

Jing (Kristen) Zhang

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Education

University of Michigan - Ann Arbor	Ann Arbor, MI
Ph.D. in Communication and Media	2024 – present
Advisor: Hang Lu	
University of North Carolina at Charlotte	Charlotte, NC
MA in Communication Studies	2022 – 2024
Committee Member: Min Jiang (Chair), Bianca Reisdorf, Erin Basinger.	
Fudan University	Shanghai, China
BA in Communication	2016 – 2021
Minor in Economics.	
The University of Sydney	Sydney, Australia
Non-degree Exchange Program	2019

Research Interests

Science/Health/Environment/Risk Communication; Gen AI-assisted Narrative; Extreme Weather News and Climate Change; New Media and Technology.

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. (2024). 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
- The Association for Education in Journalism and Mass Communication (AEJMC), Annual Conference 2025
- National Communication Association (NCA), Annual Conference 2023
- International Association for Media and Communication Research (IAMCR), Annual Conference 2023, 2022
- Chinese Internet Research Conference (CIRC), Annual Conference 2025

- American Political Science Association (APSA), Annual Conference 2025

Teaching Experience

University of Michigan - Ann Arbor

Graduate Student Instructor

- Public Relations - Principles and Practices (2025 Fall, 70 students; undergraduate).

Graduate Teacher Certificate

- Center for Research on Learning & Teaching (2025)

University of North Carolina at Charlotte

Teaching Assistant

- Introduction to Communication Theory (2023 Fall, 75 students; 2024 Spring, 78 students; undergraduate). [[Course Website](#)]
- Communication Research Methods (2023 Spring, 118 students; undergraduate).
- Public Speaking (2022 Fall, 82 students; undergraduate).

Fudan University

Teaching Assistant

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

Selected Research Trainings

Inter-university Consortium for Political and Social Research (ICPSR) Summer Program

Jul 2025

Ann Arbor, MI

Enrolled courses: Data Science and Text Analysis, Panel Data and Longitudinal Analysis, Multilevel Models II: Advanced Topics, Network Analysis II: Advanced Topics.

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](#)]

Grants

Internal Grants

University of Michigan

2025 Science and Environmental Comm Research Funding, PI \$3250

Project Title: *Extreme weather news consumption and subjective attribution to climate change*

Travel Grants

2024-29 Rackham School Travel Grant (UMich)

2024-29	Department of Comm and Media Travel Grant (UMich)	
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 (6).

Frontiers in Psychology.

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

- ICA 2025,2024
- AEJMC 2025,2020

Volunteer Experience

Student Volunteer at NCA 2023.

College and Department

- Graduate Student Representative (Department of Communication and Media, University of Michigan) 2025 - 2026
- Prospective Student Welcome Weekend Guide (Department of Communication and Media, University of Michigan) 2025
- Treasurer, the Communication Studies Graduate Student Association (UNC Charlotte) 2023 - 2024

Honors and Scholarships

Academic Awards

2025 Second-place Top Research Paper Award at AEJMC: Communicating Science, Health, Environment, and Risk Division

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

Other Honors and Awards

2025 Inter-university Consortium for Political and Social Research (ICPSR) Summer Training Award (University of Michigan)

2024-25 LSA Fellowship (University of Michigan) \$41310

2022-23 Graduate School Grant (University of North Carolina at Charlotte) \$6000

2022-24 Graduate Assistantship (University of North Carolina at Charlotte)

2020 Outstanding Graduate Scholarship (Fudan University) 3000CNY

2018 Fudan Excellent Student (Fudan University)
2017,18 National Encouragement Scholarship (Ministry of Education in China)
5000CNY
2017,18 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, Network Analysis.

Programming

Statistical Analysis: SPSS, AMOS, R Studio.

Others: LaTeX, Python.