

# Chen Liang

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## RESEARCH INTERESTS

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Digital Platforms, AI Ethics, Media & Society, Technology Ethics, AI Journalism

## EDUCATION

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<b>Peking University</b> <i>School of Journalism and Communication</i> Master of International Communication of Journalism	<b>09. 2023 – 06. 2026</b>  GPA: 3.73 / 4.0
<b>Communication University of China</b> <i>School of Journalism</i> Bachelor of Communication (Research and Analysis of Media Market)	<b>09. 2019 – 06. 2023</b>  GPA: 3.86 / 4.0

## INTERNATIONAL CONFERENCES

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### **A New Model Prompt on How AIGC Reacts to Dynamic Social Emergency — Study Based on Bing and ERNIE**

*ICA Gold Coast 2024 — First author*

- Algorithm Auditing: Compared crisis-themed content generated by two AI models, Bing and ERNIE
- Content Analysis: Identified biases and limitations in AI responses to war-related prompts and how human news reporting being involved
- Actor-Network Theory: Proposed the 'TALE' model (Time, AI models, Language, Event) to illustrate the core actant network in AIGC systems

### **Are You 'Positive' — A Computational Communication Analysis of Chinese Public Discourse at the End of COVID-19 (2022-2023)**

*ICA Gold Coast 2024 — First author*

- Data Mining: Explored the phenomenon of 'Emotion Reverse' on Weibo during the end of COVID-19
- Computational Content Analysis: Applied LDA and sentiment analysis to trace public topics transition on social media
- Discourse Analysis: Explained how and why civilians made use of social media to combat anxiety, uncertainty and unstable situation, fostered positivity instead of verbal attack

### **A Study on the International Communication Practices of Journalists in the Global South: A Case Study of Journalists from China's Major News Media**

*IAMCR Christchurch 2024 — Second author*

- Data Mining: Studied the practices, narrative strategies and image construction of Chinese reporters and journalists on Twitter (now X)
- Network Analysis and Content Analysis: Portraited social network of Chinese news workers on X to demonstrate how personal accounts consist of media matrix for national diplomacy
- Intercultural Communication: Depicted the dynamic of intercultural interaction on digital platforms

### **"Self-discipline Brings No Freedom": Ethic design of wearable fitness technology**

*IAMCR Lyon 2023 — Independent author*

- Self-Quantitative Activities: Dug into design of wearable fitness technology such as smart watches to explore the relationship between technology and users through in-depth interview
- Technology Ethics: Mapped unethical designs in wearable products from perspectives of visual interface, function and hybrid intentionality and their effects on human mental and physical health

## RESEARCH PROJECTS

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**'Ice Sport Youth League' — Winter Sport NPO for University Market Research** 03. 2022 – 05. 2022

*"Challenge Cup" Competition 2022 — Team Leader*

- Business Plan and Analysis: Conducted field and literature research at Beijing-area ice rinks and ski resorts, interviewed venue managers, completed large scale questionnaire survey
- Provincial Bronze Award: Proposed a Winter Sport NPO among universities in Beijing to integrate various resources to promote the popularity of common winter sports among youth

**Field Survey of Regional Arsenic Disease in Rural Area**

07. 2021 – 08. 2021

*Research China Competition 2021 — Core Team Member*

- Field Survey: By non-participant observation and in-depth interviews conducted with government, rural hospital and patients, this research discussed the history and current situation of regional arsenic disease treatment in Xingren City, Guizhu province
- National Top 3 Reward: Final research report presented structural dilemmas in such public health events and sustainable routes of future rural area disease control and treatment

**Overseas Chinese Media Influence Assessment Seasonal Report**

09. 2020 – 09. 2021

*Overseas Chinese Media Influence Research Group — Data Analyst*

- Data Mining: Crawled data (likes, comments, collects) from global media platforms of overseas Chinese media accounts for further computational analysis
- Research Report: Dug into underlying reasons behind ranking shifts and produced influence enhancement methods

## INTERNSHIP

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• **TikTok**

05. 2024 – Present

*Beijing, China — Oversea User Researcher*

• **CCTV (China Central Television) Middle East**

11. 2024 – 04. 2025

*Dubai, UAE — Journalist*

• **Olympic Broadcast Service**

07. 2024 – 09. 2024

*Paris, France — Live Video Logger*

• **Kwai**

02. 2023 – 06. 2023

*Beijing, China — Oversea User Researcher*

• **Olympic Broadcast Service**

02. 2022 – 03. 2022

*Beijing, China — Production Assistant / Liaison Officer*

• **Nandu Weekly**

06. 2020 – 06. 2021

*Guangzhou, China — Journalist*

## GRANTS & AWARDS

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**Second-level Scholarship of the School** — Peking University, 2023

**National Scholarship** — Communication University of China, 2021

**China Central Television Scholarship** — Communication University of China, 2021

**First-level Scholarship of the School** — Communication University of China, 2020

## SKILLS

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**Computer:** MS Office (Excel, Word, PowerPoint)

**Database:** SPSS, SQL

**Programming:** Python, R

**Data visualization:** Tableau/ Flourish/ Echarts/ Gephi