Zhang Feiya

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EDUCATION

Sichuan University

Chengdu, China   *Sept 2019 to Jun 2023*

◇ Bachelor of Literature in Network and New Media

◇ CGPA: 3.89/4.0 (90.38/100.00), ranking among the top 5%

◇ Courses:

Theory Module: *Guide to Communication*, *Social Psychology*, *Integrated Multimedia Communication*, etc.

Practice Module: *Users and Data Analysis*, *Information Gathering and Editing for New Media*, *Web Software Development Technology*, *Mobile Media Software Development*, etc.

Math Module: *Calculus*, *Linear Algebra*, *Probability Statistics, etc.*

Central European University

Vienna, Austria   *Oct 2024 to Jun 2026*

◇ Master of Science in Social Data Science

RESEARCH EXPERIENCE

Project Leader, College Innovation and Entrepreneurship Competition   *Dec 2021 to Oct 2022*

'Exploring and Addressing the Causes of FOMO among College Students from a Time Perspective'

◇ Designed research topics and frameworks: Investigated the causes of FOMO (Fear of Missing Out, which refers to the excessive use of social media) among college students using methods such as in-depth interviews and questionnaire surveys.

◇ Incorporated existing literature research to visualize research findings using flowcharts and mind maps in collaboration with project members.

◇ Based on prior research, proposed a solution using new media, simulating the design of an app targeting college students with self-discipline issues. The app aimed to provide core functionalities of positive

emotional encouragement and content usage planning, breaking the rigid 'detox' approach prevalent in existing market apps, and actively guiding users toward responsible social media usage.

Author, Undergraduate thesis *Dec 2022 to May 2023*

'The Female Relationship Landscape in the Beauty Community on Chinese Social Media'

◇ Introduced the concept of '*online sisterhood*,' analyzing the evolved form of Chinese female relationships on social media. Utilized quantitative research to objectively present the depth and dimensions of online sisterhood, identifying its key traits like the '*intimate weak tie*.'

◇ Employed Python to extract data on creators and content, establishing a representative sample. Built a social network of 54 nodes and evaluated its reachability, centrality, and other metrics in SNA (Social Network Analysis). Identified five pivotal nodes based on SNA. Conducted content analysis of these nodes' works and established an information communication network within the beauty community.

◇ Discovered that online sisterhood, deeply influenced by popular feminism, faces dissolution but retains unique strengths such as visuality.

ADDITIONAL EXPERIENCE

Trainee Journalist, Anhui Daily Newspaper Group *Jul 2021 to Aug 2021*

◇ Engaged in comprehensive news production, from planning topics to releasing reports.

◇ Visited news outlets to gather daily materials, organized them, wrote press releases, and continually revised them until final release.

◇ Learned to strike a balance between news authenticity and mass aesthetic.

Assistant Video Editor, Chengdu Wild Planet Culture Media Co., Ltd. *Sept 2022 to Dec 2022*

◇ Assisted professional editors in editing the Chinese documentary '*Singing for Silence*' (a story about Chinese deaf and mute children studying singing in Chinese rural areas)

◇ Categorized shooting materials, and conducted preliminary edits based on the storyline.

◇ Deeply studied the problem of disabled children lacking social and family support in rural China.

Backpacker *Sept 2023 to Dec 2023*

◇ Traveled solo across South Asia with a 7kg backpack.

◇Developed economic yet exciting plans to experience diverse cultures deeply.

◇Enhanced communication skills and learned to handle unexpected situations independently.

ADDITIONAL SKILLS & INTERESTS

Languages: Chinese, English(IELTS 7.5), German(fundamental)

IT: Python, C, JavaScript, HTML, SQL, PHP

Interests: Travel, Music, Movies