# **Yilan Guo**

#### **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
- Research 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, Selfpresence, and Social-presence
- **Selected Courses:** Psychology of Emerging Media; Computer-Assisted Text Analysis; Experimental Design and Measuring Media Effects; Connecting Humans: Networks, History and Social Media; User-Producers 2.0: Developing Interactivity.

### **B.A. in Journalism, Beijing Sport University, GPA:3.99/5.00**

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; Digital Media Production; 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 (advisor: Dr. James Cummings)
  - ✓ 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 Use of an Online Resource Hub for Afghan Refugees (advisor: Dr. Daniel Park & Dr. Kelsey Prena)
  - ✓ 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., <u>Guo, Y.</u>, 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., <u>Guo, Y.</u>, Park, D., & Prena, K. (2024). Mapping Digital Resource
  Adoption in a Refugee Community: The <u>Gratification of Needs</u>, 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.

#### **Journal Articles**

- **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*.

#### **ASSISTANSHIP**

### **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.
- 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.

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