

Siyu (Katherine) Zhang

Curriculum Vitae

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EDUCATION

Sichuan International Studies University

M.S. Communication

-GPA: 4.66/5.00

Chongqing, China

2022 - 2015

China Labor Relation University

B.S. Journalism

-Graduated with high distinction

-Top Thesis Award

-GPA: 3.80/4.00 Rank:1/89

Beijing, China

2018 - 2022

Renmin University of China

Non-degree Exchange Program

Beijing, China

2020 - 2021

RESEARCH INTEREST

Media Technology and User Engagement, Information Diffusion on Digital Platform, Misinformation and Disinformation on Credibility

RESEARCH

Peer-Reviewed Journal Article

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.

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.

Peer-Reviewed Conference Proceedings

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

Zhang,S. (2023, July). International communication as translation: How western missionaries penetrate Chinese society in the Qing dynasty. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), online

Zhang,S. (2023, November).Do People Trust Misinformation Spoken in Their Dialect? The Role of Group Identity and Expectancy Violations. Paper presented at the annual conference of the Chinese Association for History of Journalism and Communication, Guangzhou, China

Zhang,S. (2023, December).Media Network and Collaboration Journalism: The Transition from Agenda Setting to Agenda Loop. Paper presented at the 4th innovation Forum for PhD,Candidates, Communication University of china, Beijing, China,***2nd place in main competition**

RESEARCH EXPERIENCE

Research Assistant

2023 - 2024

Construction of Discourse System of New Form of Human Civilization Project

National Social Science Foundation Key Project Supervisor: Prof. Guoqiang Liu

- Conducted data collection and analysis, contributing to the initial phase results

- 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.

Research Assistant

2022 - 2023

Chinese Cyber Nationalism Collective Behavior and Value Guidance Research within the Discourse Theory Framework Project

National Social Science Foundation Key Project

Supervisor: Prof. Guoqiang Liu

- Completed a comprehensive literature review for the project.
- 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.

GRANTS

Chongqing Graduate Student Research Funding (2022). Perception of Time and Rhythmic Adaptation: A Study of New Media Time in Algorithmic Systems, Amount: ¥5,000.

National Undergraduate Student Research Funding (2021). The Usage of Internet among Beijing's elderly, Amount: ¥10,000.

Beijing Undergraduate Student Research Funding (2019). The Evolution of Couriers' Media Images, Amount: ¥5,000.

AWARDS AND 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

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

Statistical Analysis: SPSS, AMOS, Python

PROFESSIONAL EXPERIENCE

PR INTERN

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]

PROFESSIONAL MEMBERSHIPS

ICA, IAMCR