YU-HSIN LIN

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EDUCATION

National Yang Ming Chiao Tung University (NYCU)   *Hsinchu, Taiwan*
Master Program for Communication and Technology   *Expected Graduation: Jun. 2025*

- Advisor: Prof. Chen-Chao Tao
- **Research method** related courses: Quantitative Research Methods (A), Qualitative Research Methods (A+)
- **UX** related courses**:** HCI and UX Research (A), Interactive Experience Design and Communication (A+), New Media Industry Studies (A+), Emerging Media Psychology Research (A+)
- **Statistics and data** related courses: Statistics and Statistical Computing (A+, ranked No. 1 in the class), Applied Multivariate Analysis and Machine Learning (A+), Big Data Analysis (A+), Research on Social Network Analysis (A+, ranked No. 1 in the class)

National Taiwan University (NTU)   *Taipei, Taiwan*
Bachelor of Japanese Language and Literature   *Sep. 2018 – Jun. 2022*

- Related courses**:** Data Processing with Excel (A+), Computer Programming in Python (A)

WORK EXPERIENCE

Nanshan Life Insurance   *Taipei, Taiwan*
UX Research Intern   *Mar. 2024 – May 2024*

- Led market and user research, transforming findings into actionable business strategies and enhancements to user experience.
- Continuously communicated with stakeholders during the research process to ensure consistency with the goals of stakeholders and achieve the best outcomes.
- Led the establishment of methodology SOPs.

PUBLICATION

[1]   Yu-Hsin Lin (2023, Nov.). *A semantic network analysis of Taiwan government's crisis response strategies and public response on social media during COVID-19.* Paper presented at 2023 Annual Conference of Taiwan Academy for Information Society, Taipei.

[2]   Yu-Hsin Lin (2023, June). *The more you use it, the more "trust" and "well-being" you get? Exploring well-being and trust of users in the context of dating apps based on Social Penetration Theory and Media Richness Theory.* Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.

[3]   Wen-Ning Chen, Yu-Hsin Lin (2023, June). *Learn from the world: Business model analysis of music streaming platform.* Paper presented at 2023 Annual Conference of Chinese Communication Society, Tainan.

RESEARCH EXPERIENCE

Communication and Cognition Lab (Prof. Chen-Chao Tao)   *Hsinchu, Taiwan*
Research Assistant   *May 2023 – Present*

- Conduct psychophysiological and eye-tracking experiments.
- Participating in **2023 TWNIC Taiwan Internet Report**: analyze research results, and visualize data.

Chair Prof. Kwan Min Lee (Nanyang Technological University)   *Hsinchu, Taiwan*
Research Assistant   *May 2023 – Aug. 2023*

- Designing a research proposal related to Apple Vision Pro based on theories of HCI and CSCW, including research hypotheses, research model and experiment.

Everyday Creativity Lab (Prof. Ying-Yu Chen)   *Hsinchu, Taiwan*
Research Assistant   *Jan. 2022 – Mar. 2022*

- Focusing on HCI and UX Research.
- Designing research proposal about second generation of new immigrants.

SELECTED COURSE PROJECTS

A Semantic Network Analysis of Taiwan Government's Crisis Response Strategies and Public Response on Social Media during COVID-19
Course Project of Research on Social Network Analysis, NYCU   *Spring 2023*

- Best Student Paper Award (TOP1 paper): Presented at 2023 Annual Conference of Taiwan Academy for Information Society.
- Conducted semantic network and sentiment analysis to explore the Taiwan government's crisis response strategies and public opinion during the COVID-19 outbreaks.

Business Model Analysis of Music Streaming Platform
Course Project of New Media Industry Studies, NYCU   *Fall 2022*

- Adopted Business Model Canvas to understand the similarities and differences in the business models of the five international music streaming platforms (Spotify, Apple Music, Amazon Music, Tencent Music, YouTube Music) and Taiwan's local music streaming platforms, KKBOX.
- Proposed strategies for the future development of music streaming platforms in Taiwan.

Exploring Well-being and Trust of Users in The Context of Dating Apps

Course Project of Quantitative Research, NYCU *Fall 2022*

- From the perspective of Social Penetration Theory and Media Richness Theory, this study conducted a survey to validate the research hypothesis which are about the relation between variables of anonymity, media richness, self-disclosure, well-being, and trust in the context of dating apps.
- Ranked No.1 in the final report writing.

HONORS AND AWARDS

Best Student Paper Award (TOP1 Paper) *Nov. 2023*

2023 Annual Conference of Taiwan Academy for Information Society

Outstanding Student Award *Fall 2023*

NYCU DCAT

TEACHING EXPERIENCE

Teaching Assistant *Feb. 2024 – June. 2024*

Statistics and Statistical Computing, DCAT, NYCU

- Undergraduate-level course in cultivating basic statistical concepts and the ability to use the R software.

Teaching Assistant *Sep. 2023 – Jan. 2024*

Quantitative Research Method, DCAT, NYCU

- Graduate-level courses in cultivating the ability to do quantitative research.

Teaching Assistant *Feb. 2023 – April 2023*

Human Computer Interaction, DCAT, NYCU

- Undergraduate-level course in cultivating core concepts in HCI and UX domain.

OUTREACH

2023 Annual Conference of Taiwan Academy for Information Society *Taipei, Taiwan*

General Coordinator *July 2023 – Nov. 2023*

- Led **30+** volunteers to hold the most significant communication conference in Taiwan.
- Effectively integrated limited resources, and ensured the best experience for **300+** participants.
- Through smooth vertical and horizontal communication, I coordinated various stakeholders to keep the project aligned with their goals.
- According to a post-seminar survey, participant satisfaction exceeded 90%.

SKILLS

Statistical Software and Programming Languages   R, Python, SPSS, Excel
Others   Unity, Figma, HTML/CSS
English Ability   TOEIC 950
Japanese Ability   JLPT N1