

Jiashen Huang

Date of Birth: 2001.8 TEL: 13970556621 E-Mail: jessiya.huang@qq.com

Educational Background

- **Wuhan University**

Master's Degree in Journalism and Communication

September 2023 - June 2025

Average Score: 88.96/100

- **Wuhan University**

Bachelor's Degree in Radio and Television

September 2019 - June 2023

Average Score: 86.5/100

Papers

- **Research on the Matching Effect of Social Media Advertising Appeal and Narrative Person: Evidence from China**

Journal of Theoretical and Applied Electronic Commerce Research (JTAER) (JCR Q1, IF=5.1)

Publication date: 5 August 2024

Doi: <https://doi.org/10.3390/jtaer19040143>

- ♦ Explored the matching effects of emotional/rational appeals and first-/third-person narratives in social media advertising, revealing a dual-pathway mechanism by which different combinations influence consumer attitudes.

- **Aging Alone in A Connected World: The Impact of Family Neglect on Smartphone Dependence in Contemporary China**

New Media & Society (NMS) [Submitted]

- ♦ Explored the matching effects of emotional/rational appeals and first-/third-person narratives in social media advertising, revealing a dual-pathway mechanism by which different combinations influence consumer attitudes.

- **Research on AI Model Types and User Trust Formation: A Perspective of Institutional Trust as a Moderator**

Communication Innovation Research [Submitted]

- ♦ Analyzed the impact of different AI models from ChatGPT to DeepSeek on user trust and examined the moderating role of institutional trust, offering theoretical support for national AI ethics and governance frameworks.

Conferences

- **Digital Well-Being for Older Adults: The Impact of Family Neglect on Smartphone Dependence**

2025 Association for Education in Journalism and Mass Communication Annual Conference (AEJMC)

Period: 6-8 August 2025

Prime Presenter

- **How do Brands Communicate with Overseas Audiences? The Matching Effect between Narrative Style and Narrative Person**

2024 National Communication Association 110th Annual Convention (NCA)

Period: 21-24 November 2024

Prime Presenter

- **Loneliness in the Digital Age: How does Partner and Child Neglect Affect Digital Device Addiction among Older Adults?**

2024 Annual Meeting of the Health Communication Committee of the Chinese Journalism History Association

Period: 19-20 October 2024

Prime Presenter

- **Abstract or Concrete? Research on the Matching Effect of Social Media Advertising Appeals and Narrative Person**

2024 International Symposium and Workshop of Interactive Marketing

Period: 22-24 June 2024

Prime Presenter

Research Experience

2024.02 Survey Report: User Evaluation Criteria for the Entertainment Dimension of Media Quality

- Conducted grounded coding analysis on 60,000 words of interview transcripts from 22 participants to identify user criteria for assessing media quality.

2024.06 International Symposium and Workshop of Interactive Marketing

- Engaged in discussions with scholars on the antecedents of advertising communication effects.
- Served as a conference speaker, presenting and defending research papers.

2024.07 Interdisciplinary Young Scholars Forum on Business Communication

- Discussed information dissemination and user behavior in the era of artificial intelligence.
- Led the forum's meeting affairs group, responsible for the reception of scholars from THU, PKU, CityU, and others.

2023.11 Seminar on research paradigms and publishing experience of international high-level SSCI papers

- Engaged in scholarly discussions on the differences in intercultural factors and the impacts on international publications.
- Coordinated keynote speaker reception and wrote press releases for the college's official website.

2024.03 - 06 Served as a teaching assistant for the college course "Communication Statistics"

- Assisted instructors in teaching descriptive and inferential statistics, questionnaire survey methods, and SPSS operation.
- Participated in course planning, after-class Q&A, homework grading, exam preparation, and score entry.

2025.07 – Present Research Assistant, School of Journalism and Communication, Tsinghua University

- Engaged in research on intelligent communication, focusing on the social impact of AI-driven media and supporting practice-oriented academic projects.

Work Experience

2022.03 - 07 Intern of CCTV Advertising Culture and Tourism Marketing Department | China Media Group (CMG)

- Drafted and finalized proposals including "2022 Zhejiang Provincial Integrated Media Promotion Cases," "Ping An Bank & China National Radio Collaboration Proposal," and "BYD Cultural Tourism Marketing Plan."
- Participated in nationwide data collection of cultural tourism listings, bidding records, and variety show resources, demonstrating strong data management and quantitative analysis skills.

2022.05 - 06 Intern of User Product & Content Operation Department | Meituan

- Utilized BML tools to produce the "Meituan Homestay - Tujia Homestay Product Analysis Report," comparing functional differences between the two apps to provide optimization recommendations.
- Collected user feedback through qualitative interviews and social media analysis in both private and public domains, demonstrating proficiency in qualitative and quantitative research methods.

2021.10 - 12 Intern of Advertising Operation Department | Blue Focus Digital

- Contributed to Kinda's 50th-anniversary marketing and developed an interactive marketing plan for Libresse, showcasing a strong understanding of public relations.
- Assisted in scripting an advertising video for JD.com's Singles Day and wrote public relations materials for "JD.com Education," demonstrating effective communication strategies in corporate public relations.

Activities

- 2020.06 - 2021.06 President of Original Music Association, Wuhan University
- 2019.09 - 2021.11 Deputy Director, Vocal Ensemble, Wuhan University Art Troupe
- 2019.09 - 2021.01 Debater of the Debate Team, School of Journalism and Communication, Wuhan University

Awards

- 2024 Outstanding Scholarship for Graduate Students in the School of News and Communication, Wuhan University
- 2024 Outstanding Graduate Title of Wuhan University
- 2021 Creative Communication Competition of "Telling a Good Chinese Story", the second prize in Hubei Province.
- 2019 Social Activists of Wuhan University
- 2019 First Runner-up in the School of Journalism and Communication Freshman Debate Tournament
- 2021 The National Gold Award in the 16th China Chorus Festival

Skills

Language: English (IELTS: 6.5), Chinese (Mandarin Proficiency Test certificates: 1st grade)

Technical Skills:

- Data Analysis: SPSS, Excel, Amos.
- Media Technology: Photoshop (PS), Premiere Pro (PR), After Effects (AE).