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

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

*Parts of Main Courses and Scores*

|  |  |  |  |
| --- | --- | --- | --- |
| Human-Computer Interaction and User Experience | 95 | Information Service | 90 |
| Information Technology and Applications | 90 | Information Resource Management | 89 |
| Object-oriented P­rogramming (Java) | 90 | Methods of Survey and Statistics | 89 |

*Awards*

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

**RESEARCH EXPERIENCES**

**How Team Characteristics Influence Collaborative Information Seeking and Sensemaking** 07/2019-11/2019

*Supervised by Prof. Pengyi Zhang, Peking University*

* Designed a user collaboration experiment according to levels of intimacy and collaborative tendencies
* Documented the collaboration process and content of each experimental group
* Proposed a coding table by implementing the methods of grounded theory
* Completed the coding work and statistically analyzed the results

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

*Supervised by Prof. Guoqing Li, Peking University*

* Investigated policies of information poverty alleviation and their implementation by taking field research in impoverished counties in Sichuan Province, China
* Established a flow chart of policies implementation and figured out its merits and demerits

**Health Information Preferences and Influencing Factors of the Elderly under Covid-19** 02/2020-05/2020

*Supervised by Prof. Shijuan Li, Peking University*

* Investigated the demographic information, health information literacy and information content preferences of the elderly by questionnaire
* Examined the effects of demographic factors on health information literacy and information content preferences, the effects of health information literacy on information content preferences, and the mediation/moderation effects of health information literacy

**The Trust Degree and Influencing Factors of the Elderly to Health Information Channels** 02/2020-05/2020

*Supervised by Prof. Shijuan Li, Peking University*

* Investigated the preference of the elderly for health information channels and the influencing factors of the information adoption model by questionnaire
* Analyzed the information channel preferred by the elderly, and verified latent variable structural equation model of information adoption of the elderly

**SELECTED COURSE PROJECTS**

**Intelligent Human-Computer Interaction in Kitchen**

*Human-Computer Interaction and User Experience*

* Designed an interactive prototype of a intelligent 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 researchs.

**Establishment of 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