empowerment.” Alina Cedeno ’21 poses in a traditional Ecuadorian dress. “My strong, hardworking and humble people inspire me everyday to keep going. My beaches, volcanoes, diversity, and culture empower.”

SNAPSHOTS

12 sophomores took to the stage on September 11 to perform the 6th annual “Reality Show,” an original musical about life at NYU Shanghai created by the students themselves for the incoming first year class. The show tackled themes such as academic stress, homesickness and cross-cultural collision.

SNAPSHOTS

NYU Shanghai students shared food, dance, and music from their home countries at the Student Government’s Cultural Expo on February 28. Chancellor Yu, Rudy Song ’19, and Feng Zhe ’20 pose with traditional Chinese dance props.

SNAPSHOTS

This fall, the campus cafe started serving drinks exclusively in reusable stainless steel cups. The idea came from Assistant Professor Yifei Li, who worked with the cafe and community to reduce the use of paper and plastic. Thanks to an NYU Office of Sustainability grant, 3,000 cups are now in circulation.

SNAPSHOTS

In April, our sports teams traveled to Xi’an Jiaotong-Liverpool University (XJTLU) to compete against other Sino-foreign universities in the XJTLU Cup. NYU Shanghai brought home a championship in tennis, second place in men’s basketball, and a sportsmanship award in badminton.
Life, Softball, and Pseudorandomness

Avid Softballer and Computer Science Professor Guo Siyao Shares How She Found Her Two Passions

By Ma Yida

Guo Siyao, a native of Hunan province, joined NYU Shanghai in 2019 from the Cybersecurity and Privacy Institute at Northeastern University in Boston, MA. An expert in theoretical computing, Guo’s research is essential to improving the security and privacy of telecommunications and the Internet. For Guo, little is more exciting than making a key breakthrough. “To me research is like walking in the dark. At some point, you will encounter a totally new understanding, like a sudden beam of light in the darkness. Everything becomes illuminated in one exquisite moment!”

Besides teaching and research, Guo loves softball and plays on a women’s team in Shanghai. “You need total focus in softball, but I also enjoy that feeling of letting go completely.” We joined Guo on the softball field at Shanghai Community Sports Club to discuss her research, life in academia, and softball.

Q: What first drew you to computer science, and what made you decide to pursue a career as a researcher?

A: I’ve loved math since I was a child. When I was filling in my preferred majors on my university applications, all of my answers were math related – mathematics, computer science, physics, etc. I was later assigned to the computer science department at Beijing Normal University. I had planned to find a way to transfer to the mathematics department in my sophomore year, but after learning how to code and apply algorithms in my first year, and joining some programming competitions, I developed a strong interest in computers. So I stayed. You get a great feeling of accomplishment from realizing your ideas in code.

Q: Your research interests include cryptography, computational complexity, and pseudorandomness. Can you explain these in layman’s terms?

A: These are all subdomains within the field of theoretical computer science, which involves using mathematics to build models of computers, and researching the computing power of computers. Computational complexity studies the computing resources needed to solve problems, such as time, storage space, etc. Cryptography started as a way to conduct private communication in open environments, including the Internet. Now the field has expanded to include electronic currency and blockchain.

There are not enough totally random numbers to meet the encryption needs of long messages, which is why we have the field of pseudorandomness. You can produce a massive amount of pseudo-random numbers based on a small number of totally random numbers, and apply the massive amount of pseudo-random numbers for purposes such as encryption.

Q: What brought you to Shanghai? And why did you choose NYU Shanghai?

A: I had been studying overseas for a while, and I really wanted to come back to China. I wanted to spend more time with my family. Shanghai is one of the most international cities in China, and NYU Shanghai’s open and relaxed international atmosphere has really won me over. Besides the academic environment here, I also really agree with the school’s approach to education. My colleagues really value teaching, and I love the small class sizes. The students are bright and lively. It’s really enjoyable to teach here. This school has a lot of energy.

Before I arrived here, I didn’t believe there was a school out there that would fit me so well, but after being here a semester, I couldn’t be happier.

Q: Why do you love softball?

A: Softball has been a big part of my life. It taught me how to have an optimistic and enduring mindset, strive for excellence and fight for my dreams. It also taught me to work with others.

I first fell in love with softball when I watched the Japanese anime Touch as a child. I was drawn to the teamwork, passion, and leadership I saw in the series. It made me want to create my own softball story.

