Siyu (Katherine) Zhang

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EDUCATION

Sichuan International Studies University   Chongqing, China

MA in Communication   2022 - 2025

• Average Score: 92/100

• Core Courses: Computational Method in Communication , Qualitative and Quantitative Methods, Seminar on Communication Theories, Studies on Media Culture, Studies on Communication Practice, International Communication

China University of Labor Relation   Beijing, China

BA in Journalism (Graduated with distinction)   2018 - 2022

• GPA: 3.82/4.00 Rank:1/89

• Core Courses: Communication Theory, Big Data and Social Network Analysis, Public Opinion Study, Radio and TV Journalism, Media Management, News Regulations and Ethics, Advertising

Renmin University of China   Beijing, China

Non-degree Exchange Program   2020 - 2021

REFEREED PUBLICATIONS

[4] **Zhang, S.** (2024). Media Network and Citizen Journalism: The Transition from Agenda Setting to Agenda Loop. *Communication Studies*, 1–20. https://doi.org/10.1080/10510974.2024.2383342

[3] **Zhang,S**. (2024). Uncovering Peer Production's Homogeneity: A Synthesis of Serious Information and Entertainment. In *Proceedings of the 35th ACM Conference on Hypertext and Social Media*, 369–375. https://doi.org/10.1145/3648188.3675145 [PDF]

[2] Liu, G.*, **Zhang, S**. (2023). When Algorithmic Errors Occur: An Experimental Study on the Impact of Factual Verification Algorithms on User Trust and Usage Intent. *Shanghai Journalism Review*, 10, 16–27. (In Chinese; journal indexed in the CSSCI)

[1] Liu, G.*, **Zhang, S**. (2023). The Tug of War Over "Coins": Platform Dual Expansion and the Contingency of Digital Labor. *Contemporary Communication*, 3, 71–75. (In Chinese; journal indexed in the CSSCI)

REFEREED CONFERENCE PRESENTATIONS

[6] **Zhang,S**. (2024, August). Do People Trust Misinformation Spoken in Their Dialect? The Role of Group Identity and Expectancy Violations. Paper accepted at *the Annual Association for Education in Journalism and Mass Communication Conference (AEJMC)*, Philadelphia, PA.

[5] **Zhang,S**. (2024, June). The Silencing Effect? Examining the Effect of Real-Name Verification on Social Media Influencers' Public Engagement. Paper accepted at *the International Communication Association (ICA) Region Hub* , Renmin University of China, China. [slide]

[4] **Zhang,S**. (2024, June). Comparing Objectivity: An Empirical Study on Group Bias in Clickbait Headlines across Different Media Outlets. Paper accepted at *the International Communication Association (ICA) Pre-conference* , National University of Singapore, Singapore.

[3] **Zhang,S**. (2023, July). International Communication as Translation: How Western Missionaries Penetrate Chinese Society in the Qing dynasty. Paper accepted at *the annual conference of the International Association for Media and Communication Research* (IAMCR).

[2] **Zhang,S**. (2023, December).Media Network and Collaboration Journalism: The Transition from Agenda Setting to Agenda Loop. Paper accepted at *the 4th innovation Forum, Communication University of China*, Beijing, China, [**Top Paper Award**].

[1] **Zhang,S**. (2023, November).Fabricating in-group identity: How does AI Influence Misinformation Diffusion. Paper accepted at *the annual conference of the Chinese Association for History of Journalism and Communication*, Guangzhou, China.

UNDER REVIEW

[2] **Zhang,S**. (Under Review). The Silencing Effect? Examining the Effect of Real-Name Verification on Social Media Influencers' Public Engagement.

[1] **Zhang,S**. (Under Review). Do People Trust Misinformation Spoken in Their Dialect? The Role of Group Identity and Expectancy Violations.

SELECTED WORKS IN PROGRESS

[2] **Zhang,S**. Corrections Are More Effective for Visual Misinformation Compared to Textual Misinformation.

[1] **Zhang,S**. Countering Visual Misinformation: A Technique-Based Approach to Media Literacy Interventions Using LLM.

