Zihan Gao

Department of Information Management, Peking University

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**EDUCATION**

**PEKING UNIVERSITY**  Beijing, China 09/2017-present

*Department of Information Management*

* Major in Information Management and Information System, Junior Year GPA: 3.59/4.0
* Research Interest: **Collaborative Information Behavior, User-Centered Design and Evaluation**

Department of Psychological and Cognitive Sciences (Double Degree), Junior Year GPA: 3.61/4.0

*Main Course and Score*

|  |  |  |  |
| --- | --- | --- | --- |
| Human-Computer Interaction and User Experience | 95 | General Psychology | 88 |
| Information Technology and Applications | 90 | Introduction to Information Behavior | 87 |
| Object-oriented programming (Java) | 90 | Database System | 87 |
| Information Service | 90 | Design and Practice of Information Architecture | 87 |
| Information Resource Management | 89 | Information Storage and Retrieval | 86 |
| Methods of Survey and Statistics | 89 | Informetric | 86 |

*Awards*

* 2nd prize of the Challenge Cup competition of *Department of Information Management*

**RESEARCH EXPERIENCE**

**How Team Characteristics Influence Collaborative Information Seeking and Sensemaking** 07/2019-10/2019

*Supervised by Prof. Pengyi Zhang, Peking University*

* Mastered collaborative information behavior, intimacy and collaborative tendency of online learning group by reading relevant papers
* Designed a user collaboration experiment that involves different levels of intimacy and collaborative tendencies, documented the collaboration process and content of each experimental group
* Proposed a coding table by implementing the method of grounded theory, completed the coding work and statistically analyzed the results

**The Role of Governments of** **Impoverished Counties in Information Poverty Alleviation** 12/2018-04/2019

*Supervised by Prof. Guoqing Li, Peking University*

* Mastered the Mechanism of Information Poverty Alleviation by reading relevant papers
* Investigated policies of information poverty alleviation and their implementation by taking field research in impoverished counties of Sichuan Province, China
* Established a flow chart of policies implementation and figure out its merit and demerit

**Influence of User Sentiment in the Characteristics of Comments and Reposts**  07/2019-present

*Supervised by Prof. Pengyi Zhang, Peking University*

* Distinguished category of sentiment by reading relevant papers
* Completed data acquisition of posts, comments and reposts under elected topics that were actively debated on social network service (Weibo)
* Encoded type and intensity of sentiment in posts, comments and reposts, analyzed the relationship between them and the time length and scale of diffusion

**SELECTED COURSE PROJECT**

**Smart Kitchen**

*Human-Computer Interaction and User Experience*

* User-centric design of an interactive prototype of a smart kitchen
* Designed persona, user experience map, requirement specifications, user case diagram and functional structure diagram on the basis of results of card sorting, contextual interviews, focus groups and similar products research.

**Build a social shopping website**

*Design and Practice of Information Architecture*

* Built a social shopping website from project establishment to code implementation
* Completed the design of the organizational system, organizational structure, website architecture, metadata fields, thesauri, labeling system, navigation system, and web page

**EXTRACURRICULAR ACTIVITIES**

Chairman of Internet Product Design Association of Peking University 09/2018-09/2019

Project Assistant of the Peking University Summer School International 06/2019-08/2019