Chen Liang

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**RESEARCH INTERESTS**

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

**EDUCATION**

**Peking University**  **09. 2023 – 06. 2026**

*School of Journalism and Communication*

Master of International Communication of Journalism GPA: 3.73 / 4.0

**Communication University of China** **09. 2019 – 06. 2023**

*School of Journalism*

Bachelor of Communication (Research and Analysis of Media Market) GPA: 3.86 / 4.0

**INTERNATIONAL CONFRENCES**

**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**

**‘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 Analysist*

* 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**

• **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 / Liasion Officer*

• **Nandu Weekly 06. 2020 – 06. 2021**

*Guangzhou, China — Journalist*

**GRANTS & AWARDS**

**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**

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

**Database:** SPSS, SQL

**Programing:** Python, R

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