In college, I joined the women’s softball team. My captain was my role model. She spent 5 hours every day training herself to be a pitcher. We had morning training at 6:30 am and practiced about 4-5 hours per day. I kept notes of what I learned and still remember how eager I was to improve.

I continued playing in grad school at the Chinese University of Hong Kong. As team captain and catcher, I even led my team to the China University Baseball and Softball League Finals. After you go through something like that, you’re in it for life.

Q: Do you have any advice for women who want to study computer science?

A: I’ve been very pleased to see quite a few women in my classes here in Shanghai. I hope I will have been a positive influence, if they eventually choose careers in computer science. I try to give them support when they need it.

I’d tell women who want to learn computer science – don’t be afraid, don’t set limits for yourself. Get as much information about the situation as possible, and persist in your goal one step at a time. Do what you are able to do to the best of your ability, and you’ll be able to do far more than you imagined.

Professor Guo Siyao rounding the bases during a game at the Shanghai Community Sports Club.
NYU Shanghai regularly hosts more than 100 events every year in a wide-range of fields, advancing our role as a cultural, artistic and intellectual center in the community. Here’s just a sampling of the guest speakers seen and heard recently on campus.

“I think we’re having a Western breakdown in the way we organize our society. The idea that you get together with people of a different view and hammer out a compromise to take things forward seems not to be part of the way that present-day politics is operated.”

— Baroness Neuberger, member of the British House of Lords, on the panel “Brexit or not to Brexit,” March 21, 2019.

“Sino-US relations are like a marriage. The two are deeply intertwined, and they won’t easily separate. The cost of a divorce would be enormous.”

— Shen Zhihua, Professor of History, East China Normal University, at the panel “Retrospect and Prospect of China-US Relations,” Feb 13, 2019.

“We live in a global world now, and translation is not just an aesthetic. It’s a political act. The notion of there being a pure language that doesn’t change is ridiculous. A language that doesn’t change dies.”

— Forrest Gander, winner of the 2019 Pulitzer Prize for Poetry, closed the spring semester’s Literary Reading Series by reading from his prize-winning collection of poems, Be With, and discussed his work, May 14, 2019.

“Kunqu does not belong in a museum. It should be restored to its rightful place in front of thousands.”

— Zhang Jun, the “Prince of Kun Opera,” shared his love for one of the oldest forms of Chinese opera, which in recent decades has weakened in popularity. He talked about adapting Hamlet for Kun and performed excerpts from the play on March 5, 2019.

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Making Sense of Data

How NYU Shanghai is staying on the cutting edge of the data revolution in Shanghai – and around the world.

By Kara Baskin and Sarah Elizabeth Bellemare

Can a robot make music that moves you? Can social media help us understand the effectiveness of anti-depressant drugs? Can artificial intelligence predict stock markets?

These questions and many others are being answered by NYU Shanghai students and faculty studying and using the powerful and rapidly-evolving tools of data science.

Every day, billions of Internet-connected devices and services are generating gigabytes of raw data – from what and when people are buying goods, to where they are traveling and how long they are staying, to what topics they are researching at any given moment in time. Never before has humankind been able to amass so much raw data.

Never before has humankind had the power to process it. Never before has humankind been able to make sense out of the information gathered. The insights gained from data science are changing the way we work, play, and socialize, and are also driving innovation in almost all industries, says Dean of Engineering and Computer Science Keith Ross.

“When you’re working in marketing, R&D, or the finance industry, knowledge about data science is now mandatory in almost every industry,” says Assistant Professor Guo Li, who joined the NYU Shanghai faculty after stints as a data scientist for Kelley Blue Book and Taobao.

“Businesses need to make thousands of decisions every day. Acme marketing wants to predict who is going to be interested in its products. A diabetes app will want to do pro-active disease progression prognosis, and a social media company for teenagers needs to know whether someone is lying about their age,” says Assistant Professor of Information Systems and Business Analytics Esté Junqué de Fortuny. “These scenarios require making decisions and judgments about humans in environments with many unknowns. Data science reduces uncertainty in such decision-making processes. The promise is that as we complete the (responsible) digital transformation of business and society, consumers will ultimately benefit by getting superior services and products.”

