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 Communication; Gen AI-assisted Narrative; Extreme Weather Events; 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 2026,2024,2023
• 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

Teaching Experience	**University of Michigan - Ann Arbor**

Graduate Student Instructor
• COMM342 Beyond the Runway - Public Relations and Communication Strategies in the Fashion, Beauty, and Design Industry (2026 Winter, 50 students; undergraduate).

<div align="right">*This is an Upper Level Writing Class.*</div>

• COMM343 Public Relations - Principles and Practices (2025 Fall, 70 students; undergraduate; average course rating: 4.70).

Graduate Teacher Certificate
• Center for Research on Learning & Teaching (2025)

University of North Carolina at Charlotte
Teaching Assistant
• COMM2100 Introduction to Communication Theory (2023 Fall, 75 students; 2024 Spring, 78 students; undergraduate). [Course Website]
• COMM3100 Communication Research Methods (2023 Spring, 118 students; undergraduate).
• COMM1101 Public Speaking (2022 Fall, 82 students; undergraduate).

Fudan University
Teaching Assistant
• JOUR120008 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
<div align="right">Ann Arbor, MI</div>

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: *Communicating scientific consensus that climate change intensifies extreme weather: Gateway beliefs or psychological reactance?*

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 2026,2025,2024

• 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)

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 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.