Xizhu Zeng

130 Meilong Street, Shanghai, China 200237

📞 131-9807-9515 ✉ xizhuceng@gmail.com ⌂ Xizhu's Personal Webpage

Education

East China University of Science and Technology   Sep. 2022 - Dec. 2024
Master of Laws in Sociology   *Shanghai, China*

- GPA: 90.47/100.00 (1/34)
- Awards: First Student Scholarship (Top 5%)
- Relevant Courses: Contemporary Sociological Theory (95), Quantitative Research Methods I (94), Digital Sociology (95), Qualitative Research Methods I (97), Social Research Method (93)

Xiangtan University   Sep. 2018 - Jul. 2022
Bachelor of Laws in Sociology   *Hunan, China*

- GPA: 87.76/100.00 (2/35)
- Awards: Outstanding Graduates (Top 10%), Outstanding Bachelor's Thesis (Top 15%)
- Relevant Courses: Introduction of Sociology(95), Social Psychology I (97), General Psychology(95)

NYU Shanghai   Jul. 2024 - Aug. 2024
Summer Campus   *Shanghai, China*

- 2024 Summer School in Applied Social Science Research Methods (Advanced Courses)
- Courses: Introduction of Social Network Analysis

Research Interests

Fields: affective polarization, social media, online identity, political communication, misogyny
Methods: computational social science(simulation, data mining), mixed methods

Honors, Awards and Grants

Second Student Scholarship, CNY6000 | *East China University of Science and Technology*	**2024**
Outstanding Student | *East China University of Science and Technology*	**2023**
First Student Scholarship, CNY10000 | *East China University of Science and Technology*	**2023**
Academic scholarships for freshman, CNY5000 | *East China University of Science and Technology*	**2022**
Outstanding Graduates | *Xiangtan University*	**2022**
Outstanding Bachelor's Thesis | *Xiangtan University*	**2022**
First Student Scholarship, CNY5000 | *Xiangtan University*	**2021**
Student Innovation and Entrepreneurship Competition, CNY10000 | *Hunan Province*	**2020**
Outstanding Individual of Activity for Volunteers with Services into Rural Areas | *Xiangtan University*	**2019**
Outstanding Report of Activity for Volunteers with Services into Rural Areas | *Xiangtan University*	**2019**
Outstanding Student | *Xiangtan University*	**2019**
Top Ten Club Officers (ten from the school) | *Xiangtan University*	**2019**

Papers

The Self in Action: Reconfiguring the Unit of Online Social Action

Presented at The 9th Lilin Forum(CASS), Beijing, 2023.10.15

- Summary: This paper analyzes the characteristics of the Internet and its formative impact on the self within the context of social action and technological assemblage. It argues that in certain Internet activities, the reflexive self—traditionally grounded in spatiotemporal continuity—is supplanted by a horizontal arrangement of symbols. This shift results in a cognitive deficit, as actions are unable to reference the individual's identity.

Text Accumulation: Conceptualizing and Measuring Collective Attributes on Social Media

About to Preprinted in Arxiv

- Abstract: We argue, that classical political communication topics involving polarization, uncivil behaviors, and online radicalization on social media all demonstrate a collective attribute. This attribute can be conceptualized by Text Accumulation and be measured by the scale and homogeneity of text. This paper unravels the comparability between online opinion dynamics and offline crowd behavior and reimposes that self-awareness is important to understanding the collective attribute on social media from a perspective of social role. Social role, maintaining consistency based on social cues and feedback, differentiates from social identity or group norms. We proposed a self-integration mechanism and an algorithmic impact mechanism to build an interpretation model of Text Accumulation and use Agent-Based Modeling to verify their impact on the fluctuations of texts.

Selected Research Experiences

Research on Digital Labor of Platform Young Knowledge Workers
Jun. 2023

National Philosophy and Social Science Project for Young Scholars Item No.23CSH084
- Conducted online interviews with 7 Tiktok users and 1 Tiktok blogger, each lasting 30-60 minutes.
- Performed data cleaning, conducted cross-tabulation analysis and statistical validation.
- Used R(ggplot2) for data visualization.

Impact of Digital Information on Residents' Income
Jun. 2023

Personal Project
- Utilized cross-sectional data from the 2020 China Family Panel Studies (N=7140).
- Applied a moderating effect model based on Grant and Sumanth's three-way interactions by Stata.
- Visualized the results using ArcGIS Pro.

Local Practice and Organizational Logic of Digitalization of Grassroots Governance
May. 2022

Outstanding Bachelor's Thesis
- Independent research, interned at the government, interviewed 12 people, and conducted five governmental colloquiums.
- Combining media studies and STS theory, this qualitative research examines the relationship between the daily usage of apps and local governance, viewing apps as an infrastructure.

The Digital Transformation of Interpersonal Relationships in Rural Areas
Jun. 2021

Provincial-level College Students' Innovation Competition Item No.S202010530040, CNY10,000
- Leader of this project, designed the research using a mixed method.
- Conducted short-term field research in two villages, performing participatory observation and unstructured interviews, followed by designing questionnaires and interview outlines.
- Collected 187 questionnaires, wrote a report, and presented at a school forum.

Works in Progress

Unstructured Actions in Social Media: Understanding the Human Actor Within Digital Activism
Submitted to 75th ICA
- In the absence of other social organizations, the widespread dissemination of particular online discourses and the lack of political influence is virtually isomorphic. This article aims to unravel this isomorphism by revisiting the relationship between the individual and digital action, especially textual actions such as tweets.

Gender Antagonism and Discourse Strategies Based on Subcultural Community: A Case Study
Submitted to 75th ICA
- This study aims to analyze how these communities, each with distinct gender norms, use unique discourse strategies when interacting with outsiders. It provides an alternative perspective on gender culture in everyday contexts, rather than through serious political issues that evoke a strong sense of gender identity.

Teaching Experiences

TA for Introduction to Social Research Methods | *East China University of Science and Technology* **2023**
Instructor of a voluntary public service class on media theory | *NGO Gezhi Project* **2023**

Skills

Technical Skills: Python, R, SPSS, Stata, LATEX, Markdown, Nvivo, ArcGIS Pro
Languages: Mandarin Chinese (native), English (fluent), German (elementary)
Tools: MS Office, Llamaindex, Git(code management), Obsidian(document management), Easyspider(scrape data)

Extracurricular

Digital Sociology Seminar
Aug. 2023 – Feb. 2024
Facilitator, conducted a reporting meeting once a week   *East China University of Science and Technology*

Undergraduate reading group of Sociology
Jun. 2023 – Aug. 2023
Facilitator, organized and led the reading of sociological classics   *East China University of Science and Technology*

Student Mental Health Association
Mar. 2019 – Mar. 2020
President, received the school's Top Ten Club Officers Award for the year   *Xiangtan University*

The Xinshilin Academic Salon
Sep. 2018 – Mar.2022
Officer, moderated public forums, wrote brief reports of lectures, and produced posters   *Xiangtan University*

Online Courses

Programming for Everybody (Getting Started with Python) | *University of Michigan, Coursera* **2024**
Social statistical analysis based on R | *Tsinghua University, Xuetang X* **2023**
Frontier Theories in Communication Studies | *Nanjing University, Netease Open Course* **2021**