A world of possibilities, sophisticated coursework

It’s no surprise, then, that NYU Shanghai has become a global leader in data science. Since its introduction in 2016, more than ten in every student has declared data science as a primary or secondary major. The university is one of the first liberal arts-centered universities to offer a major in data science at the undergraduate level, Ross says.

The data science program is built on a recognition of the field’s interdisciplinary nature. It’s simply not enough to master the underlying statistical methodologies and algorithms – data scientists must also master the field to which they are applying the data tools. With nine sub-concentrations such as genomics, artificial intelligence, and economics available to data science majors, NYU Shanghai offers one of the most flexible and wide-ranging undergraduate data science programs in the world. To support this interdisciplinary program, NYU Shanghai currently has 12 data science core faculty members, with expertise not only in computer science and mathematics, but also in application domains such as finance, urban planning, and neuroscience, with plans to add new faculty members in social science and data science methodology.

Students say faculty members are supportive – encouraging them to advance as quickly as their interest and ability take them. “I took part in an independent study group on deep learning that Professor Gus Xia organized in my sophomore year. He really piqued my curiosity in class by showing us these incredible videos of his own work with robots and music, and then telling us, ‘You can get started learning how to do this right now,’” Marshall says. “[He] made some really complex concepts tangible and accessible, and it was amazing to start working closely with a professor so early in college. That was an experience I never really anticipated having as an undergrad.”

Science without Boundaries

The cross-disciplinary nature of NYU Shanghai’s data science program means that faculty research touches almost every facet of the human experience.

Bruno Abrahao, Assistant Professor of Information Systems and Business Analytics, joined researchers from Harvard, Georgia Tech, and Microsoft to analyze
representation learning, Xia's AI identifies an individual human counterpart. Using a type of algorithm called training AI musicians to perform collaboratively alongside Assistant Professor of Computer Science Gus Xia is Meanwhile, in the Music X Lab at NYU Shanghai, more individualized medicine,” Abrahao says. (to improve their real treatment choices and provide providers can use this kind of social media data analysis to their language before and after they started taking antidepressant medication showed significant, consistent differences in emotional and cognitive outcomes related to their language before and after they started taking them. “Our study showed that in the future, healthcare providers can use this kind of social media data analysis to improve their real treatment choices and provide more individualized medicine,” Abrahao says. (For more details, turn to page 6)

Meanwhile, in the Music X Lab at NYU Shanghai, Assistant Professor of Computer Science Gus Xia is training AI musicians to perform collaboratively alongside human counterparts. Using a type of algorithm called representation learning, Xia’s AI identifies an individual musician’s patterns of notes, tones, volumes, and tempos and compares them with the many many millions of combinations of notes, timing, and structures embedded in music. Then it produces an accompaniment that fits the human musician’s own style. Xia’s AI is even capable of improvising, leading its human collaborator in new musical directions. Xia, a musician himself, hopes that his work will help more people appreciate, perform, and compose music. “It’s the perfect way to bridge humanity and technology,” Xia says.

Enric Junqué de Fortuny, Assistant Professor of Information Systems and Business Analytics, has focused on modeling human-generated data and its applications to business. “In one study, we analyzed fine-grained behavioral data of millions of subjects and were then tasked with making accurate predictions about those same subjects: Whether they are satisfied with their life, their political inclinations, or whether they would be prone to substance abuse in the nearby future. As it turns out, the flow of exchange between data sources, academia, and industry is more flexible here than in other parts of the world,” Abrahao says.

NYU Shanghai has already found several opportunities to collaborate with high-profile Shanghai-based companies, most recently in the April 2019 Hack the Pearl competition, sponsored by HSBC China (HBCN). Student teams were challenged to leverage real data provided by HBCN to develop models predicting consumers’ likelihood of purchasing investment products. Their answers were compared to real outcomes revealed by HBCN, and winners could land internships at the company. This kind of real-world experience is invaluable and blossoms in a vibrant city like Shanghai, said Junqué de Fortuny, who served as a judge and advisor in the competition.

“Shanghai, specifically, has transitioned from being a financial and shipping hub to becoming a global technology powerhouse in a matter of mere years. From robo-cocktail bars to AI chip design studios and self-driving vehicles, you name it, and you’ll find it being developed somewhere here,” Junqué de Fortuny says. “And the only way to truly experience the excitement and pace of it all is to be a part of it. Working at NYU Shanghai has opened my eyes in terms of the impact China’s digital transformation is having on its citizens.”

