

Jing (Kristen) Zhang

Updated January 15, 2025

Email: jkzhang@umich.edu

Personal Website: <https://kristenjz.com/>

Education

University of Michigan - Ann Arbor Ann Arbor, MI
Ph.D. in Communication and Media 2024 – present
Advisor: Hang Lu
GPA: 4.00.

University of North Carolina at Charlotte Charlotte, NC
MA in Communication Studies 2022 – 2024
Committee Member: Min Jiang(Chair), Bianca Reisdorf, Erin Basinger.
GPA: 4.00.

Fudan University Shanghai, China
BA in Communication 2016 – 2021
GPA: 3.60. Major GPA: 3.81.
Minor in Economics.

The University of Sydney Sydney, Australia
Non-degree Exchange Program 2019

Publications

[2] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (2024). Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022). *Journal of Communication*.[\[doi\]](#)

[1] **Zhang, J. K.**, Liu, R. (2023). Why do Chinese people consume video game live streaming on the platform? An exploratory study linking affordance-based gratifications, user identification, and user engagement. *Telematics and Informatics*.[\[doi\]](#)

Conference Presentations

International Communication Association (ICA), Annual Conference 2024, 2023
National Communication Association (NCA), Annual Conference 2023
International Association for Media and Communication Research (IAMCR), Annual Conference 2023, 2022

Research Experience (Other)

Global Media and Internet Concentration Project. Aug 2022 – Aug 2024
Student Affiliate Charlotte, NC

Our report for the Chinese media and Internet market can be found as follows:

- Jiang, M., Han, X., **Zhang, J.**(2024). Communications, media and internet concentration in China, 2019-2021. *Global Media and Internet Concentration Project*. [doi]

Teaching Experience

University of North Carolina at Charlotte

- Introduction to Communication Theory (2023 Fall, 75 students; 2024 Spring, 78 students; undergraduate, teaching assistant).
- Communication Research Methods (2023 Spring, 118 students; undergraduate, teaching assistant).
- Public Speaking (2022 Fall, 82 students; undergraduate, teaching assistant).

Fudan University

- Introduction to Journalism Studies (2020 Spring, 67 students; undergraduate, teaching assistant).

Grants

Travel Grants

2024	Merit Scholarship 2024 (UNC Charlotte)	\$1178
2024	GMICP (Global Media and Internet Concentration) RA Travel	\$2300
2023	Merit Scholarship 2023 (UNC Charlotte)	\$1500
2023	GPSG Graduate Student Travel Expenses (UNC Charlotte)	\$500
2023	NCA Student Caucus Travel Grant	\$200

Academic Service

Reviewers for Peer-reviewed Journals (in alphabetical order):

Emerging Media: Technology, Industry and Society (2).

Journal of Creative Communications.

Journal of Infrastructure, Policy and Development.

Telematics and Informatics.

* *Some of the reviews above have been verified on Web of Science*

Reviewers for Peer-reviewed Conferences

AEJMC 2020, ICA 2024, ICA 2025.

Volunteer Experience

Student Volunteer at NCA 2023.

College and Department

Treasurer, the Communication Studies Graduate Student Association (UNC Charlotte)
2023 - 2024

Honors and Scholarships

Academic Awards

2020 Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2024-2025 LSA Fellowship (University of Michigan)

2022-2023 Graduate School Grant (University of North Carolina at Charlotte)
\$6000

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)

2020 Outstanding Graduate Scholarship (Fudan University) 3000CNY

2018 Fudan Excellent Student (Fudan University)

2017,2018 National Encouragement Scholarship (Ministry of Education in China) 5000CNY

2017,2018 Outstanding Student Scholarship (Fudan University) 3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Computational Methods: Data extraction from API, Text Mining, Sentiment Analysis, Topic Model with LDA.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.

Others: LaTeX, Python.