

## Statement of Academic Purpose

I wish to pursue a master's degree of Quantitative Method in Social Science at Columbia University because it will prepare me for a research career in experimental social sciences. During my college study of Journalism, I became gradually interested in understanding how different types of media intertwine to affect political landscape and economic development by shaping social recognition. But I realized that, without rigorous scientific experiments involving data analytics, any attempt to understand this complex issue would only scratch the surface. 简单讲动机

Between 2015 and 2016, I spent my junior year as a visiting student at Columbia University, which proved to be an eye-opening experience and reinforced my interest in the application of quantitative methods in social science. During my time at Columbia, I deeply enjoyed the course of *Principles of Quantitative Political Research*, which showed me how mathematical equations and statistical models can be harnessed to accelerate discoveries in social science. Through social survey and investigation, we not only will get a handle on the public opinions about various issues, but also can employ modeling to accurately describe and predict the alteration of public views.

I also took great satisfaction from learning three other courses on quantitative methods in Columbia University. *Analysis of Political Data* delved into the application of econometric models in political research. Through *Design and Analysis of Sample Surveys*, I learned in detail the key steps of a sample survey, including survey design, sampling, and statistical analysis. Professor Andrew Gelman, the instructor for this course, is a Bayesian statistician by training, but has achieved a great deal in political science nevertheless, demonstrating the advantage of being versed in quantitative methods for a social science researcher.

### 从学过的东西说明自己如何重视定量方法（2段）

The professor that had the biggest influence on me was Dr. Donald Green, one of the most well-known American scholars in experimental methodology. In the spring of 2016, I took his course, *Experimental Research: Design, Analysis, and Interpretation*, which exposed me to random experiments for social science research. I learned that, until 1998, quantitative studies on American politics were carried out mostly through the observatory method, mainly survey analysis. Starting in 1998, however, the experimental methods was reactivated to evaluate the effectiveness of voter canvassing. Its biggest advantage is the randomly assigned treatment, which eliminates the difference in covariates such as participants' gender, income, and political view. As a result, truly reliable causality rather than correlation can be derived from the analysis.

### 为什么想学这个track（2段）

During my time at Columbia, I participated in the Open House event for QMSS and learned the program's unique strength in equipping social science students with quantitative skills. In the event, I also had the opportunity to meet and get to know some of the students, who shared with me their positive experiences in QMSS. One of the students, Thomas James Bilach, felt I would be a good fit for the program and strongly recommended me to apply. I

did not make a decision then because I prefer an experiment-oriented training and QMSS did not have that option at the time. But when I heard such a track is available this year, I immediately made up my mind to apply to your program.

My solid education and strong research experience in the past have prepared me for the rigors of postgraduate study. While studying as a Journalism major at Ocean University of China (OUC), I took a variety of relevant courses and developed a systematic understanding of core subjects in news report and media operation. Pouring myself into the study over the past several years, I maintained top grades all along and won a string of accolades, which included National Scholarship, a highly prestigious award reserved for top 1% college students in China. My excellent performance in both OUC and Columbia demonstrated my capacity and adaptability in academics. 自己是qualified: 学术上

In an effort to gain professional skills, I took an internship at Hunan Satellite TV, where I contributed to the preparation and editing for a new program. Specifically, I conducted an analysis on the audience segmentation that would be attracted to the show. Moreover, I helped identify the best time slots for its debut and re-run that would maximize the program's ratings. The experience underscored the value of data analytics for television media.

自己是qualified: 实习经历

Currently, I am involved in an experimental project of political science funded by the Yangon Office of International Growth Center (IGC), which aims to analyze the local reception of Chinese investment in Myanmar and potential political ramifications. In the project, I was tasked with processing and analyzing questionnaire data with R, followed by regression modeling and data visualization. So far, we have completed a pilot study to set the stage and will proceed to the full-scale research that will span the next few months. And our preliminary results were recently presented in Quantitative China Studies Seminar (QCSS), jointly sponsored by Columbia University, NYU, and Princeton University. 自己是qualified: 科研经历

My future plan after completing the study at QMSS is to pursue a doctorate in political science. And I hope to conduct field study to understand media exposure's impact on the political leanings of Chinese youths. Although I previously explored this topic through questionnaire survey as my bachelor thesis research, I feel that only a large-scale social science experiment will allow me to get to the bottom of the question. Such researches not only will give the outside world deeper insights into China's young minds but also can help promote cross-cultural communication and prevent stereotypical impressions. And I am convinced that studying at QMSS at Columbia University will be an essential step towards this goal.

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