Bruno Abrahao, Assistant Professor of Information Systems and Business Analytics, discussing a data science project with students from his Network Analytics class.
A New Beginning for the Class of 2019

Commencement speaker Peggy Yu advised graduates: “Allow yourself to be confused and allow yourself to make mistakes.”

Parents, friends, faculty and students from around the world gathered May 30 to celebrate some 270 seniors hailing from 27 countries, including 140 Chinese students from 26 provinces across China at NYU Shanghai’s third commencement ceremony. NYU President Andy Hamilton, Chancellor Yu Lizhong, and Vice Chancellor Jeff Lehman presented the graduates with bachelor’s degrees from NYU and NYU Shanghai diplomas at the ceremony, which was livestreamed from the Shanghai Oriental Arts Center to global audiences.

Commencement speaker and Co-Founder of E-commerce China Dangdang, Inc, “Peggy” Yu Yu, Stern ‘92, encouraged the graduates to take advantage of their youth and explore the world. “There is an English expression that says ‘Youth is wasted on the young.’ But in my mind, youth is meant to be wasted on the young,” Yu said. “Spend time wandering around, reading, observing, accumulating knowledge, and capabilities. Allow yourself to be confused and allow yourself to make mistakes.”

Members of the Class of 2019 will be headed to jobs or graduate schools all around the world, from multinational companies such as Citibank, Amazon, Baidu and IBM to the U.S. Peace Corps and non-profits such as the Institution of New Economic Development in Chengdu.

NYU Shanghai’s Very Own Qilin Mascot Has Landed in the WeChat Sticker Store!

In celebration of the Class of 2019 and all our classes to come, NYU Shanghai – with the help of sophomore IMA majors Skye Gao ’21 and Candy Bi ’21 – released a set of 16 Qilin mascot online stickers for use across all social media platforms, including WeChat.

This sticker set seeks to capture everyday life for the NYU Shanghai student body: Writing papers, sipping bubble tea, chasing shuttle buses, and working out in the gym. As you venture out into the world, take the Qilin with you as a memento of your time here, and keep our school spirit strong!

The entire set is available to download from the WeChat Sticker store (search “١١٨ ٣٨٨٥٥٥٨” ) and on Instagram via GIPHY @nyushanghai.

Global Awards

First NYU Shanghai Student Awarded Knight–Hennessy Fellowship

One of 68 students selected from more than 4,400 applicants, Shirley Zhao is the first NYU Shanghai student to earn a Knight-Hennessy Fellowship, which will fund her master’s degree in East Asian Studies at Stanford University. She is also the only winner in 2019 from Mainland China. The Knight-Hennessy Scholarship, co-created by Nike founder Phil Knight and modeled after Oxford University’s Rhodes Scholarship, brings together some of the world’s most promising college graduates to advance their graduate studies and work together to find creative solutions to complex global issues.

Congratulations also to:

- Savannah Billman ’19
  Yenching Scholar

- Sabrina Ku ’19
  Fulbright ETA (English Teaching Assistant) Scholar

- Lizbeth Pantoja ’19
  Fulbright ETA (English Teaching Assistant) Scholar

- Safia Kariapper ’19
  Princeton in Asia Fellow

- Bin Xue ’19, Savannah Billman ’19 and Jade J Bajinski ’19

- Student Speaker Anthony Comeau ’19

- Student Speaker Qu Jiayun ’19

- Torchbearer Liu Tianwei ’19

- Chancellor Yu Lizhong

- Commencement speaker Peggy Yu Yu

- Student Speaker Anthony Comeau ’19

- Student Speaker Qu Jiayun ’19

- Torchbearer Liu Tianwei ’19

- Jarred Van De Voort ’19 and classmates head toward the Shanghai Oriental Art Center.

- Li Zeyao ’19 and Hu Yunling ’19 pose on Century Avenue.

- Bridgette Williams ’19 shows off the message on her mortarboard.
In and Of the City

NYU Shanghai Reaches Out to Migrant Worker Communities

By Fei Wu

n a modest building on the outskirts of Shanghai, nearly two hours by subway from the NYU Shanghai campus, Zhu Haoze ’22 leads a study group of three high-school aged students. He guides them through the basics of English grammar and parts of speech, painstakingly explaining the difference between a noun, a verb, and an adjective. One boy is particularly enthusiastic and tries to answer every question Zhu throws out with mixed success, while the other two are attentive but uncertain.

