

Yilan Guo

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EDUCATION

M.A. in Emerging Media Studies, Boston University, GPA: 4.00/4.00 May, 2024 (expected)

- **Thesis:** *Predicting Individuals' Intention on Two Types of Slow Media Practice*
Supervisor: Dr. Chris Chao Su
- **Proposals:** (1) Double Screen or Single Screen? The Effect of *Screen Numbers* on Players' *Attention and Game Performance*;
(2) The Effect of Breaking the Fourth Wall in Video Games on Players' *Arousal, Self-presence, and Social-presence*

B.A. in Journalism, Beijing Sport University, GPA: 3.91/4.00 June, 2022

- **Thesis:** *The Social Identity of Rock Fans and the Interaction Ritual Chains in LiveHouse*

RESEARCH EXPERIENCE

Research Projects

- *The Effect of Breaking the Fourth Wall on Viewers' Arousal and Relatedness when Watching Video Game Recordings*
 - ✓ Led a team in conducting an entire research with a *factorial experimental design*.
 - ✓ Measured participants' arousal by *Galvanic Skin Response* with Shimmer sensors.
- *Evaluating the Potential Use of an Online Resource Hub for Afghan Refugees* (in progress)
 - ✓ Analyze and test survey data to assess refugees' perceptions of the online resource and predict their potential use, guided by Technology Acceptance Model.

Conference

- Jia, Y., **Guo, Y.**, Fu, J., Hash, N., & Su, C.* (2023). Agenda Setting in the Wizarding World: Examining *Attribute Agenda and Network Agenda* in the "Hogwarts Legacy" Video Game Controversy on Twitter/X. The *74th Annual Conference of the International Communication Association* (under review).
Contributions:
 - ✓ Conducted semi-supervised *machine learning* with 13 topics using BERTopic in *Python*.
 - ✓ Did analysis about Network Agenda Setting with *R and UCINET*, visualized with *Gephi*.
- Hash, N., Hance, A., **Guo, Y.**, Park, D., & Prena, K. (2023). Mapping Digital Resource Adoption in a Refugee Community: The *Gratification of Needs*, Barriers, and Facilitators in

the Resettlement Process. The *74th Annual Conference of the International Communication Association* (under review).

Contributions:

- ✓ Conducted interviews with aiding service providers
- ✓ Analyzed how the coded needs, barriers, and facilitators may instruct the online resources' construction.

Publications

- **Guo, Y., & Wang, W.** (2021). The Influence of Sports Entertainment Show on Teenagers' Sports Norms and Behavior. *Youth Sport*.
- **Guo, Y.** (2021). The Aesthetic Embodiments and Deficiencies in Sports News. *Journal of Beijing Polytechnic College*.

WORKING EXPERIENCE

Teaching Assistant, Sep. 2023 - present

EM 757 User-Producers 2.0: Developing Interactivity, College of Communication, Boston University

- Taught students about fundamental iOS app design using [Xcode](#) and [Swift Playground](#).
- Led workshops on [HTML](#) and [CSS](#) for web design and development.

Research Assistant, Sep.2021 - Jan.2022

State Key Laboratory of Media Convergence Production Technology and Systems, Xinhua News Agency

- Collected literatures about satellite news utilizing remote sensing techniques.
- Assisted on data visualizations, news games & digital astronaut projects, and Xinhua Earth database.

Press Conference Assistant, Jan.2022 - Mar.2022

2022 Winter Olympic Games, National Speed Skating Oval in Beijing

HONORS & AWARDS

- **Graduate Student Research Award**, College of Communication, Boston University, 2023
- **Emerging Leaders Scholarship**, College of Communication, Boston University, 2023
- **Outstanding Graduates**, The Education Committee of Beijing, 2022
- **Outstanding Student Scholarship**, Beijing Sport University, 2018 - 2021
- **3rd Place Award**, Beijing Collegiate Computing Competition, Animation Division, 2020
- **Excellent Student Leader Award**, Beijing Sport University, 2020

SKILLS

Statistical Analysis: R, Python, SPSS, Gephi, UCINET

Biometric Measurement: iMotions, Shimmer sensors, Eye trackers

Web Design: HTML, CSS

Graphic/UI Design: Adobe Photoshop, Illustrator, Figma

Video/animation Production: Adobe Premiere Pro, After Effects, Animate

Music/sound Production: Cubase, Adobe Audition

Game Production: RPG Maker