# Siyu (Katherine) Zhang
## Curriculum Vitae

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## EDUCATION

**Sichuan International Studies University**      Chongqing, China
*MA in Communication Studies*      2022 - 2025
-GPA: 4.66/5.00 Average Score: 92

**China Labor Relation University**      Beijing, China
*BA in Journalism*      2018 - 2022
-Graduated with high distinction
-Top Thesis Award
-GPA: 3.80/4.00 Rank:1/89

**Renmin University of China**      Beijing, China
Non-degree Exchange Program      2020 - 2021

## RESEARCH INTEREST

AI-Human Interaction, Information Diffusion on Digital Platform, Misinformation and Disinformation

## REFEREED PUBLICATIONS

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.

## REFEREED CONFERENCE PROCEEDINGS

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

**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)

**Zhang,S**. (2023, November).Fabricating in-group identity: How does AI Influence Misinformation Diffusion. 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, Communication University of China, Beijing, China,**2nd place in main competition**

## UNDER REVIEW

**Zhang,S**. (2024). Uncovering Peer Production's Homogeneity: A Synthesis of Serious Information and Entertainment

**Zhang,S**. (2024). Media Network and Collaboration Journalism: The Transition from Agenda Setting to Agenda Loop

## RESEARCH EXPERIENCE

**Master Degree Thesis**      2025

Title: Can Dialect Usage Prompt Misinformation's Credibility? Examining the role of In-Group Identity and Expectation Violation
- Conducted a survey and experiment to explore the psychological processes underlying individuals' responses to dialect-based misinformation
-Advanced a theoretical framework for the dialectal heuristic model and assessed its relevance in human-AI interactions


**Research Fellow** 2023 - 2025
National Social Science Foundation of China (22 ZD311), ¥350,000
Project Title: Construction of Discourse System of New Form of Human Civilization (PI: 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 Fellow** 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 (PI: 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), 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:T he Evolution of Couriers' Media Images.


## 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
**2022**- Beijing Excellent Graduation Thesis Award
**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

## INDUSTRIAL EXPERIENCE

**PR EXECUTIVE** 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

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