

# Yubin Li

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## EDUCATION

Nanjing Normal University (NNU)

B.A. in Network and New Media

GPA: 3.97/4 (ranking: 4/50)

Relevant courses: Programming Basics, Machine Learning, Social Networks Analysis, Computational Communication

Certificates: Math in Biostatistics

Nanjing, China

Jun 2025 (expected)

## RESEARCH INTERESTS

Health/Environmental/Risk Communication, Media Psychology, Psychophysiology, Persuasion, LGBTQ studies

## PUBLICATIONS

### Journal paper

- Li, Y., Peng, L., Sang, Y., & Gao, H. (2024). The characteristics and functionalities of citizen-led disaster response through social media: A case study of the #HenanFloodsRelief on Sina Weibo. *International Journal of Disaster Risk Reduction*, 106, 104419. <https://doi.org/10.1016/j.ijdrr.2024.104419>
- Ye, Y., Li, Y., Yang, Z., & Gao, H. (in press). Expressions of Suicide Concepts among Chinese Youth on Internet Platforms: A Thematic Analysis Based on Comments from Bilibili Users. *Death Studies*.
- Ye, Y., Sang, Y., Li, Y., & Gao, H. (2024). Chinese young adults' perception of fertility: Emotional contagion in fertility policy discussions on Sina Weibo. *Social Behavior and Personality*, 52(3), <https://doi.org/10.2224/sbp.13034>.
- Li, L., Li, Y., Wu, J., & Gao, H. (2023). Emotional Resonance and Identity Recognition in Chinese Late Adolescent Digital Music Consumption. *Media and Communication*, 11(4). <https://doi.org/10.17645/mac.v11i4.7099>

### Conference Presentations

- Wu J., Li, Y., & Gao, H.. Corporate Social Responsibility(CSR)communication on Social Media and The Construction of Public Trust. 2023 Annual Congress of the European Public Relations Education and Research Association (EUPRERA). Prague. September, 2023.
- Ye, Y.J., Li, Y., & Gao, H.. Emotional Contagion and Expressions of Fertility Concepts in Discussions on Fertility Topics on Sina Weibo. 2023 Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington D.C., the United States. August, 2023.
- Wu J., Li, Y., & Gao, H.. Corporate Social Responsibility, Regional Culture, and Sustainability: Case of NEPG Low-priced Medicine. The 30th International Public Relations Research Symposium BledCom 2023. Slovenia. June, 2023.
- Li, Y..A Glimpse at The Ecological Landscape of Chinese Top Short Videos. Youth Communication Day. Sidoarjo. Dec 2022.

## MANUSCRIPTS UNDER REVIEW

- Li, Y. & Gao, H. (R&R). Understanding LGBTQ+ Family Dynamics on Chinese Social Media: A Content Analysis and Sentiment Study on Douyin. *LGBT+ Family*.
- Ye, Y., Huang, Y., Li, Y., You, Q., Zhao, X., & Gao, H. (R&R). Inherit, Innovate and Interact: Journalistic Role Performance in Douyin News Production Within Chinese Media Hierarchy. *Mobile Media & Communication*.

## RESEARCH PROJECTS

### Research on Chinese Genetic Literacy Based on Social Media Data

Research Assistant | Advisor: Assoc. Prof. Lei Jin

Nanjing/Hongkong, China

Mar 2024 — Present

- Designed the primary methodology, including quantitative analysis of internet texts and qualitative analysis of public and professors
- Reviewed relevant literature on genetic literacy, science literacy, and Chinese public attitudes towards science events

### Research on Chinese Attitudes towards China's LGBTQ family

Research Assistant | Advisor: Prof. Hao Gao

Nanjing, China

Jun 2023 — Present

- Developed an exploratory coding book including categories, video scoring rules, and calculation logic
- Performed linear regression analysis in SPSS and determined 5 most influential factors of public preferences

- Conducted content analysis of 187 videos using Divominer, and textual analysis of 11,144 comments with NVivo 12
- Discovered that parenting ability, rather than parental sexual orientation, is the primary concern, highlighting the crucial role of children in the social integration of LGBTQ families

**Research on the Intercultural Communication of China Chic (Provincial Innovative Project)** Nanjing, China  
*Project Leader | Advisor: Prof. Hao Gao* May 2023 — May 2024

- Designed and led 1 field studie, 15 semi-structured interviews and 3 in-depth interviews
- Gathered 31,459 comments from YouTube and applied LDA modeling and word cloud generation with Python
- Structured and analyzed co-occurrence networks using Gephi, interpreting qualitative results from quantitative graphs
- Discovered that the spread of China chic faces numerous challenges, primarily due to the lack of an otherization perspective in intercultural communication

**Research on Citizen-led Emergency Response through social media in Henan Flood, China** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Jan 2023 — Apr 2024

