

# Minrui Chen

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CONTACT INFORMATION	APT3908 825 South Hill St Los Angeles, CA 90014	minruic@usc.edu kylin416.github.io
EDUCATION	<b>University of Southern California</b> , Los Angeles, CA M.S. in Communication Data Science, GPA: 4.00/4.00 2021- 2023 (Expected) <ul style="list-style-type: none"><li>Coursework: <i>Data Science for Communication and Social Networks</i>, <i>Social Dynamics of Communication Technologies</i>, <i>Data Science At Scale</i>, <i>Principles of Programming for Data Science</i></li></ul> <b>Renmin University of China</b> , Beijing, China B.A. in Journalism and Communication, GPA: 3.69/4.00 (WES: 3.87/4.00) 2017 - 2021	
RESEARCH EXPERIENCE	<b>USC Annenberg Research Network on International Communication</b> , Los Angeles, CA <i>Research Assistant</i> Oct 2022 - present Advised by Professor François Bar and Hernán Galperin with the <b>The MEDIA Project</b> : <ul style="list-style-type: none"><li>Analyzed geologic data and demographic information about the California Lifeline Program, an existing broadband inclusion initiatives</li><li>Provided recommendations on how best to connect low-income households sustainably to high-speed Internet services</li></ul> <b>USC Annenberg Norman Lear Center</b> , Los Angeles, CA <i>Research Assistant</i> Jun 2022 - present Advised by Senior Researcher Soraya Giaccardi with the <b>The MEDIA IMPACT Project</b> : <ul style="list-style-type: none"><li>Conducted surveys about how TV shows about immigrants and mental health affect audiences' knowledge, attitudes, and policy support</li><li>Analyzed survey data from questionnaires by SPSS, testing hypothesis by statistical methods</li><li>Industry reports about immigrant characters published by the Define American [PDF]</li></ul> <i>Research Assistant</i> Jun 2022 - Nov 2022 Narrative analytic about misinformation on Twitter <ul style="list-style-type: none"><li>Labeled Twitter data about the 2017 French Election according to narrative elements</li><li>Assisted with revising coding schemes based on different types of narrative</li></ul> <b>Media Center</b> , Beijing, China <i>Senior Editor</i> Jul 2019 - Sep 2020 Advised by Professor Jie Fang: <ul style="list-style-type: none"><li>Drafted 25 weekly interactive data journalism about research topics and breaking news</li><li>Earned the title of Top Ten Campus Media in China in the First Campus Media Competition for College Students</li></ul>	
PUBLICATION	(Under revision) Huajie C., <b>Minrui, C.</b> (2022). Alone with Voice Assistants: How Individuals Loneliness Affects the Interaction Between Human and Voice Assistants, 73rd Annual ICA Conference, May 2023, Toronto Canada <b>Minrui, C.</b> , Wan, J., Siyu Zhou., Mengying L. (2020). Suicide Crisis Intervention in China. <b>China Data Content Conference</b> , December 2020, Zhejiang, China [PDF]	
WORKING EXPERIENCE	<b>TikTok, ByteDance</b> , Beijing, China <i>Data Analyst Intern.</i>	Oct 2020 - Apr 2021

- Initiated user study about advertising A/B tests to determine reasoning behind user's focus
- Analyzed user behavior data from 255,000 active users to guide product strategies
- Designed and operated the user research strategy and methods to increase user engagement

**IQIYI**, Beijing, China

Jun 2020 - Oct 2020

*Product Manager Intern*

- Studied user behavior data and conducted evaluation testing to promote the video platform
- Communicated with software designers, social scientists, policy makers, and customers to promote the product
- Conducted TV industry research by tracking public policy and competitor activities

**Burson-Marsteller**, Beijing, China

Aug 2019 - Nov 2019

*Public Relations Intern, Corporate and Public Affairs Group*

- Brainstormed PR strategies and drafted 10 commercial articles for technology companies
- Monitored industry trends and competitors' coverage
- Assisted with organizing Lenovo's annual conference for more than 2,000 entrepreneurs, experts, and KOLs

## LEADERSHIP AND ACTIVITIES

**USC Viterbi School of Engineering**, Beijing, China

Mar 2022 - Sep 2022

*Student Ambassador*

- Held admitted students information session and mentored new admitted graduate students

**RUC Legal Aid Center**, Beijing, China

May 2018 - Jun 2019

*Volunteer*

- Volunteered 50 hours to assist citizens with legal issues at Haidian People's Court, Beijing
- Organized five large-scale activities to popularize laws, recruited volunteers, and increased awareness

## HONORS AND AWARDS

USC Annenberg Dean's List	2022
Best in Feature Writing in China Daily 9th Campus News Awards	2020
Best Data Journalism Award in 2020 China Data Content Competition and Conference	2020
Second Prize Academic Scholarship, Renmin University of China	2019,2020
Excellence Award in the 11th National Student Advertising Competition	2019
Excellence Award in the 28th Times Young Creative Awards Graphic Group	2018
Third Prize Community Service Scholarship, Renmin University of China	2018

## COMPUTER SKILLS

Programming Languages: Python, R, JavaScript  
 Statistical & network analysis: R, Python  
 Information visualization & Front-end development: Python, R, Tableau, HTML  
 Network Analysis: Twitter API, UCINET, Gephi  
 Applications: L<sup>A</sup>T<sub>E</sub>X, Adobe