

ZEYU GAO

100 Gang'Cheng'Dong St., Laishan, Yantai, Shandong, China

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EDUCATION

University of Glasgow (Scotland, UK)

09/2023 - 12/2024

M.Sc., Media, Communications and International Journalism

GPA: 17.44/22, graduated with distinction

Thesis: “Guys, look what ChatGPT said!” A study of social media sharing of communication with bots

Supervisor: Prof. Mark Tranmer

Yantai University (Shandong, China)

09/2019 - 06/2023

B.A., Journalism

GPA: 88.6/100, rank: 5/104

Thesis: Communicator or medium? An empirical study of the communication role of ChatGPT

Supervisor: Prof. Dawei Ding

ACADEMIC APPOINTMENT

Yantai Institute of Technology (Shandong, China)

02/2025 - present

Lecturer at Department of Journalism (full-time)

Teaching: *Introduction to Journalism & Communication, Research Methods in Communication Studies, Digital Media Technology, Media Convergence, Graduation Thesis*, etc.

RESEARCH INTERESTS

Human-Machine Communication, Human-Computer Interaction, AI-driven Persuasion, Emerging Technologies, Media Effects

JOURNAL PAPER

Gao, Z. & Sang, Y. (minor revision). Do we like AI to show “thinking”? Revealing the effect of Chain-of-Thought on human perceptions. *International Journal of Human-Computer Interaction*.

- Explored how AI’s showing “thinking” affect user perceptions and how contextual factors moderate the effects
- Designed a $2 \times 2 \times 2$ between-subjects experiment ($N = 156$) and a complementary experiment ($N = 135$)
- Used PROCESS Macro Models and MANCOVA for data analysis

Gao, Z. & Wang, Y. (in progress). Is it harder for female to use prompt? Examining the muted group theory in human-AI communication.

Sang, Y., **Gao, Z.** & Huang, S. (in progress). How does Confucian culture shape corporate reputation on social media? A social network analysis based on ERGM.

CONFERENCE PAPER

Gao, Z. (2025). “Guys, look what ChatGPT said!” A study of social media sharing of communication with bots. *The 75th International Communication Association Annual Conference*, Denver, CO, USA.

- Master Thesis
- Analyzed tweets on X about experiences interacting with large language models
- Used big data, NLP, LDA topic modeling, Optical Character Recognition, and regression analysis to collect and analyze the tweet data ($N = 10'680$)

SKILLS

Software: Python, SPSS, R

Methods: experimental design, surveys, data mining, natural language processing, topic modeling, machine learning, network analysis, structural equation modeling

AWARDS

Outstanding Paper at the China AI & Computational Communication Association
First Prize of Chinese University Advertising Competition

China National Scholarship, 8'000 RMB

Jin Zheng Yantai Scholarship, 5'000 RMB

Yantai University Outstanding Student Scholarship, 1'000 RMB

INDUSTRIAL EXPERIENCE

People's Daily Public Opinion Data Center (www.peopleonline.cn/)

02/2022 - 06/2022

Customer relations intern

- Communicated with the clients of *People Yun*, a platform providing public opinion data services for governments and companies
- Collected feedback, provided technical support, and promoted *People Yun*
- Completed 4 product guides, 3 market research reports, 2 product planning proposals, and hundreds of instances of technical support, earned a professional recommendation letter

Yantai University TV Station

12/2020 - 12/2021

Director

- Participated in the visual documentation of 30+ campus news events and produced news broadcasts
- Managed the university's official social media accounts and participated in the production of 20+ videos, followers increased from 17k to 40k

ByteDance Ltd. (www/bytedance.com/en/)

07/2021 - 09/2021

Brand intern

- Participated in the operation of the company's social media accounts to establish the brand image and attract more talents to join ByteDance