“You don’t need to know every single tense or usage, but it might be useful later on to be able to express yourself in English,” Zhu reassures one of the more tentative boys.

Zhu was a student last spring in Service Learning with Migrant Families, a weekly course taught every year by Affiliated Professor of Social Work Xu Qingwen. The course introduces students to theories about childhood development and studies of migrant populations, and enables them to apply their textbook knowledge to volunteer work in various NGOs.

Over the course of their time in Shanghai, NYU Shanghai students are strongly encouraged to engage in community service. Last spring, some 70 of those students chose to work with the children of Shanghai migrant workers either through Professor Xu’s class, or by teaching English through local Shanghai charity, Stepping Stones, or joining the Dean’s Service Corps’ Art Therapy with Migrant Kids program, which sent students to lead art classes with primary school children.

Shanghai is host to some 10 million migrant workers from across China who come to the city seeking higher pay and better opportunities. Some laborers bring their children with them, but establishing hukou, or official residency in Shanghai, is extremely difficult and prevents many from being able to enroll their children in public school.

The center where Zhu was volunteering, the Shanghai Jiujian Volunteer Center, tries to fill that gap by supporting youth who cannot access Shanghai public high schools or take the nationwide gaokao, the university entrance exam. Jiujian offers alternative paths to success by providing students with English lessons, field trips, and classes in subjects such as coding, biology, and pottery.

“NYU Shanghai student volunteers put their hearts and souls into the classroom, and are constantly thinking of better ways to teach students,” said Jiujian Volunteer Center Director Yao Ruohui. “They also spend a lot of their free time outside of class talking with our students and building friendships.”

A daughter of migrant workers from Anhui province, Interactive Media Arts major Kong Xiaoyan ’21 decided to volunteer with migrant children through the Art Therapy program because she wanted to give back.

“I received a lot of help from society, so right now, I’m at the point where I’m thinking: Can I do something for these kids as an NYU Shanghai student?”

Mathematics and social sciences double major, Liu Tianwei ’19, says that working with the children of migrant workers had affected him both personally and academically. “I had a conversation with my parents about my future recently. They wanted me to do something that would help me find a ‘good job’ in the future,” says Liu. “But after volunteering, I see that there are things I can do to help a group of people, and that’s the significance of social work and social services … That’s meaningful to me.”

Kong says navigating both the glittering high rises of China’s first-tier cities as well as the vegetable markets and construction sites in their shadows has given her a unique perspective.

“I’ve seen both sides. Some really privileged people, they don’t go to those places. They think they are living a good life … upscale coffee-shops, comfortable chairs in air conditioned buildings. In a way, it could now be my life, too,” says Kong. “But we’ve got to remember that comfortable people in comfortable places are the ones who actually have a voice, and can actually make decisions that change the situation.”

1. Madison Hart ’22 and Stella Choi ’21 volunteered with the Art Therapy with Migrant Kids program at Tangwan Primary School.
2. Kong Xiaoyan ’21 is amused by her students.
3. Youssef Abdelazhar NYU ’21 helps his students choose five words to describe themselves.
4. Emily Yi ’21 shows students a sample drawing.
Doing Business

By Charlotte San Juan

On Shanghai’s famous West Nanjing Road – where by night clusters of neon commercial signs light the way for endless waves of shoppers pouring in and out of storefronts – students from Professor Heini Shi’s course, Doing Business With China, are in the middle of class. They’ve just finished touring Space, a music and fitness studio backed by the Alibaba Group located in a mall adjacent to the world’s biggest Starbucks. The high-tech studio serves nearby office workers and fitness addicts seeking to spice up their routine with classes that combine strength training, barre, cycling and yoga with music.

On floor mats and lounge couches, Professor Shi’s class surround Space co-founder William Hsieh, NYU Stern ’00, who shares the realities of owning, operating and branding a business enterprise in China. They discuss the company’s struggles, successes, and the trend for foreign companies to partner with well-established local organizations rather than establish themselves as “WFOEs” or “Wholly Foreign-Owned Enterprises.”

