

Dongdong Zhu

Amsterdam | dongdong.zhu@student.uva.nl | ceciliazhu1997.github.io

Education

Research Master in Communication Science University of Amsterdam, Amsterdam, the Netherlands	Sept 2023 – Aug 2025
Master of Science (MSc) in Media and Communications High Merit, London School of Economics and Political Science, London, the UK	Sept 2018 – Nov 2019
Bachelor of Arts (BA) in Journalism Distinction, Renmin University of China, Beijing, China	Sept 2014 – June 2018
Exchange Program in Communications Distinction, National Chengchi University, Taipei City	Sept 2016 – Jan 2017

Publication

Zhu, D. (2024, June 23). *Are Housewives Getting Depressed? A Machine Learning Study Based on YouTube*. Paper accepted by the 74th International Communication Association (ICA) Regional Hub, Beijing, China.

Research Experience

Research Assistant, Amsterdam School of Communication Research (ASCoR) May 2024 - now
Developing a Comparative Media Dataset from Web Crawl Data for Communication Science Research

- Identified a paper database through a review of the most-cited papers using content analysis in the 10 sub-fields of communication science from 2013 to 2023.
- Developed and applied a coding framework to analyze research papers, with subsequent machine learning analysis of the coded data scheduled for September.

Research Assistant, Amsterdam School of Communication Research (ASCoR) Mar 2024 - now
Infotainment on TikTok: Effects of Entertaining Features in TikTok News Videos on (Perceived) Knowledge about News Issues

- Designed and produced TikTok news videos as stimuli for an experiment investigating the impact of emotionalization and information complexity on individuals' perceived knowledge.
- Developed the pre-test questionnaire and refined the experimental design based on the data analysis results of the pre-tests.
- Will collect experimental data, perform data analysis, and author the paper from September to November.

Group Member, Digital Methods Initiative, Amsterdam Institute for Humanities Research (AIHR) July 2023
The Divine Online? Mapping Algorithmic Conspirituality on TikTok

- Investigated the algorithmic recommendation of TikTok's "For You" section for conspiratorial videos using network analysis of webpage data.
- Identified the potential influence of content creators as a contributing factor in the recommendation system.

Revolution by Other Memes: Online Subcultures, Modular Ideologies and the Political Compass

- Analyzed 8,000 political memes from r/PoliticalCompassMemes on Reddit to explore the transformation of complex political concepts into meme formats using visual and semiotic analysis.

Master Thesis (Merit), London School of Economics and Political Science Aug 2019
Females, Male Homosexuality and Gender Hegemony: A Qualitative Analysis of Boy's Love Novels in the Chinese Context

- Analyzed the top three most popular Boys' Love novels in China through a multifaceted approach combining critical discourse analysis (textual, discursive, and societal) and thematic analysis of semi-structured interviews

with ten female readers.

- Found that Chinese Boys' Love fiction reflects women's desire to challenge existing gender norms and reconstruct gender discourses, albeit with limitations in their resistance.

Bachelor Thesis (Distinction), Renmin University of China

June 2018

Innovation in Writing of We-Media Accounts: A Case Study of the Jiang Ge Tokyo Murder Trial

- Analyzed the writing styles of WeChat subscription accounts covering the Jiang Ge Tokyo murder trial using qualitative content analysis.
- Identified how "herd mentality" influences public opinion trends, the rise of dramatic narratives in We-Media writing, and its potential to amplify rumours.

Professional Experience

Operation Specialist, Operations Department, DoraHacks, Remote

Feb 2023 - June 2023

- Led the organization of global Web3 hackathons focused on game development and space resource utilization.
- Managed social media presence and fostered vibrant online communities (Discord, Telegram, LinkedIn) to attract and engage developers.

Marketing Specialist, Global Marketing Department, Xiaomi, Beijing, China

Mar 2020 - Feb 2023

- Conceptualized, developed, and led international marketing campaigns:
 - Xiaomi POP: Streamed the first-ever global New Year's celebration across 24 time zones in one live stream.
 - Xiaomi POP Run: Led successful online and offline challenges, with over 27,000 participants embracing daily running and 14 countries holding offline events.
 - Xiaomi Renovation: Empowered families in need through free smart living solutions in 5 countries.
- Founded the very first global Key Opinion Consumers cooperation project, building partnerships with over 50 micro-influencers worldwide.

Freelancer, Platform and Content Group, Tencent, Remote

Nov 2017 - Mar 2020

- Generated 50+ media analysis articles for Tencent News and WeChat, reaching 2.5m readers, and national media reprints. [Publication list](#).

Intern, The Chinese Weekly, Kylin Prime Group, London, the UK

June 2019 - Sept 2019

Intern, MSL Public Relations, Publicis Groupe, Beijing, China

May 2017 - Aug 2017

Intern, China Central Television, Beijing, China

Feb 2017 - May 2017

Honors and Awards

- National Encouragement Scholarship (1/22) (2015, 2017)
- Outstanding Student Leader Award of RUC (2016, 2017)
- Third Prize, Scholarship of RUC (2016)
- Second Prize, Undergraduate Research Foundation of RUC (2017)
- Excellent Works Prize, AD Campus Spring Competition China (2017)

Skills

Languages: Mandarin (Native), English (Fluent)

Data Analysis: Python, R, SPSS

Data Visualization: Gephi

Creative Suite: Adobe Photoshop, Premiere Pro