

# Jiayin Zhang

University of California, Santa Barbara

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## EDUCATION

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**Department of Geography, University of California, Santa Barbara**

***Santa Barbara, USA***

Ph.D. student in Geography

*Sept. 2024-*

- Advisor: Prof. Daniel R. Montello and Prof. Peter Kedron

**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 Prof. Ning An

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## RESEARCH INTERESTS

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- Human-centered GIScience/Geospatial Data Science
- Environmental Perception and Behavior
- Spatial Cognition
- Urban and Rural Planning

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## PUBLICATIONS

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**Google Scholar:**

[https://scholar.google.com/citations?hl=zh-CN&user=s\\_yKUUb2ciQC&view\\_op=list\\_works&sortby=pubdate](https://scholar.google.com/citations?hl=zh-CN&user=s_yKUUb2ciQC&view_op=list_works&sortby=pubdate)

- [1] **Jiayin Zhang**, Fang Wang\*, Ying Dong, Shaoyi Mao, Changping Zhang, Xie Hu, Chao Ning, Jianli Chen, Jianbao Liu, Yiyong Chen, Jianguo Liu, Qin Fang. Rapid social progress but slow water adaptation of early China settlements. *Nature Cities*, in the process of Major Revision.
- [2] **Jiayin Zhang**, Min Wang\*, Daniel R. Montello, Luhua Li. Part of the city or still isolated? Exploring cognitive impacts of innovation spaces inserted into urban informal settlements. *Urban Geography*, in the process of Major Revision.
- [3] Pengcheng Xue, **Jiayin Zhang**, Fang Wang\*, Leye Wang. (2025). Adaptation of Chinese traditional villages from the perspective of locality preservation. *Indoor and Built Environment*, 34(1), 116-134.  
<https://doi.org/10.1177/1420326X241277966>
- [4] 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*, 146, 104777. <https://doi.org/10.1016/j.cities.2023.104777>
- [5] **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*.  
<https://doi.org/10.1177/14703572241245604>

- [6] 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*, 115, 102522. <https://doi.org/10.1016/j.jairtraman.2023.102522>
- [7] **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*, 20, 119-129. <https://doi.org/10.1057/s41254-023-00310-9>
- [8] **Jiayin Zhang**, Mingliang Lin, Min Wang\*, Yinbin Lin. (2023). Scale transformation of place brands: A visual study of Xinhepu, Guangzhou. *Humanities and Social Sciences Communications*, 10, 805. <https://doi.org/10.1057/s41599-023-02328-z>
- [9] 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*, 98, 104790. <https://doi.org/10.1016/j.scs.2023.104790>
- [10] Ning An, **Jiayin Zhang**, Min Wang\*. (2023). The everyday Chinese framing of Africa: A perspective of tourism-geopolitical encounter. *Geopolitics*, 28(4), 1422-1441. <https://doi.org/10.1080/14650045.2020.1807957>
- [11] Fang Wang\*, **Jiayin Zhang**, Chenlong Bian, Shunyi Wang. (2023). Differentiation, reconstruction and mechanism analysis of rural local landscape in ecological adaptation. *Chinese Landscape Architecture*, 39(04), 14-19. (in Chinese) <https://doi.org/10.19775/j.cla.2023.04.0014>
- [12] 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)
- [13] 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*, 30(5), 1083-1095. (in Chinese) <https://doi.org/10.3969/j.issn.1004-9479.2021.05.2019688>

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## PRESENTATIONS

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### 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*

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## RESEARCH EXPERIENCE

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### 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.*

**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 adaptation of local landscape in urban and rural areas.*

**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.*

**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.*

**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.*

**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.*

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## ACADEMIC APPOINTMENT

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**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*
  - *PSY 1: Introduction to Psychology*

**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 book "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.

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## AWARDS AND HONORS

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- 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

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## SERVICE EXPERIENCE

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**Organization Committee Member, GISphere Non-profit Initiative**

Apr.2025-

- Help students from around the world access up-to-date information on graduate programs, scholarships, and professional opportunities.
- Organize a series of engaging roundtable discussions (GISalon) that provide students with valuable insights into graduate study experiences, academic pathways, and career development.

**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.*

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## LANGUAGE AND SKILLS

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