“Hsieh’s gym has several locations – in Taipei, Beijing and here in Shanghai – and he explained how important it is to gather the right people in different roles in order to confront legal and operational struggles companies face,” says Nicholas Yiu ’20, a current student at NYU Gallatin. “One of the greatest takeaways of this visit was that it’s difficult to set up and run a business in China, you really need to have a good strategy and learn the tricks.”

Opportunities to meet with real-life practitioners like Hsieh and to tour businesses of all sizes – from local startup accelerators to multinationals such as Coca Cola, IKEA, and DowDuPont – are a regular feature of one of NYU Shanghai’s most popular 4-credit undergraduate business courses.

“You get to go outside – not only out of the classroom but also out of your comfort zone in order to indulge, understand, and network – which is fundamental for conducting any type of business within or outside China,” says Paula Dale ’18, a former officer at the World Bank and the United Nations, who currently works for JP Morgan in New York City.

A former officer at the World Bank and the United Nations, Professor Shi brings a cross-cultural and cross-disciplinary approach, touching upon history, philosophy, economics, political economy, and sociology, to helping students understand China’s business ecosystem, and China’s impact on the global economy.

“To succeed in the business world requires a sensible understanding of global and national politics, economics, and cultures,” Shi says.

In addition to site visits and C-suite guest speakers from companies such as Maserati and Alfa Romeo, Silicon Valley Bank, New Development Bank, Ernst & Young, and United Family Healthcare, the class delves into actual case studies of Chinese and international enterprises. Last year, the class studied the venture of Uber, a leading mobile transportation platform, and innovative marketing strategies of a state-owned pharmaceutical company Yunnan Baiyao Group.

“Most students start off having no idea about the roots and singularity of China’s complex commercial environment,” says Liu Zhuoen ’18, who now works as a marketer for the travel company WildChina. “It is through these real-life cases and often overlooked details that Professor Shi has really demonstrated ideas of ‘making students learn about China, its market, and business practices.’”

“Analyzing how companies in China are managed gives us a new awareness of maintaining a business enterprise,” says Seung Ick Chang ’20. “And learning about Chinese customs and relationships with people will help us think and negotiate differently with Chinese counterparts while doing business with them.”

Shi says the course is ideal for junior and senior students regardless of major, since the principles behind doing business can be useful beyond profit-making activities and help to guide many human activities that require soft skills. “All the students that come to NYU Shanghai have a relationship with China – Chinese national students were born here and international students chose to study here, so they benefit from this course no matter which major they are in,” she says. “Gaining knowledge is just part of the objective; how to learn is what students truly take away from this course.”
Institute of Contemporary Arts Provides New Venue for Artistic Collaboration

By Sarah Elizabeth Bellemare

After a two-year hiatus, NYU Shanghai’s art gallery opened October 10 with a new name, the Institute of Contemporary Arts (ICA), and a new exhibition, *Goldenrod*, featuring works by Hong Kong-based artist and educator Zheng Bo. The three-part exhibition—which includes several works co-created by Zheng and NYU Shanghai community members—highlights the institute’s focus on collaborative research and experimentation in the arts. Gallery director Michelle Yeonho Hyun, has reimagined the ICA as a “research center” where visitors do more than just view art—they help develop and employ it as a medium for the exchange of ideas.

NYU Shanghai Magazine sat down with Hyun and Zheng Bo to talk about the ICA’s new direction and its inaugural exhibition.

Q: **Shanghai is well-known for its art scene. How did you imagine the ICA within this context, and within the context of the university?**

Hyun: In Shanghai, you have a lot of great private museums and a flourishing commercial gallery scene, but there are not a lot of spaces that can allow artists to really take risks. As an artist, you need to be able to diverge from the initial idea behind a work or collaboration—you need to be able to experiment.

We really wanted to create a unique transdisciplinary, research-oriented arts program that meshes with NYU Shanghai’s identity as an institution for education, research, and public engagement. So the two main questions that I think the ICA Shanghai will ask any of our artist collaborators are: “What are you working on now?” and “What do you want to make next?”

Q: **Why focus on “contemporary” arts here at NYU Shanghai?**

Hyun: In the contemporary arts, we have the space to create works that may not look the way we initially thought they would, or that may not be received in the way we anticipated. Contemporary art also moves between different disciplinary concentrations, in much the same way as our lives and identities move between different tracks. So it explores the spaces between the niches and crevices that can come to define us in an educational institution.

