DONGDONG ZHU

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EDUCATION

Course, Quantitative Research for Communication Science   Feb. 2023 - Jun. 2023

University of Amsterdam, Amsterdam, the Netherlands

Master of Science in Media and Communications (67/100)   November 2019

London School of Economics and Political Science, London, the UK

Bachelor of Arts in Journalism (3.73/4.0)   June 2018

Renmin University of China, Beijing, China

Exchange Program, Journalism and Communication (3.85/4.0)   Sept. 2016 - Jan. 2017

National Chengchi University, Taipei, Taiwan

ACADEMIC EXPERIENCE

The Divine Online? Mapping Algorithmic Conspirituality on TikTok (Link, Report of Digital Methods Initiative Summer School, University of Amsterdam)   2023

- Explored the phenomenon of "conspirituality" on algorithm-dominated platforms, specifically TikTok, to gain insights into individuals' perceptions of their social, political, and religious realities, investigating the role that users on TikTok play in deifying its recommendation algorithm and the dangers of such engagements.
- Utilized network analysis, treating each video as a node and its connections to other videos as edges. Calculated the in-degree of each node to measure the frequency of video recommendations within TikTok's "You May Like" section. Identified the influence of content creators as an additional factor considered in the recommendation system.

Revolution By Other Memes: Online Subcultures, Modular Ideologies And The Political Compass (Link, Report of Digital Methods Initiative Summer School, University of Amsterdam)   2023

- Conducted research on r/PoliticalCompassMemes, a platform classifying political ideologies through political compass image macros, focusing on memes as a means of addressing political style over substance, recalibrating issues and events.
- Found that political issues showed equal representation among political orientations, illustrating how racism, for instance, became a category for orienting positions rather than a specific issue for a particular group, serving as grounds for meme construction shared by all political categories.
- Utilized mixed methods combining quantitative analysis with 4CAT and Pixplot, along with qualitative analysis, to analyze clusters of memes, semiotic resources, and symbols, facilitating a comparative analysis based on flairs to explore the translation of serious political concepts into memes.

Females, Male Homosexuality and Gender Hegemony: A Qualitative Analysis of Boy's Love Novels in the Chinese Context (Merit, Postgraduate Thesis, MSc, Media and Communications, LSE)   2019

- Conducted critical discourse analysis based on the top three most popular Boys' Love novels in China from textual, discursive and societal dimensions respectively, as well as thematic analysis on the transcripts of semi-structured interviews with ten female readers.
- Concluded that Chinese Boys' Love fiction shows women's expectations to challenge current gender hegemony and reconstruct gender discourses with compromised resistance.

Innovation in Discourse Writing of We-Media Accounts: Taking the Jiang Ge Tokyo Murder Case as an Example (Distinction, Graduation Thesis, BA, Journalism, Renmin University of China)   2018

- Conducted quantitative analysis and discourse analysis to explore the writing methods of WeChat subscription accounts, based on over 100 articles themed around the Jiang Ge Tokyo Murder Case.

Innovation in Communicating Public Information with New Media - a Case Study of the Government of Yinchuan   2017

- Collaborated with a team to conduct a field investigation into the user experience of government websites and Sina Weibo government accounts. Conducted a survey of 500 residents in Yinchuan, China, and used mathematical modeling to analyze the data. Provided recommendations to government communication officers based on the findings.
- Personally responsible for survey design, data analysis, and results presentation.
- The project was funded by the Undergraduate Research Foundation of Renmin University of China.

PROFESSIONAL EXPERIENCE

Marketing specialist, Global marketing department, Xiaomi, Beijing, China   Mar. 2020 - Feb. 2023

- **Campaign operation**
- Developed a variety of event concepts aligned with Xiaomi smartphones and AIoT products' marketing requirements.
- Worked as the project manager and successfully executed online and offline marketing events across Xiaomi's global social media platforms and community, effectively engaging Xiaomi fans to participate in and promote the products.

- **Influencers management**
- Founded and led a global Xiaomi Fan KOCs project, "Xiaomi Influencers", to support the global marketing of Xiaomi's new products.

- **Community engagement**
- Worked as the community manager of Xiaomi Community, the largest brand community worldwide, to engage users and create daily content.

Freelancer, Platform and Content Group, Tencent, Beijing, China   Nov. 2017 - Mar. 2020

- Published over 50 in-depth analytical articles (totaling approximately 150,000 Chinese characters) on WeChat and Tencent News, covering a range of topics, including content product analysis, social media trends, media development strategies.
- Original content has been republished multiple times by top-tier media outlets, including 36Kr, The Beijing News, and others.

ADDITIONAL INFORMATION

- **Languages**
- Mandarin (Native), English (Fluent)

- **Awards**
- National Encouragement Scholarship (2015, 2017)
- Scholarship of RUC (2016)
- Outstanding Student Leader Award of RUC (2016, 2017)
- Excellent Works Prize, AD Campus Spring Competition (2017)

- **Skills**
- SPSS, Python, Gephi, Pixplot, Adobe Premiere