

HANYU (HANNAH) ZHANG

No.5 Yiheyuan Road, Beijing 100871 | hyzhang2017@nsd.pku.edu.cn | (+86) 18813107146 or (+1) 443-676-3698

EDUCATION

Master of Economics, National School of Development, Peking University *Sept. 2017–June 2020*

- Selected coursework: Advanced Econometrics(A-)/Macroeconomics/ Microeconomics/Mathematical Economics I & II, Empirical Industrial Organization(A), Data Mining(A-), Marketing Modeling Topics(A), Judgment and Decision Making(A-), Seminar on Marketing Models(A)

Visiting Student, Carey Business School, Johns Hopkins University *Sept. 2019–April 2020*

- Advisor: Yiqing Xing

Bachelor, Double Degree in Economics, National School of Development, Peking University *Sept. 2014–June 2017*

- Cumulative GPA: 3.78/4.0**
- Selected coursework: Social Economic Surveys: Theory, Methodology and Practice(94), Socio-Economic Survey Data Analysis(93), Principles of Economics(90)

Bachelor of Statistics, School of Economics and Management, Beijing Forestry University *Sept. 2013–June 2017*

- Average Score: 92.36/100 (ranked 2/29)**
- Selected coursework: Advanced Mathematics(98), Linear Algebra(100), Mathematical Statistics(96), Probability Theory(98), Bayesian Statistics(96), Time Series Analysis(91)

WORKING PAPERS

“What Makes a Good Story Plot? From a Social Network Perspective,” with Jingjing Ma and Yiqing Xing

(Extended abstracts are available in the Appendix of this CV)

- Aim:** Quantify story plots with network analysis and explore the effect of story plots on movie performance.
- Method: Text mining, name identification, and social network.** (1) Quantified story plots: used text mining to identify characters in the movie script; constructed the characters’ network using dialog, with nodes representing characters and edges representing the characters’ co-occurrence in the same scene; split each script into ten sequential segments; computed indices for each segment. (2) Explored the effect of story plot-related indices on movie performance.
- Presented at the **INSNA conference** held in Montreal, Canada.

“The Power of Stories: The Effect of Storytelling on Changes in Donation Behaviors,” with Jingjing Ma and Yiting Deng

- Aim:** Analyze the power of storytelling to increase charitable engagement, based on #MyGivingStory in China.
- Method: Text mining, word clouds, manual labeling and DID.** (1) Applied methodologies including text mining and word clouds to build a structured dataset regarding story data collected directly from #MyGivingStory Competition. (2) Added information about participants’ attitudes towards different stories using manual labeling to tag story elements to measure story quality. (3) Utilized fuzzy merge technique to integrate the dataset with social media data from Weibo and donation behavior data from Tencent Charity, greatly expanding the sample size. (4) Applied descriptive analysis to the popular elements of storytelling and characteristics of donation behavior, and applied DID model to estimate the impact of storytelling on the donation behaviors.

RESEARCH ASSISTANCE

Research Assistant for Professor Claire Tsai and Hongju Liu on “MORE^{OB} Program and Its Impact Phase IV” Project, Toronto University *Aug. 2019–Oct. 2019*

- Built and merged the CAS and HIROC dataset, constructed relevant variables, and applied descriptive statistics using R.

- Applied DID model to estimate impact of More^{OB} Enrollment on number and costs of reported obstetric claims.
- Applied fixed effect panel model to estimate impact of culture on number and costs of reported claims.

Research Assistant for Professor Hongju Liu and Yanlai Chu on “Repeat Purchase: Experience or Preference?” Project, Peking University *Sept. 2018–Present*

- Processed consumers’ unstructured browser data from a Homecooked Food-Takeaway Platform and constructed relevant variables with various packages in R.
- Calculated the conversion rate from exposure stage to click stage to order stage and applied descriptive analysis to consumers’ repeated purchase behavior characteristics.
- Read and summarized relevant literature on repeated purchase.
- Plan to build structural model based on economics theory and estimate the parameters to distinguish consumers’ preference or experience mechanism.

PREVIOUS RESEARCH PROJECT IN ECONOMICS

“Analysis of Happiness Data Based on Bayesian Network,” with Prof. Dayuan Hu *June 2016–June. 2017*

- Cleaned data from CCTV Economic Life Survey and constructed relevant variables.
- Applied Bayesian Network Model to structural learning, parameter learning, and probabilistic inference of happiness data to explore the impact of different factors on subject happiness.

“Could Housing Wealth Cast a Shadow in Elderly Labor Force Participation? Evidence from CHARLS,” with Prof. Yaohui Zhao *June 2015–Dec. 2016*

- Calculated the self-reported wealth and interpolated the missing data by regression estimation using Stata.
- Applied fixed-effect panel logit model to estimate the impact of housing change on labor participation rate of middle-aged and elderly people.

CONFERENCE PRESENTATION

“What Makes a Good Story Plot? From a Social Network Perspective,” presented at the XXXIX Sunbelt Social Networks Conference of the International Network for Social Network Analysis, Montreal, Canada, June 2019

SELECTED AWARDS AND HONORS

- | | |
|---|--------------|
| • ICBC STAR Scholarship, Peking University, China | 2018 |
| • Award for Contribution in Student Organization, Peking University, China | 2018 |
| • Outstanding Captain in Enterprise Survey for Innovation and Entrepreneurship in China (ESIEC), Peking University, China | 2018 |
| • Outstanding Graduate Student in the city of Beijing | 2017 |
| • "Excellent Captain" and "Excellent Team" in China Health and Retirement Longitudinal Study (CHARLS) | 2015 |
| • National Scholarship | 2013 to 2014 |
| • Outstanding Student of Beijing Forestry University | 2013 to 2015 |

TEACHING ASSISTANT

- | | |
|--|-----------|
| • Business Statistics, Peking University | Fall 2018 |
|--|-----------|

SKILLS AND OTHER

- **Programming:** R, STATA, MATLAB, SPSS, LATEX | **Interests:** Erhu Playing, Swimming, Tennis