Peiyi Guan

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EDUCATION

- **International Media and Public Relations** — Hokkaido, Japan
  Master of business — *Apr.2023 – Mar.2025*

- **Data Journalism** — Beijing, China
  Bachelor of Arts — *Sep. 2017 – June. 2021*

EXPERIENCE

- **Research** — Hokkaido, Japan
  Impact of the perceived risk from overtourism on intention travel — *Oct 2023 - Present*
  - **Content**: A qualitative research of how Chinese tourists make decision on whether to travel on Kyoto
  - **Purpose**: To understand how perceived risk, destination image, and perceived behavior control make up the path when people make visit decisions

- **Research** — Beijing, China
  The Generation of Urban Communicative Space Based on GeoMediag — *Oct 2019 - Apr 2021*
  - **Content**: An Investigation of Social Bookstores in Beijing, searching how the bookstore contribute to the Urban Communicative Space
  - **Approach**: Through field observations, interviews and online text analysis, the author discusses how bookstores influence the establishment and maintenance of social relations under the logic of geomedia which combined with physical space and digital platform.
  - **Data Collection**: 14185 reviews was collected from 6 bookstores using python, and saved the texts as ANSI-encoded files, generated into a semantic network graph to obtain the consensus evaluation elements by ROST CM6 text mining software.
  - **Discover**: The bookstore on the digital platform embodies the experience of the physical space, which makes the urban experience continue to the cyber space. In the communication around the bookstore, the loose connection based on common interests allows people to maintain their independence while feeling a sense of belonging

- **Survey** — Beijing, China
  Field Investigation — *June 2018 - Jan 2021*
  - **Local Urbanization**: Farmers' Willingness to Local Urbanization under the Perspective of Rural Revitalization
  - **Policy Study**: Social participation in the water governance under the "Hezhangzhi" policy

PUBLICATION

- **Book**: Contributed to part of the book News: The First Draft of History, which is about a historical and cultural study of the fake advertising on the newspaper ShenBao.
- **Web Work**: Provided creative draft for a Manga showing the harajuku culture of Japan.

SKILLS

- **Languages**: Python, Javascript, SQL, R   **Softwares**: Adobe Photoshop, Premiere, Audition