

Jiayin Zhang

University of California, Santa Barbara

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EDUCATION

Department of Geography, University of California, Santa Barbara

Santa Barbara, USA

Ph.D. student in Geography, Interdisciplinary Emphasis in Cognitive Science

Sept. 2024-

- Advisor: Prof. Daniel R. Montello

College of Architecture and Landscape, Peking University

Beijing, China

M.Eng. in Landscape Architecture

Sept. 2021-June 2024

- Advisor: Prof. Fang Wang

School of Geography, South China Normal University

Guangzhou, China

B.Sc. in Geography

Sept. 2017-June 2021

- Advisors: Prof. Min Wang and Assoc Prof. Ning An

RESEARCH INTERESTS

- Cognitive & Behavioral Geography
- Environmental Psychology & Neuroscience
- Emotional Geography
- Urban Studies

PUBLICATIONS

Google Scholar:

https://scholar.google.com/citations?hl=zh-CN&user=s_yKUUb2ciQC&view_op=list_works&sortby=pubdate

- [1] **Jiayin Zhang**, Huilin Deng, Mingliang Lin, Min Wang*. (2024). The urban aesthetics of graffiti murals: Reproducing wall space in China's urban renewal. *Visual Communication* (SSCI, JCR Q3). <https://doi.org/10.1177/14703572241245604>
- [2] Min Wang, **Jiayin Zhang***(corresponding author), Haixiang Zou, Zirou Huang, Longlong Zhang. (2024). Constructing an ideal home: Affective atmosphere creation as a public participation strategy for urban village renovation. *Cities* (SSCI, JCR Q1), 146, 104777. <https://doi.org/10.1016/j.cities.2023.104777>
- [3] **Jiayin Zhang**, Mingliang Lin, Min Wang*, Yinbin Lin. (2023). Scale transformation of place brands: A visual study of Xinhpu, Guangzhou. *Humanities and Social Sciences Communications* (SSCI, JCR Q1), 10, 805. <https://doi.org/10.1057/s41599-023-02328-z>
- [4] **Jiayin Zhang**, Min Wang, Yinbin Lin*. (2024). Evaluations of Guangzhou's brand building through intangible cultural heritage: A brand equity model. *Place Branding and Public Diplomacy* (JCR Q3), 20, 119-129. <https://doi.org/10.1057/s41254-023-00310-9>
- [5] Pengcheng Xue, **Jiayin Zhang**, Fang Wang*, Leye Wang. (2025). Adaptation of Chinese traditional villages from the perspective of locality preservation. *Indoor and Built Environment* (SCI, JCR Q2), 34(1), 116-134. <https://doi.org/10.1177/1420326X241277966>

- [6] Shunyi Wang, **Jiayin Zhang**, Fang Wang*, Ying Dong. (2023). How to achieve a balance between functional improvement and heritage conservation? A case study on the renewal of old Beijing city. *Sustainable Cities and Society* (SCI, JCR Q1), 98, 104790. <https://doi.org/10.1016/j.scs.2023.104790>
- [7] Ning An, **Jiayin Zhang**, Min Wang*. (2023). The everyday Chinese framing of Africa: A perspective of tourism-geopolitical encounter. *Geopolitics* (SSCI, JCR Q1), 28(4), 1422-1441. <https://doi.org/10.1080/14650045.2020.1807957>
- [8] Chen Chu, Hengcai Zhang*, **Jiayin Zhang**, Lin Cong, Feng Lu. (2024). Assessing impacts of the Russia-Ukraine conflict on global air transportation: From the view of mass flight trajectories. *Journal of Air Transport Management* (SCI, JCR Q2), 115, 102522. <https://doi.org/10.1016/j.jairtraman.2023.102522>
- [9] Fang Wang*, **Jiayin Zhang**, Chenlong Bian, Shunyi Wang. (2023). Differentiation, reconstruction and mechanism analysis of rural local landscape in ecological adaptation. *Chinese Landscape Architecture* (CSCD), 39(04), 14-19. (in Chinese) <https://doi.org/10.19775/j.cla.2023.04.0014>
- [10] Fang Wang*, **Jiayin Zhang**, Kaiyu Lei. (2022). Study on self-organized renewal of traditional residences in modern adaptation: A case of Yulin acropolis courtyards in Shaanxi province. //Shiwen Sun et al., Academic Working Committee of Urban Planning Society of China. *Planning for the People*. Beijing: China Architecture & Building Press, 141-154. (in Chinese)
- [11] Yuancheng Lin, **Jiayin Zhang**, Luhua Li, Min Wang*. (2021). Urban emotional geography and spatial governance: A case of publicity outdoor advertising in Guangzhou urban area. *World Regional Studies* (CSSCI), 30(5), 1083-1095. (in Chinese) <https://doi.org/10.3969/j.issn.1004-9479.2021.05.2019688>

PRESENTATIONS

2025 AAG (American Association of Geographers) Annual Meeting

Mar.2025

- *Collective walking behavior patterns in urban public space: Evidence from surveillance videos (Session: Advancing visual methods in geography)*
- *From informal settlement to urban renewal: Tracing socio-economic transformations in Guangzhou's urban villages (Session: Advancing equity through innovative geospatial approaches for underrepresented communities)*

Twentieth Peking University Eco-Talks

Dec.2023

- *Differentiation, reconstruction and mechanism analysis of rural local landscape in ecological adaptation*

RESEARCH EXPERIENCE

The Spatial Effect, Process and Mechanism of Digital Technology in Rural Revitalization

