JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

Self-Introduction – SICSS-Saarbrücken

YANG Shiqi

shiqi.s.yang@jyu.fi

SICSS-Saarbrücken 2025

SINCE 1863.

Educational Backgrounds

YANG Shiqi (She/her)- Momo

Before

- Bachelor Degree in Japanese, 2016- 2020, China
- Master Degree in Media and Communication, 2020-2023, Tokyo, Japan

On-going

- PhD in Journalism, 2025– , University of Jyväskylä, Finland
    - Funded by FCAI (Finnish Center for Artificial Intelligence)

Research Skills

- Languages:
  - Chinese (Native), English (CEFR C1), Japanese (CEFR C1), Korean (CEFR B2)
- Methodologies:
  - Qualitative and Quantitative Analysis with Statistics and *Computational Techniques*, including Topic Modeling, Sentiment Analysis, and Cosine Similarity
  - Programming: Python
- Tools: SPSS, R, KH Coder- Content Analysis

Research Interests

Working Experience

- Influencer on Social Media

- Fandom Administrator of Kpop

Research Interests

- AI in Journalism:
  - AI and Trust-building(Micro-level), Public Opinion
  - *Visual Storytelling*, Visual Communication
  - Algorithm Implicit Bias in Different Models
- Others: Pop Culture(K-Pop), Cross-culture Comparison, Gender Study

JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