

## *Jiaping Xu*

Phone: +86 182-8173-2292

E-mail: [mjiaping@outlook.com](mailto:mjiaping@outlook.com)

---

<b>Education</b>	<b>China West Normal University</b> Bachelor of Software Engineering	Sep. 2014 – Jun. 2018
	<b>Guangxi University</b> Master of Landscape and Architecture	Sep. 2019 – Jun. 2023
<b>Curriculum</b>	Advanced Mathematics Linear Algebra Database Theory Computer Network Basis Operating System Principles Java Language Programming	Probability and Mathematical Statistics Introduction to Computers Data Structure and Algorithms Web Development Technology Object-Oriented Programming C Language Programming
	History and Theory of Landscape Architecture Garden Plants Applications Urban Forestry Engineering and Technology of Landscape Architecture	Landscape Planning and Design Plant Landscape Planning Management of Urban green space Ecology Basis

### **Academic Publication**

[1] **Xu, J.**, & Jiang, A. (2022). Effects of nature contact on children's willingness to conserve animals under rapid urbanization. *Global Ecology and Conservation*, 38.

<https://doi.org/10.1016/j.gecco.2022.e02278>

In this study, we conducted a questionnaire survey of school children from 4th to 5th grade and investigated their knowledge, likeability of species, and willingness to conserve wild animals, as well as the associations between nature contact (direct and indirect forms) and these outcomes.

**Keywords:** Wildlife conservation; nature contact; environmental psychology

[2] **Xu, J.**, & Jiang, A. (2023). Public Opinions on Stray Cats in China, Evidence from Social Media Data. *Animals*, 13(3). <https://doi.org/10.3390/ani13030457>

Using user-generated content from Weibo, this study investigated Chinese citizens' opinions on stray cats on a large scale. Management implications were proposed based on the detailed results

**Keywords:** Stray cats; public opinion; management policy; social media data

[3] **Xu, J.**, Yan, P., Liu, Z., Qin, H., & Jiang, A. (2023). Avitourism as an aspect of sustainable mountain development: a case study from Southern China. *Eco.Mont*, 15(1), 38–45. <https://doi.org/10.1553/eco.mont-15-1s38>

We conducted a case study of the Nonggang avitourism project in Southern China to explore the impacts of the activity on livelihoods and conservation in a mountainous region. Results showed that avitourism has the potential to support sustainable mountain development by diversifying mountain people's livelihoods and raising their awareness of sustainability, as well as their willingness to conserve biodiversity.

**Keywords:** Avitourism, sustainable development, livelihood improvement, biodiversity conservation, mountainous protected areas

## **Skills**

**Basics of Statistics** (e.g., application and interpretation of descriptive statistical analysis, analysis of variance, general linear regression, generalized linear regression, and linear mixed-effects models)

**Relevant readings** (*An Introduction to Statistical Learning; Regression Modelling Strategies; Linear Algebra*)

**Basics of Machine learning** (e.g., Support vector machines, decision trees, ensemble learning, random forests, principal component analysis, factor analysis, and unsupervised learning technologies)

**Relevant readings** (*An Introduction to Statistical Learning; The Elements of Statistical Learning; Multivariate Data Analysis; Hands-on Machine Learning with Scikit-Learn, Keras, and Tensorflow; Basics of Natural Language Programming*)

**Data processing with R**

**Data processing with Python**

## **Research experience**

**Designed** a study to understand the effects of nature contact (direct and indirect) on children's willingness to conserve wild animals.

Contribution: Conceptualization; methodology; data collection; writing – original drafts preparation and editing

**Designed** a study to understand Chinese citizens' opinions on stray cats.

Contribution: Conceptualization; methodology; data collection; writing – original drafts preparation and editing

**Participated** in a study of understanding the social and ecological impacts of avitourism in a mountainous protected area.

Contribution: Methodology; data curation; writing – original drafts preparation and editing

**Designed** a study to understand the scale and magnitude of online illegal trading in avifauna within China (under review).

Contribution: Conceptualization; methodology; data collection; writing – original drafts preparation and editing

**Research Interests** Urban ecology; biodiversity conservation; interdisciplinary research; social media data for research; social science computation