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

- **Selected Courses:** Psychology of Emerging Media; Computer-Assisted Text Analysis; Experimental Design and Measuring Media Effects; Networks, History and Social Media;

B.A. in Journalism, Beijing Sport University, GPA: 90.14/100.00   June, 2022

- **Thesis:** *The Social Identity of Rock Fans and the Interaction Ritual Chains in LiveHouse*
  Supervisor: Dr. Ge Gao

- **Selected Courses:** Communication Research Methods; Introduction to Communication Theories; Internet and New Media Studies; Sports Media and Society;

RESEARCH EXPERIENCE

Research Projects

- The Effect of Breaking the Fourth Wall on Viewers' Arousal and Relatedness when Watching Video Game Recordings

  - ✓ Proposed the research topic, and 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 Acceptance of a Digital Resource Center for Afghan Refugees

  - ✓ Analyze and test survey data to assess refugees' perceptions of the online resource and predict their potential use, guided by Technology Acceptance Model.

Under Review

- Jia, Y., **Guo, Y.,** Fu, J., Hash, N., & Su, C.* (2024). 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. (2024). 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, then performed emergent coding.

  ✓ Analyzed how the coded needs, barriers, and facilitators may instruct the online resources' construction.

Journal Articles

- **Guo, Y.**, & Wang, W. (2021). The Influence of Sports Entertainment Show on Teenagers' Sports Norms and Behavior. *Youth Sport*. 118. 112-123.

- **Guo, Y.** (2021). The Aesthetic Embodiments and Deficiencies in Sports News. *Journal of Beijing Polytechnic College*. 20(4). 114-116.

ASSISTANTSHIP

Teaching Assistant   Sep. 2023 - present

EM 757 User-Producers 2.0: Developing Interactivity

College of Communication, Boston University

- Taught students about fundamental iOS app development using Xcode and Swift.

- 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 literature about geographic information systems, and assisted in the production of satellite news utilizing remote sensing techniques;

- Collected literature about human-AI interaction, and assisted in the project of digital astronaut "Xiaozheng";

- Assisted with data visualizations, news games, and the construction of the 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: SPSS, Gephi, UCINET
Programming Language: R, Python,
Biometric Measurement: iMotions, Shimmer sensors, Eye trackers
Web/Mobile App Design: HTML, CSS, SwiftUI
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