Zheng: I think for me, art provides a holistic sphere to think about issues that cannot be addressed by specific disciplines. It’s a space to think about those questions that are very difficult to define, yet are very important and which require us as humans to use all our faculties and capacities to wrestle with them.

Q: **Tell us more about *Goldenrod. What is the exhibition named for?**

Zheng: The exhibition is named for the Canadian goldenrod, which is a weed that is probably the most ubiquitous plant species in Shanghai. It’s kind of on the bottom of our plant hierarchy, but it’s also everywhere, so it’s also the most visible. It’s important for people who leave the exhibition to all of a sudden see these plants everywhere in their lives, to change our everyday practice.

Q: **What is the exhibition named for?**

Zheng Bo: *Goldenrod* features two works by me—a film series called *Pteridophilia* and a new drawing that I created just for this exhibition— as well as a collaborative project called *Eco-Socialist Garden*, NYU Shanghai (生态-社会主义园，上海纽约大学) that was created in a workshop with NYU Shanghai community members, philosophers, ecologists, landscape architects, and other artists.

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Q: **Michelle, why did you select *Goldenrod?**

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Shanghai Turns Over a New Leaf in Waste Management

by Yifei Li

Trash has been the talk of Shanghai lately. Under the city’s ambitious new waste classification scheme which went into effect on July 1, everyone is summoned to separate trash into four categories: dry garbage, wet garbage, recyclables and hazardous waste.

Environmental rationales behind the policy notwithstanding, the vast majority of residents consider Shanghai’s waste management strategy onerous, as it requires significant modifications in everyday behaviors.

Over a New Leaf

SHANGHAI – Shanghai’s waste management strategy has given rise to increasing volumes of waste. Whether it’s the convenience of waimai, where the cheap food delivered to your door will arrive in less than an hour; the dinner table, that results in an average amount of food waste, which the city has defined as a combination of compostable kitchen and garden waste. In 2017, the city recorded more than 10.85 million metric tons of garbage, which the city has defined as a combination of compostable kitchen and garden waste. In other words, an average household discarded more than 4.5 kilograms of trash every day in 2017. By contrast, in New York City, an average household discarded close to 2.5 kilograms a day in 2017.

The need for intervention in Shanghai is unmistakable, but the main problem with the current approach is that it only addresses one aspect in the “tail end” of the waste challenge – how citizens throw things away. Without a doubt, it is an admirable start, but that’s all it really is: a start. The “front end” needs to change, too.

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Producers need to take on the responsibility of designing their products for durability. Marketization of biodegradable products needs to advance quickly to catch up with the demand. The “middle tier” needs to change also. The alternative economies of thrift-shopping, handcraft-making and local-sharing need to be revived to the glory they once enjoyed under socialism. Finally, changes in the “tail end” need to expand beyond the point of garbage disposal. Community composting would make far more ecological sense than handing “wet trash” to a centralized incinerator.

The government of Shanghai cannot afford to act on its own. The whole suite of changes outlined above calls for an all-hands-on-deck moment where private citizens, community groups, businesses, scientists, professional associations, and all other actors work together. The city needs to harness the creativity, expertise, knowledge, passion, and goodwill of its citizens. In the end, getting broad-based buy-in is key to policy success.

For now, the residents of Shanghai have every right to feel that the new waste classification scheme is burdensome and counterintuitive. However, as the city begins to talk on the various causes of the urban waste problem in partnership with groups in society, the four waste categories will cohere better with common sense.

In fact, it is precisely our common sense of waste that needs changing. We, as residents, can be part of the change.

This story draws from the author’s forthcoming book, China Goes Green, co-authored with Professor Judith Shapiro of American University.

At commencement, Vice Chancellor Jeffrey Lehman told graduates to keep up those habits that nourish creativity, including “reading tons of books, at least six each year, regardless of whether they are fiction or nonfiction, biography or fantasy.” Here, Lehman shares six books that shaped his thinking and understanding of the world in 2019:

An eminent brain surgeon, Atul Gawande argues that changes in medical technology and social structures require us to rethink how medical professionals, friends, and family interact with people nearing the end of life. Gawande invites us to reflect on how to become “the authors of our own lives,” to exercise our autonomy in ways that help other living beings and that serve a larger cause than just our friends and family.

