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:3.99/5.00   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