

Zhenting (Maggie) HE
CURRICULUM VITAE

November 20th, 2025

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RESEARCH INTERESTS

Currently, I am interested in the intersections of cultural studies, particularly in terms of interplay among technology and culture. In terms of research methods, I have been systematically exposed to qualitative research, especially semi-structured depth interview and thematical analysis. Ongoing interests include gender studies, reproductive politics and digital journalism. In addition, I possess foundational knowledge of experimental designs, survey methodologies, and computational communication techniques, which I believe effectively complement qualitative approaches in investigating empathy and its broader social implications in contemporary media contexts.

EDUCATION

University of Heidelberg, Germany	October, 2025 - present
M.A. in Sociocultural Anthropology	
<i>Courses and Sessions:</i> Current Debate in Anthropology, Ecology and Morality, The Anthropology of Emotion, Critical Heritage Culture	
Shenzhen University, China	September, 2022 - June, 2025
M.A. in Communication Studies	GPA: 3.81/4.0
<i>Courses and Sessions:</i> Quantitative Study of Journalism and Communication, Introduction to Research Methodologies of Journalism and Communication, Study on Mass Communication	
University of Marburg, Germany	October, 2024 - March, 2025
Visiting Student in Cultural and Social Anthropology	
<i>Courses and Sessions:</i> Culture, Multiple modernities and Postcolonialism, Cultural and Social Anthropological Research and Methods, Current Issues and Topics in Cultural and Social Anthropology, The Politics of the Family under Neoliberal Capitalism, Human Rights in Crises	
Jiangxi Normal University, China	September, 2018 - June, 2022
B.A. in Journalism and Communication (Radio and Television)	GPA:3.86/4.0; Rank:1/40
<i>Courses and Sessions:</i> Introduction to Journalism, Introduction to Chinese Culture, Introduction to Sociology, Outline of Modern Chinese History, Hongkong and Taiwan Literature	

ACADEMIC SERVICE

Manuscript Reviewer , International Communication Association (ICA)	November, 2025
Manuscript Reviewer , Association for Education in Journalism and Mass Communication (AEJMC)	April - May, 2025
Manuscript Reviewer , National Communication Association (NCA)	March- May, 2025
Manuscript Reviewer , Association for Education in Journalism and Mass Communication (AEJMC)	April - May, 2024
Student Assistant to the Organiser , Annual Conference on Digital Journalism in China (2024)	May, 2024
Student Assistant to the Organiser , Annual Conference on Digital Journalism in China (2023)	May, 2023

PUBLICATION

1. Huang, W., **He, Z.**, Zhao, Q., & Chang, J., Public Trust and Community Development: A Review of Communication Research in 2023, *Press*, 2024, (01), 32-48. (Chinese Social Sciences Citation Index)
2. **He, Z.**, Street Dance of China: The Development Strategy of Niche Vertical Online Variety Show, *Satellite TV & IP Multimedia*, 2021(16), 142-144. (Chinese Provincial Publication)

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. **He, Z.** 2025. **The Work Ethic of Chinese Digital Feminists: From the Neoliberalism Perspective.** *Paper Presented at the 75th Annual Conference of the International Communication Association (ICA), Colorado, America.*
2. **He, Z.** 2024. **Aesthetics as an Invisible Power: A Chronological Examination Based on Youth's Cultural Consumption of Celebrities.** *Paper Presented at the 107th Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, America.*
3. **He, Z.** 2024. **Relational Practices of Digital Mourning Through the Lens of Continuing Bonds.** *Paper Presented at the 107th Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, America.*
4. **He, Z.** 2024. **Research on the Female Images in Hou Hsiao-hsien's Films.** *Paper Presented at the 2024 International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.*

