

Hongcheng (Chris) Lu

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Language: Chinese, English (TEM-8), French (TFU-4), Korean (TOPIK-5)

Homepage: <https://chrislu2016.github.io/ChrisLu/>

EDUCATION

- Tsinghua University, China** Sep. 2023 – Present
Ph.D. in Journalism and Communication | GPA: 3.95/4.0 | Supervisor: Hang Min (杭敏)
- Communication University of China, China** Sep. 2020 – Jun. 2023
Master in Media Economics | GPA: 3.99/4.0 | Supervisor: Zheng Suhui (郑苏晖)
- Beijing Foreign Studies University, China** Sep. 2016 – Jun. 2020
Bachelor in International Economics & Trade + French Literature | GPA: 3.63/4.0

PUBLICATION

1. **Lu, H.** (2024). Can AI Match the Expertise of Financial Journalists in Writing News Commentary? An Online Experimental Analysis Based on the Heuristic-Systematic Model. *Chinese Journal of Journalism & Communication*, (10), 28-48. (in Chinese, CSSCI TOP)
2. Hang, M., & **Lu, H.** (2024). Exploration of the paths and mechanisms for data elements empowering the development of the publishing industry. *Chinese Editorials*, (07), 18-23. (in Chinese, CSSCI)
3. **Lu, H.**, & Zheng, S. (2024). Causes and countermeasures of public opinion risks faced by multinational digital platforms in information geopolitics: A case study of multiple international sanctions against TikTok. *Modern Communication*, (07), 59-66. (in Chinese, CSSCI TOP)
4. **Lu, H.** (2024). Research on the institutional logic of short video micro-dramas industry. *Contemporary Television*, (02), 60-66. (in Chinese, CSSCI)
5. Zheng, S., **Lu, H.**, & Yin, W. (2022). An exploration of the driving forces behind the shortening trend of window periods from an institutional logic perspective. *Film Art*, (03), 155-160. (in Chinese, CSSCI TOP)
6. Zheng, S., Xi, Z., & **Lu, H.** (2022). Branding strategies of cultural variety shows: A case study of *The Reader*. *Television Research*, (05), 80-82. (in Chinese, CSSCI)

CONFERENCE PAPER

1. Huang, P., & **Lu, H.** (2024). Exploring the gender attraction perceptions of the fourth queer heterosexual group in China. *Oral presented at the 74th ICA, LGBTQ+ Panel, Gold Coast, Australia.*
7. **Lu, H.**, Huang, P., & Xu B. (2024). Can National Financial Literacy Better Explain the Differences in Financial Media Systems Among Countries? *Oral presented at the 2024 Annual Conference of the China Association for the History of Journalism and Mass Communication, Hangzhou, China.* (in Chinese)

WORKING PAPER

1. **Lu, H.** (n.d.). Empowerment or Exploitation: A Network Ethnography of a Community of Tuwei Culture Content Creators in Douyin. *Under revision.* (in Chinese)
2. Liu, C., & **Lu, H.** (n.d.). Informal systems for proactive disclosure: The role of Confucian culture and media monitoring on corporate ESG disclosure. *Under revision.* (in Chinese)
3. **Lu, H.**, & Yang, Z. (n.d.). Transnational Digital Platforms in the Informational Geopolitics: A Qualitative Comparative Analysis of 31 Countries' Motives to Sanction TikTok. *Under revision.* (in

Chinese)

4. **Lu, H.**(n.d). The Role of News on the Confidence-Boosting Effect of Economic Policy Announcements: Empirical Quasi-Natural Experiment Evidence from China. *Submitted to the 75th ICA*.
5. **Lu, H.**, Huang, P.. (n.d). Digital Feminist Humor as a Weapon: A Sentiment and Topic Analysis of the Weibo Posts of the Fat Cat Event. *Submitted to the 75th ICA*.

PROJECTS

The Analysis of the Branding situation of Guoneng Energy Group Wuhai Energy, University-funded Project Sep. 2023 - Jun. 2024

Research on the Social Incentives and Mechanisms of Intimate Relationships among Chinese College Students, Company-funded Project Oct. 2023 - Present

Video Empowerment in Innovative International Communication of Traditional Culture, University-funded Project Oct.2022 - Present

Short-Form Video Consumption Among Gen Z, University-funded Project Dec. 2020 - May. 2022

WORK EXPERIENCE

Tsinghua University Education Foundation, Public Relations Department Sep. 2023 - Jun. 2024

- Maintained donor relationships, produced brand films, and updated the foundation's media channel.

Beijing Kuaishou Technology Co., Ltd., Content Operations Specialist May.2021 - Aug. 2021

- Managed creators' communities, led celebrity author introductions and live broadcast projects.

Guilin TV Station, Video Journalist and Editor Dec.2019 - Feb. 2020

- Reported and edited news for *Guilin News* in Guilin TV.

TEACHING EXPERIENCE

Economics and Basics of Accounting for Journalist, TA, *Tsinghua University* 2023F/W & 2024F/W

Economic Journalism and Communication, TA, *Tsinghua University* 2024S/S

AWARDS & HONORS

- **Bachelor**: Social Work Award (2018), Outstanding Student Leader (2017/2019), Third-Class Scholarship (2019), Outstanding Graduate (2020)
- **Master**: National Scholarship (2022), Second-Class Scholarship (2021), Merit Student (2021/2023), Outstanding Graduate (2023)
- **Ph.d**: Second-Class Scholarship (2024), Outstanding TA (2024)

SKILLS

- **NLP**: Python (LDA, Word2Vec), Gephi (Visualization)
- **Network Analysis**: Gephi (Visualization), CiteSpace (Citation Network Analysis), UCINET (Social Network Analysis)
- **Statistical Modeling**: Stata, SPSS, OXmetrics
- **Time Series Analysis**: OXmetrics, Eviews
- **Grounded Theory**: NVivo
- **Media Skills**: Editing (Audition - Audio Editing, Final Cut Pro - Video Editing), Webpage (InDesign - Layout Design)