RESEARCH EXPERIENCE

Civic Tech Lab Research Member   2024 - Present
Project Title: Public perception of novel food
Advisor: Prof. Weiyu Zhang (National University of Singapore)
• Processed and analyzed a decade of Facebook data using Python, including fine-tuning the BERT model and employing BiLSTM-CRF for Named Entity Recognition
• Interpreted the results to illustrate the evolving public attitudes toward novel foods

Research Fellow   2023 - Present
National Social Science Foundation of China (22 ZD311), ¥350,000
Project Title: Construction of Discourse System of New Form of Human Civilization
Advisor: Prof. Guoqiang Liu
• Conducted over 15 in-depth interviews with users of short video platforms, collecting over 17,000 words of data, synthesizing the interviews into research findings
• Co-authored a publication: Liu, G.& **Zhang,S**.(2023). *The Tug of War Over "Coins": Platform Dual Expansion and the Contingency of Digital Labor. Contemporary Communication*, 3, 71-75

Master's Thesis   2024
Title: Can Dialect Usage Prompt Misinformation's Credibility? Examining the role of In-Group Identity and Expectation Violation
• Designed and conducted a nationwide survey (N=710) to delve into the psychological processes underlying individuals' responses to dialect-based science and health misinformation
• Utilized fsQCA to explore factors that jointing influence individual perceived credibility of information
• Developed a theoretical framework for the dialectal heuristic model

Research Assistant   2022 - 2023
National Social Science Foundation of China (17WWX003), ¥200,000
Project Title: Chinese Cyber Nationalism Collective Behavior and Value Guidance Research within the Discourse Theory Framework
Advisor: Prof. Guoqiang Liu
• Conducted a targeted literature review and drafted summarizing on the concept of Cyber nationalism
• Assisted in analyzing the discourse of Chinese netizens on national issues, providing insights into the Construction of discourse system of new form of human civilization

Principal Investigator   2020 - 2021
National Undergraduate Student Research Funding, ¥5,000
Project Title: The Usage of Internet among Beijing's Elderly
• Compiled literature on elderly mobile phone usage and constructed the paper's theoretical framework.
• Led the team to collect over 500 surveys from elderly individuals in Beijing in person and conducted statistical analysis of internet usage across demographic variables.

GRANTS

Chongqing Graduate Student Research Funding (2022), PI. ¥5,000
Project Title: Perception of Time and Rhythmic Adaptation: A Study of New Media Time in Algorithmic Systems
National Undergraduate Student Research Funding (2021), PI. ¥10,000

Project Title: The Usage of Internet among Beijing's elderly
Beijing Undergraduate Student Research Funding (2019), PI. ¥5,000
Project Title: The Evolution of Couriers' Media Images

AWARDS & HONORS

2023-National Graduate Scholarship for academic excellence, The Chinese Ministry of Education
2023-Sichuan International Studies Universities Honor Scholarship for academic excellence, Sichuan International Studies Universities
2022-Graduation with honor: College Graduate Excellence Award of Beijing
2022-Excellent Graduation Thesis Award, China University of Labor relations
2020-National Undergraduate Scholarship for academic excellence, The Chinese Ministry of Education

RESEARCH SKILLS

Research Design
Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts
Computational Methods
Natural language processing, Unsupervised and supervised machine learning, Social network analysis, Sentiment Analysis
Quantitative Analysis Methods
Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM), Time-Series Analysis
Programming
Python, R

ACADEMIC & TEACHING EXPERIENCE

Fudan University Summer School August 2024
Supervisor: Prof. Jin Cao
Jinan University Summer School July 2023
Supervisor: Prof. Yiguo Zeng
Teaching Assistant Spring 2021
Introduction to Communication
Undergraduate lecture; Instructor: Dr. Xuejing Zhang

INDUSTRIAL EXPERIENCE

PR Executive Internship Influence Matters (2023)
• Conducted comprehensive market research on weekly basis, including the collection and analysis of over 100 news articles, to monitor and assess the competitive landscape
• Utilized Python to track and analyze social media sentiment and consumer engagement with the brand and its competitors

PR Executive Internship Golin, Interpublic Group (2022)
• Facilitated strategic communication initiatives to enhance the brand's market strategy
• In charge of spearheading the promotional campaign for Harley-Davidson's motorcycle apparel, engaged with Key Opinion Consumers (KOCs), provided them with complimentary attire to incentivize the creation and sharing of content

PUBLISHED JOURNALISM WORK
XinHua Published News Article:*Don't rush to reject the concept of "gap year"* [Link]

ACADEMIC MEMBERSHIPS

International Communication Association, International Communication Association, Association for Education in Journalism and Mass Communication, International, International Association for Media and Communication Research