

ZEYU GAO

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

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EDUCATION

University of Glasgow (Scotland, UK)

12/2024 - 09/2023

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

Yantai University (Shandong, China)

06/2023 - 09/2019

B.A., Journalism

GPA: 88.6%, Rank: 5/104

Thesis: Communicator or Medium? An Empirical Study of the Communication Role of ChatGPT

ACADEMIC APPOINTMENT

Yantai Institute of Technology (Shandong, China)

02/2025 - present

Lecturer at Department of Journalism

Teaching: Introduction to Journalism & Communication, Media Convergence, News Commentary, etc.

RESEARCH INTERESTS

Human-Machine Communication

Human-Computer Interaction

Emerging Technologies

Computational Methods

PAPERS

“My Virtual Boyfriend is Asian”: Cultural Factors in the Disclosure of Human-AI Romances

In progress (expected 10/2025)

Co-first author (1/2)

Do We Like AI to Show “Thinking”? Revealing the Effect of Chain-of-Thought on Human Perceptions.

05/2025

First author (1/2)

Out for review at *International Journal of Human-Computer Interaction* (SSCI Q1)

Methods: a 2×2×2 between-subjects experiment ($N = 156$) and a complementary experiment ($N = 135$)

“Guys, Look What ChatGPT Said!” A Study of Social Media Sharing of Communication With Bots

10/2024

Independent author (1/1), master thesis

Presented at the 75th Annual Conference of International Communication Association (ICA), Denver, Colorado, US.

Methods: big data, NLP, LDA topic modeling, Optical Character Recognition, regression analysis

Communicator or Medium? An Empirical Study of the Communication Role of ChatGPT

05/2023

Independent author (1/1), undergraduate thesis

Score: 96/100, the highest in the university

Methods: descriptive statistical analysis, online experiment ($N = 205$)

RESEARCH PROJECT

The New Media Revolution and its Effects on Story-telling and Media Aesthetics

09/2021 - 11/2021

An online research project directed by Professor Bernadette Wegenstein, Johns Hopkins University

Centred on media ecology studies, explored emerging technologies, computer-mediated communication, media history, and AI art
Received a program recommendation letter

SKILLS

Methods: Experimental Design, Surveys, Natural Language Processing, Topic Modeling, Machine Learning, Network Analysis, Content Analysis, Structural Equation Modeling

Software: SPSS (advanced), Python (intermediate), R (beginner)

AWARDS

Outstanding Paper at the China Computational Communication Association
11/2024

Outstanding Graduates of Shandong Province
06/2023

China National Scholarship
12/2022
The highest level scholarship for Chinese undergraduates

First Prize of Chinese University Advertising Competition
09/2021

INTERSHIPS

People's Daily Public Opinion Data Center (www.peopleonline.cn/)
02/2022 - 06/2022
Product intern, People Yun Research Institute
Assisted in the data analysis and optimization of *PeopleYun*, a platform analyzing public opinion with big data

ByteDance Ltd. (www.bytedance.com/en/)
07/2021 - 09/2021
Brand intern, Employer Brand Center
Assisted ByteDance in brand image building and social media operations