

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

Sept.2024-

- Advisor: Prof. Dan 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 Planning

LANGUAGE AND SKILLS

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

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*

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.

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 Xinhepu, 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 Annual Meeting (Session: Advancing visual methods in geography) Mar.2025

- *Collective walking behavior patterns in urban public space: Evidence from surveillance videos*

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].*

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

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.*