

YUHANG LIU

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EDUCATION

B.A. in journalism, Zhejiang Gongshang University, GPA: 3.71/4.00 (WES) June, 2025(excepted)
Coursework: *Sociology, Social Survey and Research Methods, Introduction to New Media, Intercultural Communication, Marketing Research and Empirical Study, Media Literacy, Media and Culture*

SKILLS

Statistical analysis: SQL, R, Python, Topic Modeling (LDA, Bertopic), Deep Learning (BERT)
Programming and Development Tools: Gephi, NetLogo, Docker

RESEARCH EXPERIENCE

Research Assistant Mar, 2022 - Sept, 2023

Instructor: Dr. Ju Ran & Dr. Liu Zheng

Mental Health Discourse on Social Media Platform Project:

- Data collection and data management
- Literature review and manuscript development.

Research Assistant

Nov, 2024 - present

Instructor: Dr. Ju Ran & Dr. Kim Field-springer

mental health and #MeToo Movement Twitter content:

- Data analysis based on BERTopic model data.

PEER-REVIEWED CONFERENCE PRESENTATIONS AND RESEARCH PAPER IN PROGRESS

1. **Liu, Y.**, Ju, R., & Li, S. (2024). Bridging Tradition and Science: Cognitive Processing and Argumentation in Online Discourse on Traditional Chinese Medicine. **Under Review by 75th Annual Conference of the International Communication Association, Denver, CO.**
2. Li, S., & **Liu, Y.** (2024). Frame Analysis of Chinese Netizens' Expression of Cyber Violence on Weibo. **Under Review by 75th Annual Conference of the International Communication Association, Denver, CO.**
3. Liu, Z., Ju, R., **Liu, Y.**, & Li, S. (2023). How is Mental Health Discussed on Social Media in China: A Content Analysis on Weibo. **submitted by Humanities & Social Sciences Communications (Nature).**
4. Wan, Y., Liu, Z., Li, S., **Liu, Y.** (2022). Mental Health Communication in China: Examining Weibo Mental Health Discussions After Sichun Ma's Depression Self-Disclosure. **submitted by Sage Open.**

WORKING EXPERIENCE

Co-creator of the book club *Computational Social Science Book Club, Swarm Club*, Beijing June, 2024

Collaborated with 357 team members from China to produce 10 thematic discussions for a book club and complete **31 collaborative tasks**. Representative work of mine:

- *Exploring New Horizons in Social Sciences in the AI Era*

Reviewer, International Communication Association

Nov, 2024 - present

Head of Organization, H & C Department Book Club., ZJSU, Hangzhou

Sept, 2022 - May, 2023

Organized and coordinated reading sessions and practical activities within the college.

Special Issue Editorial Assistant, Sage Open

Sept, 2024 -present