

Zeyu Gao

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PROFESSION

Department of Journalism, Yantai Institute of Technology

Yantai, China

Lecturer of Media and Communication

Feb. 2025 - Now

EDUCATION BACKGROUND

University of Glasgow

Glasgow, UK

Media, Communications and International Journalism, Master of Science

Sep. 2023 - Dec. 2024

- GPA: 17.44 / 22, graduated with Distinction

Yantai University

Yantai, China

Journalism, Bachelor of Arts

Sep. 2019 - Jun. 2023

- GPA: 88.6%, Rank: 5/104

RESEARCH INTEREST

Human-Machine Communication, Computational Methods, Artificial Intelligence, Large Language Models

LANGUAGE

Chinese (mother tongue)

English (fluent, IELTS: 7.5)

SKILLS

- Python: web crawler (requests, selenium), data analysis (computational methods), visualization (matplotlib)
- SPSS: traditional quantitative methods

PAPER

Prompting Strategies in AI Interactions: A Study of Perceived Co-Creation, Agency, and Satisfaction

In Progress

- First author

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

In Progress

- Second author

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

May. 2025

- First author, under 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

Sep. 2024

- Master thesis, independent author
- Presented at the 75th Annual Conference of International Communication Association (ICA)
- Methods: Big Data, NLP, LDA topic modeling, Optical Character Recognition, regression analysis

An Empirical Research on the Communication Role of ChatGPT

Jun. 2023

- Undergraduate thesis
- Score 96/100, the highest in the university

RESEARCH PROJECT

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

Sep. 2021 - Nov. 2021

- Centred on media ecology, explored new media communication, media history, and AI art
- Received a program recommendation letter

INTERNSHIP

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

Feb. 2022 - June. 2022

Product intern, People Yun Research Institute

- Assisted in the data analysis and optimization of *People Yun*, a platform analyzing public opinion with big data

Brand intern, Employer Brand Center

- Assisted ByteDance in brand image building and social media operations

AWARD

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| Chinese National Scholarship | Dec. 2022 |
| Outstanding Paper at the China Intelligent & Computational Communication Association | Nov. 2024 |
| First Prize of Chinese University Advertising Competition | Sep. 2021 |