

Ni Shentu

EDUCATION

TSINGHUA UNIVERSITY — 2022.9 - NOW

Enrolled in a graduate dual degree program in Communication and Data Science.

RENMIN UNIVERSITY OF CHINA — 2018.9 - 2022.7

Enrolled in an undergraduate dual degree program in Journalism and Art, and have been interested in Data Journalism since 2019.

Score:3.89/4

THE UNIVERSITY OF HELSINKI — 2021.1 - 2021.5

Exchanged at the Faculty of Social Sciences, participated in the course of political communication, digital communication, AI and interactive visualization.

Score:5/5

ACADEMIC EXPERIENCE

• **RESEARCH ON CELEBRITY ECONOMY AND EMPLOYMENT POVERTY ALLEVIATION**

- Found that with the rapid development of Internet, some impoverished areas in China can cultivate Internet celebrities, whom are capable of leading others in these area out of poverty through offering them jobs
- Cooperated with students from the business school

• **SENTIMENT ANALYSIS AND FRAMING ANALYSIS ON SINA WEIBO COMMENT TEXTS BASED ON NEURAL NETWORKS**

- Found that comments about a specific topic on Sina Weibo become more and more emotional and even aggressive year by year
- Cooperated with students from the school of statistics
- Won the third prize in an academic competition

INTERNSHIPS AND WORKS

• **HTTPS://WETV.VIP (TENCENT VIDEO) — DATA ANALYSIS INTERN**

- 2022.9-2022.12
 - Analyzed 10M+ data with SQL, Excel and Python, wrote 10+ data reports
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- Helped the team improve advertising effect by finding the more accurate advertising audience, and improved the input-output ratio
- **THEPAPER.CN — DATA JOURNALISM INTERN & DESIGN INTERN**
 - 2021.6-2021.8
 - Participated in collecting data as well as making data reports (especially plots), videos and websites
 - Works:https://www.thepaper.cn/list_25635 (in Chinese) & <https://www.sixthtone.com/news/1008072/red-alert-how-chinese-cities-disseminate-extreme-weather-forecasts#> (in English)
- **IFENG.COM — INFORMATION CENTER INTERN**
 - 2020.9-2020.12
 - Participated in reporting the US election to Chinese audience
 - Works:<https://news.ifeng.com/c/special/80kdzDaUKoa> (in Chinese)

HONORS & AWARDS

- National Scholarship (by the Ministry of Education)
- China Data Content Competition - Best Mobile Interactive Design
- China Data Content Competition - Best Data Application
- University Data News Visualization Creative Competition - Best Innovated Award