

# JIN ZHANG

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## EDUCATION

<b>M.A. in Journalism &amp; Communication</b> , Beijing Normal University(Project 985)	July, 2013
<b>B.A. in Journalism</b> , Dalian Minzu University	June, 2010

## TEACHING EXPERIENCE

<b>Lecturer</b> <b>Shandong Management University</b> , School of Journalism and Communication	August, 2013 - Present Jinan, CHINA
<ul style="list-style-type: none"><li>• <b>Social Media Analysis(Python)</b></li><li>• Communication Theory</li></ul>	

## PUBLICATIONS

1. **Zhang, J.** 2019. Interpreting Intergroup contact theory from an intercultural communication perspective - a review of domestic and international literature on intergroup contact theory review. *News Dissemination* [Web]
2. **Zhang, J.** 2018. The transformation of news writing courses in the new media era: An example of creating a practical training model for student journalist groups. *Audiovisual* [Web]
3. **Zhang, J.** 2015. The classical culture of the television media to explore the dissemination of the documentary film The Forbidden City. *Shandong Trade Union Forum* [Web]
4. **Zhang, J.** 2021. The application of blended teaching using Rain Classroom and WeChat public platform in the course "All-Media News Reporting." *Communication Power* [Web]

## SELECTED WORKS

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|---|-----------------|
| <b>Study on Group Polarization in Esports Gaming Communities</b> [Code]   | October, 2024   |
| <ul style="list-style-type: none"><li>• Analyzed the network structure of online esports communities triggered by major esports events, examining phenomena of group polarization.</li><li>• Using Python, scraped multi-level comment data(totaling 68,124 comments) from the "S11 Global Finals" video.</li><li>• Employed social network analysis techniques to conduct community detection and identified opinion leaders based on network centrality and structural holes.</li><li>• Performed multiple regression analysis to investigate the factors influencing the social influence of opinion leaders.</li><li>• Conducted sentiment analysis using the BERT model, revealing the presence of echo chamber effects within communities influenced by major esports events.</li></ul> |                 |
| <b>Examining Whether Passive Self-Disclosure (IP Disclosure) Forms Regional Echo Chambers</b>   | January, 2024   |
| <ul style="list-style-type: none"><li>• Collected a total of 89,890 comments from discussions on public social issues, spanning February 15, 2022, to June 15, 2023, and categorized the comments into pre- and post-implementation phases of the IP disclosure feature.</li><li>• Conducted a natural experiment to compare regional echo chamber effects before and after the introduction of IP disclosure, analyzing changes in user interaction patterns related to IP disclosure.</li></ul>   |                 |
| <b>Prediction of Video View Counts Based on Images and Titles: A Comprehensive Analysis Using Multimodal Models</b> [Code]  | September, 2023 |
| <ul style="list-style-type: none"><li>• Explored to build a model for predicting viewership based on cover images and titles on Bilibili.</li><li>• Collected 74,185 videos from the Bilibili platform and transformed cover images into image features <math>X</math> using a Convolutional Neural Network (CNN). Encoded video titles into text features <math>X</math> through a tokenizer.</li></ul>  |                 |

- Developed an LSTM regression model based on the image and text features  $X$  and view count  $Y$ . This model predicts video viewership based on input from video cover images and titles.

#### Analysis of Fake Reviews on Gourmet Review Websites [Code], [PDF] September, 2022

- Employed web scraping to collect and analyze 10,293 user reviews from the Dianping website, covering the period between March 22, 2018, and February 13, 2022.
- Developed a coding system and manually labeled reviews as fake or genuine.
- Trained an unsupervised machine learning model (LDA) for text mining of review content, comparing spam and non-spam users based on identity, geographic distribution, review frequency, ratings, and posting times.
- Applied Naive Bayes techniques to build a predictive model for identifying fake reviews.

#### Analyzed the demographic characteristics of victims of bullying in online games August, 2022

- Investigated the demographic characteristics (age, gender, education level, playtime, game level) of victims in MOBA games and conducted causal analysis to understand how these factors relate to in-game bullying experiences, identifying key demographic profiles at higher risk for victimization.
- Administered the Game Victim Questionnaire, which includes thirty questions across five dimensions—verbal bullying, social bullying, technical bullying, avatar bullying, and cheating—to systematically assess players' bullying experiences within the game environment.

### FUNDING PROJECTS

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- 2019 Shandong Management University teaching research project, *"The Application of Blended Teaching Using Rain Classroom and WeChat Public Platform in the Course All-Media News Reporting"* (Project No.: YJG2019-04), completed.
- 2016 University-level teaching research project, *"The Application of 'Project-Based Learning' in the Teaching of News Interviewing and Writing at Our School"* (Project No.: JY2015-21), completed.
- 2017 "Traditional Culture and Economic and Social Development" special project, *"Inheritance and Innovation of Outstanding Traditional Chinese Culture in Universities under the New Media Environment"* (Project No.: CZ1710021), completed.
- 2017 Shandong Province Key Project in Arts and Sciences, *"Research on Art Communication Strategies in the 'Micro-Era'"* (Project No.: 201706156), completed.
- 2017 Shandong Youth Research Planning Project, *"Study on the Status of Campus Online Loans Among University Students in Shandong Province"* (Project No.: SDYSB170403), completed.

### HONORS

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2023 Outstanding Academic Mentor Award, Shandong Management University	Jinan, China
2022 Third Prize of The 4th Communication Data Mining competition, China Association for Computational Communication	Nanjing, China
2017 Second Prize in the 4th Shandong Provincial University Staff Square Dance Competition, Shandong Provincial Education Union	Jinan, China
2016 Excellent Award in the Provincial Speech Contest in Shandong, Shandong Provincial Committee for Higher Education Work	Jinan, China
2016 First Prize in the Shandong Management University Counselor's Annual Speech Contest, Shandong Management University	Jinan, China
2015 First Prize in the Second Professional Ability Competition for Counselors at Shandong Management University, Shandong Management University	Jinan, China

### WORKING EXPERIENCE

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**Student Journalist & Editor**, *Guangming Daily*, Beijing, China June, 2012  
 Served as an editor and reporter for the International Politics Department, engaging in news interviewing, writing, and editorial oversight.

**Journalist & Editor**, *Qilu Evening News*, Jinan, China June–October, 2010  
 Served as a reporter for the Social News Department, responsible for news gathering and writing, as well as composing special news features.

## ACTIVITY

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**Python Summer School Instructor**, *School of Software, Xinjiang University* July–August, 2023  
 Delivered lectures on Python programming to participants at the Python Summer School organized by Xinjiang University.

**Attended Oxford Machine Learning Summer School**, *Oxford*, Online May–July, 2023  
 Gained proficiency in machine learning topics including optimization, statistical modeling, deep learning techniques

**Attended Collaborative Course on "Media Convergence News Reporting"**, *Shandong University and University of Missouri School of Journalism* May, 2018  
 Participated in a joint course taught by Shandong University and the University of Missouri, focusing on media convergence in news reporting.

**Visiting Scholar**, *School of Journalism and Communication, Shandong University* January–September, 2018  
 Served as a visiting scholar at the School of Journalism and Communication, Shandong University, engaging in academic research and collaboration.

## SKILLS

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**Language** Mandarin, English  
**Statistical analysis** R  
**Data visualization & Front-end development** Python, CSS, HTML  
**Tools** LaTeX