2023-

- *Funded by the National Natural Science Foundation of China. Conducted research on urban and rural renewal and landscape perception in the context of digitalization, wrote and published papers [1] to [4].*

Theory and Method of the Ecological Planning of Urban and Rural Landscape with Locality for Livability

2022-

- *Funded by the Key Project of the National Natural Science Foundation of China. Conducted research on the adaptability of local landscape in urban and rural areas, published papers [5], [6] and [9].*

Village Planning and Construction Study on Human-Land Harmonization and Urban-Rural Synergy

2021-2023

- *Funded by the Key Project of the National Social Science Foundation of China. Conducted research on rural differentiated reconstruction and adaptive mechanisms for targeted development, published paper [9].*

The Multi-culturalism and Place Negotiation of Ethnic Communities in Guangdong, Hong Kong and Macao with the Background of Cross-border Mobility 2019-2022

- *Funded by the National Natural Science Foundation of China. Conducted research on multicultural encounters and spatial perception in the context of mobility, published papers [7] and [11].*

Urbanization and Locality: Developing a Locality Pattern System with Cities along the Yellow River and the Rhine River as Cases 2018-2021

- *Funded by the National Natural Science Foundation of China. Conducted research on the self-organized renewal of traditional dwellings in the Yellow River Basin, published paper [10].*

Spatial Logic and Local Practices of Urban Memory in Old Cities from the Perspective of Mobility 2018-2021

- *Funded by the National Natural Science Foundation of China. Conducted research on the protection and sustainable development of the cultural heritage in old Beijing city, published paper [6].*

ACADEMIC APPOINTMENT

Teaching Assistant, University of California, Santa Barbara Sept.2024-

- *Instruction of sections/labs per week; Hold office hours; Prepare/Update course materials; Proctor examinations; Grade assignments/midterms/final exam*
 - *GEOG 5: People/Place/Environment (Introduction to Human Geography)*
 - *GEOG 150: Geography of The United States*
 - *GEOG 153C: Environmental Perception and Cognition*

Student Director, AAG Environmental Perception and Behavioral Geography (EPBG) Specialty Group Apr.2025-Apr.2027

- *Assist with the student award competition(s).*
- *Assist in organizing sessions and workshops that are of particular interest and benefit to students.*
- *Encourage student participation in specialty group activities and solicit peer group input.*

Research Assistant, Institute of Population Research, Peking University Feb.2022-Apr.2022

- *Participated in the data analysis and report writing of a major social science project, "Implementing a national strategy to actively cope with population ageing based on the Healthy China strategy".*

Research Assistant, Institute on Rural Vitalization, Peking University Sept.2021-Sept.2022

- *Discussed the concept of shared development in multiple dimensions through independent collection of literature and case studies, and participated in the writing of the monograph "Shared Development".*

Internship, Guangzhou Urban Planning & Design Survey Research Institute Sept.2020-Mar.2021

- *Participated in the surveying and mapping monitoring project and urban map database update of key projects in Guangzhou at the Geographic Information Center, responsible for data processing and mapping.*

AWARDS AND HONORS

- AAG Student Travel Award, Spatial Analysis and Modeling (SAM) Specialty Group 2025
- Graduate Student Association (GSA) Travel Grant, University of California, Santa Barbara 2025
- First Prize of the China Award for Science and Technology in Construction 2024
- Second Prize for Outstanding Paper, *Chinese Landscape Architecture Journal* 2024
- Liao Kaiyuan Scholarship, Peking University (Top 10%) 2022
- Merit Student, Peking University 2022
- Outstanding Student Assistant, Peking University Convention Center 2022
- Top Ten Liru Scholars, South China Normal University (10 out of all 7000+) 2021
- Outstanding Graduate, South China Normal University (Top 1.5%) 2021
- First Prize of the Innovation Award, South China Normal University 2021
- National Scholarship (Top 0.5%) 2019
- First-Class Scholarship for Outstanding Students, South China Normal University (Top 3%, for 4 straight years) 2018-2021

SERVICE EXPERIENCE

Editorial Committee Member, “Luchuan Geography” WeChat Official Account Jan.2021-

- *Promote accessible knowledge in human geography and urban studies.*
- *Designed the official logo and helped establish the brand identity based on the principles of “fun, lively, casual, and life-oriented geography learning.”*
- *Curated, organized and wrote content under sections such as “Literature Catalogue,” “Great Article Express,” “Progress Report,” and “Classical Literature Compendium.”*

Organization Committee Member, Peking University-University of Cambridge Seminar on Human-Land Relations of Early River Valley Civilizations Nov.2022

- *Responsible for the speaker liaison, publicity, process arrangement and other conference work of the seminar.*
- *Wrote press releases and were reported by China Social Science Daily and Peking University News Network.*

Organization Committee Member, Peking University Summer School on Theory and Methods of Cultural Heritage in the Built Environment of Rural and Urban Areas: River Valley Civilizations Jul.2022

- *Responsible for summer school enrollment, publicity, course scheduling and other work.*
- *Wrote press releases and were reported by China Social Science Daily and Peking University News Network.*

LANGUAGE AND SKILLS

- **Language:** English (IELTS: 7.5); Mandarin Chinese, Cantonese (Native)
- **Skills:**
 - **Software:** ArcGIS; SPSS; Stata; ENVI; Origin; AutoCAD; Office; Photoshop; Unity
 - **Programming:** Python
 - **Qualification:** Green Building (Junior)
 - **Others:** WeChat Official Account operation and typesetting