After working for ten years on search advertising at Google, James Williams left the industry to pursue a doctorate at Oxford, studying the intersection of philosophy, ethics, and technology. In this book, he argues that “information” is no longer scarce, but “attention” is. Media today leaves us too distracted to consider what we want to do at any given moment, what kind of people we want to be over time, and what goals and values we wish to advance. He argues in favor of a new ethos of advertising and design that can help restore a meaningful “freedom of attention.”

Distinguished economist, Dani Rodrik presents a powerful alternative to the widespread belief that, although free trade inevitably leaves some people worse off, it is invariably better for humanity as a whole. This view, which Rodrik calls “hyperglobalization,” under-appreciates the value to humanity of having very different nation-states serving their citizens in very different ways. He argues for a system of global governance that respects the primacy of nation-states, facilitates fair trade among them, and uses a light touch to nurture the kind of global consciousness we need to address today’s truly transnational challenges.

Shoshana Zuboff is a social psychologist, one of the foremost scholars of the digital revolution, and in this book, she explores how competitive markets have created a world in which businesses are rewarded for gathering more and more detailed information about each of us, developing sophisticated ways of predicting our behavior, and creating ever more powerful mechanisms to modify our behavior without our noticing. The result is a frighteningly dangerous world, where our freedom is imperiled not by public power, but by the power of concentrated, technologically enabled, private enterprises.

5. Figuring (2019) Maria Popova
Maria Popova is renowned for her distinctive and provocative blog, Brain Pickings. This book considers what it means to attain “completeness of being” by exploring the complex and overlapping personal and professional lives of astronomer Maria Mitchell, journalist Margaret Fuller, sculptor Harriet Hosmer, poet Emily Dickinson, and naturalist Rachel Carson. Popova considers the significance of love, loss, creativity, and how people can, during their brief lives, find a way to meaningfully “belong to the world.”

I served as a law clerk to Justice Stevens during the first hundred pages. They offer a fine sense of what an educated person would benefit from reading the first hundred pages. They offer a fine sense of what an educated person would benefit from reading the first hundred pages. They offer a fine sense of what an educated person would benefit from reading the first hundred pages.
Frank Zhou ’21 and Justin Zotos ’21

Frank and Justin have been roommates since freshman year. The pair roomed together again this fall as study away students in New York. Having spent Chinese New Year with Frank’s family, Justin took Frank to Chicago for Thanksgiving with his family.

Choosing NYU Shanghai

Justin: I lived in Singapore until high school and then moved back to Chicago. I didn’t realize how awesome the cultural experience I had growing up was until I didn’t have it anymore. I came to NYU Shanghai to be back in a multicultural community.

Frank: When I came for Candidate Weekend, I felt this college was so cool. I’ve made so many friends and experienced so many amazing cultures.

Helping Each Other

Justin: Freshman year, Frank was worried about his English and I was worried about my Chinese. We made this pact to practice with each other. That was one of our defining moments.

Frank: Frank is the hardest working guy I’ve ever met. He’d spend all day getting his work done. I was not like that at all. He taught me the importance of waking up early, getting a breakfast, and now I have a lot more time to get stuff done. Right now, my GPA is its highest, ever. All because Frank.

Justin: Helping Each Other

Justin: We connected over our love for superheroes. Every superhero movie that comes out, Frank and I will go see it together. We went to the midnight release of Avengers: Endgame in China.

Frank: We like to eat. We will recommend different restaurants to each other.

Justin: The first time we really hung out was at this Peking duck restaurant. I remember he ordered duck heart. That freaked me out but it was not bad.

Frank: When we ate hot pot, you ate a little bit of pork brain, right?

Justin: One of my goals when coming here was to never turn away new foods. Frank has definitely pushed my limits that’s for sure, but I’m very thankful for it.

Frank: Such an outgoing guy. He has a lot of friends. One of my goals was to hang out with friends a lot more, meet different people, and try to go out more.

Roommate Traditions

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Interview: Charlotte San Juan  Photo: Chen Qianyi ’21

2021 届周忠文和 Justin Zotos

周忠文 (Frank) 和 Justin 从大一开始就是室友，2019 年秋季学期，两人均选择去纽约进行海外学习，并且继续当室友。自从和 Frank 一家人共度春节之后，Justin 这次带着 Frank 去芝加哥见自己的家人，一起庆祝感恩节。