RESEARCH EXPERIENCE

Digital Media Culture Lab, Shenzhen University

Feburary, 2023 - August, 2024

Student Research Assistant, advised by Professor Jiang CHANG

- Participated in four research projects focusing on media discourse and national narratives. My main work covered the entire research process, including literature review, data collection/interviewing, empirical analysis, and final writing revisions. The project gave me a broad understanding of communication dynamics, improved my knowledge of different research methods, and confirmed my decision to focus on qualitative research.
- Managed the influential academic public platform “Media Culture Review” founded by my advisor, and as of August 2024, the account has 27,674 subscribers in China. Through this training, I have developed a better academic taste for the research directions of digital media culture and digital journalism, opened up international perspectives and learned to keep a close eye on international cutting-edge developments and seminars.
- Assisted my advisor in the revision of academic papers and research proposals, ensuring clarity, coherence, and adherence to academic publishing standards, which helps me a lot about English academic writing format.

National Survey Reseach Center, Renmin University of China

April - September, 2021

Remote telephone interviewer

- Participated in interviews for five of China’s larger research projects, including topics such as the Winter Olympics, carbon neutrality, and student employment. Through these projects, I learned the importance of scheduling interviews and being sincere, polite, and confident. This experience helped me build a strong foundation for conducting interviews in my qualitative research.
- Learned and mastered STATA and SPSS data analysis software to analyze the results of some of the questionnaires, enriching my better knowledge of statistics and data analysis ability, so that I can be more smooth when reading academic articles on related methods.

AWARDS AND FELLOWSHIPS

2025	Outstanding Graduate of Postgraduate , Shenzhen University	Shenzhen, China
2025	Academic Launch Scholarship , Shenzhen University	Shenzhen, China
2023-2024	National Scholarship (Top 0.2%), Ministry of Education of the People's Republic of China	Beijing, China
2022-2023	Top-level Academic Scholarship , Shenzhen University	Shenzhen, China
2018-2022	Outstanding Students Scholarship (Top 1%, fourth), Jiangxi Normal University	Nanchang, China
2022	Honours Degree & Outstanding Graduates , Jiangxi Normal University	Nanchang, China
2021	Honorable Mention of Art Design , Ministry of Industry and Information Technology of China	Beijing, China
2021	National Second Prize for Videography , Academy Award of Advertising Arts Festival	Beijing, China
2021	National second Prize for Visualization Design , Chinese Collegiate Computing Competition	Xiamen, China
2020	Best in Arts and Culture News Reporting , Campus Newspaper Award, China Daily Asia	Hongkong, China
2019	National English Competition for College Students	Nanchang, China

MEDIA AND FILM INTERSHIPS

Southern Finance Omnimedia Corp (SFC)

July, 2025 - November, 2025

Intern Financial Journalist & Producer

- Planned investigative angles and identified underreported story leads, consistently pitching original ideas with strong public-interest value.
- Produced daily news stories, field reports, and in-depth investigative pieces with tightly structured logic and precise, compelling language.
- Conducted on-camera interviews and field investigations with a calm, natural presence and clear, authoritative delivery.
- Skillfully used video-editing tools to structure evidence, add subtitles, and craft coherent post-production narratives.
- Reported across financial, social, and public-accountability topics, demonstrating the ability to adjust investigative approaches and narrative styles to different subject matters.

Shenzhen Global Investment Promotion Conference Promotional Video

June, 2025 - present

Executive Producer

- Led the end-to-end production process, coordinating script development, visual planning, on-site filming, and post-production.
- Managed cross-functional collaboration between creative teams, technical staff, and external partners to ensure timely and high-quality delivery.
- Oversaw budgeting, scheduling, and resource allocation within a fast-paced production timeline.
- Ensured the final video aligned with the event's communication objectives and institutional branding standards.

SKILLS

Data analysis NVIVO (Proficient), MAXQDA (Proficient), SPSS (Intermediate), STATA (Intermediate), R(Intermediate)

Languages Mandarin (Native), Cantonese (Native), English (Fluent), German (Elementary), Korean (Intermediate)

Applications Adobe Photoshop, Adobe Premiere, Final Cut, Davinci Resolve

Specialties & hobbies Guzheng, Street Photography, Swimming, Detective (thriller-mystery) Movies