- Constructed keyword co-occurrence matrices using ROST-CM6 and visualized networks with Gephi
- Calculated degree centrality and QAP correlation of matrices to identify network cores and variability using UCINET 6
- Annotated manually, designed auto-coding rules, and auto-coded 12,001 posts to investigate their qualitative characteristics using the Divominer
- Discovered the role differences between organizations and citizens, highlighting the importance of emotions and information verification in online emergencies

**Research on Journalistic Role Performance in Douyin News Production** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Jan 2023 — Apr 2024

- Collected multidimensional scale data from 721 cases and applied CFAs to weight categories with Amos Graphics
- Conducted linear regression, multivariate tests, and ANOVA with Bonferroni post hoc tests to investigate between-subjects effects and degrees of variability using SPSS
- Developed visualizations including 1 pie chart and 2 three-line tables, and interpreted the results qualitatively
- Discovered a mix of traditional and innovative journalistic roles, with loyal facilitation remaining significant and new roles like infotainment and interventionist emerging

**Research on Suicide Concepts among Chinese Youth on Internet Platforms** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Jan 2023 — Apr 2024

- Reviewed literature on Chinese perspectives on life, death, and suicide, as well as the influence of the internet on these perspectives
- Performed RTA on 10,433 comments using NVivo 12, generating 42 initial codes, 19 themes, and 7 sub-themes
- Conceptualized results in terms of collectivism vs. individualism, tradition vs. modernization, and internet's impact
- Discovered that the youth's views on life and death blend traditional beliefs with emerging individualism, while the internet influences thoughts on suicide and encourages discussion

**Research on Differences in Frameworks of Technology News between China and Western media** Nanjing, China  
*Research Assistant | Advisor: Assoc. Prof. Qingqing Zhou* Nov 2023 — Jan 2024

- Determined the ANTMN research methodology and collected 1,658 reports using the WiseSearch and Lexis databases
- Preprocessed and analyzed textual data with Python packages (Jieba, NLTK, genism, matplotlib), including applying an LDA model and calculating topic similarities
- Structured thematic networks and conducted community detection with Gephi, analyzing quantitative framing graphs

**Research on People's Attitude towards New Fertility Policies** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Mar 2023 — Oct 2023

- Evaluated emotion value of overall 27,226 posts for 7 dimensions, using DLUT-Emotion ontology
- Established calculating rules for emotional contagion, including handling outliers, determining weights, and developing the final formula
- Calculated and demonstrated emotional contagion in 711 posts and their 26,515 responses using Python

**Research on Digital Music Consuming Behaviors and Motivations of Chinese Adolescents** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Mar 2023 — Oct 2023

- Conducted preliminary surveys on 15 individuals, collecting over 17,000 words of data
- Examined preliminary survey materials and performed textual analysis on 105 self-reports
- Discovered that adolescents use music for emotional needs and identity, with "music-experienced" seeking personal empathy and "music-socialized" seeking emotional connections

**Research on the Ecological Landscape of Chinese Top Short Videos** Nanjing, China  
*Research Assistant | Advisor: Prof. Hao Gao* Oct 2022 — Dec 2022

- Collected data from the first 5,000 popular videos on Douyin platform using XinDou database
- Preprocessed texts, applied LDA model, and constructed co-occurrence networks and heat maps using KH-Coder
- Conducted cross-analysis of popularity dynamics using time series and heat map changes
- Discovered that popular topics on Douyin primarily focus on social issues, with trending words closely tracking these themes and different creators playing distinct narrative roles

## PROFESSIONAL EXPERIENCE

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### ShuXiang Education Institution

*English Teacher*

Changsha, China

Jul 2023 — Aug 2023

- Taught English to middle school students, focusing on improving their reading and writing skills
- Developed and implemented lesson plans, conducted assessments, and provided feedback to students
- Fostered a communicative and inclusive classroom environment, promoting effective interpersonal communication skills

*English Teacher*

Jul 2022 — Aug 2022

- Conducted English classes for primary school students, emphasizing spoken English and vocabulary building
- Created interactive activities and materials to engage students and enhance their learning experience
- Maintained classroom discipline, ensuring a positive and focused learning environment

## AWARDS & SCHOLARSHIPS

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### Awards:

- Second Prize in Internet Cultural Festival May 2024
- First Prize in the Sociology Book Review Competition Sep 2023
- Second Prize in National Student Data Analysis Competition May 2023

### Scholarships:

- First Prize Scholarship (*top 5%*) Dec 2023
- National Inspiration Scholarship (*top 3%*) Nov 2023
- Second Prize Scholarship (*top 10%*) Dec 2022

## SKILLS & INTERESTS

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- **Languages:** Mandarin Chinese, English (IELTS: 7), Japanese (elementary)
- **Programming Languages:** Python (numpy, pandas, scikit-learn, matplotlib, nltk, jieba)
- **Software and Tools:** SPSS, Amos Graphics, Gephi, UCINET, NVivo, Origin, Knime, LaTeX, Markdown, Excel
- **Interests:** Singing, Hiking, Recording footprints, Personality Psychology