Yezi Liu/刘叶子

Telephone/WeChat :17610598219
Email:2019321030058@stu.scu.edu.cn

EDUCATION

Sichuan University   **Sep.2019-Present**
Ph.D. candidate, Network and New Media, GPA:*3.92/4*   *Sichuan,China*

Communication University of China   **Sep.2016-May.2019**
M.A., Media and Information, GPA: *3.87/4*   *Beijing,China*

Hunan Normal University   **Sep.2012-May.2016**
B.A., Network and New Media   *Hunan,China*

RELEVANT COURSEWORK

Social Science Method and Theory; New Media and Sociocultural Studies;

Communication history; Network and New Media Business;

Online Video Production and Communication; Design and Production of Web page;

Advanced Language Programming Design; Big Data Theory and Application

PUBLICATIONS

1. Adaptation Equilibrium and Collaborative Governance of Policy Tool Selection: A Research Based on Non-profit Organization Policy Texts
Yanlong Wang, **Yezi Liu**. *Journal of Sichuan University,Vol.3,2021.*

2. Reconstruction of Consumption and Dissemination of Online Education in the Context of Public Health Emergency
Yue Yang, **Yezi Liu**. *Contemporary Communication,Vol.3,2020.*

3. Situation, Response and Repair: Research on Public Opinion Crisis Dissemination and Governance of Non-profit Organizations—Based on the Case of COVID-19 of Hubei Red Cross
Yanlong Wang, **Yezi Liu**. *Journalism and Mass Communication Monthly,Vol.5,2020.*

4. Subject Attributes and Discourse: Influence Communication and Construction of Public Image—Analysis Based on "Time 100"
Yanlong Wang, Yezi Liu. *Journal of Southwest Minzu University,Vol.3,2020.*

5. The Suspended Tendency and Correction Path of Youth Campus Dramas
Yanlong Wang, Yezi Liu. *China Television,Vol.1,2020.*

6. Research on Weibo Information Dissemination Network of Non-profit Organizat ions Based on Social Network Analysis
Yanlong Wang, **Yezi Liu**. *Journalism and Mass Communication Monthly,Vol.8,2019.*

7. Empowerment of New Technology: Artificial Intelligence Participates in Variety Show Innovation
Yezi Liu. *China Radio & TV Academic Journal,Vol.1,2019.*

8. Social Media Communication Mechanism Based on Big Data Technology
Kai Song, **Yezi Liu**. *Chinese Journalist,Vol.6,2018.*

9. Research on Sina Weibo Information Dissemination of AIDS Institutions
Kai Song, **Yezi Liu,** Zhengdao Li. *China Radio & TV Academic Journal,vol.2,2018.*

10. Public Opinion Ecosystem of State of Enterprise in New Media Environment
Kai Song, **Yezi Liu**. *Modern Communication(Journal of Communication University of China),vol.7,2017.*

PROJECTS	**Content Positioning and Operation of Non-Profit Organizations Based on Social Media** | "QiXing Plan"

Content Positioning and Operation of Non-Profit Organizations Based on Social Media | "QiXing Plan"

The hybrid method combining content analysis and data analysis examines the information structure of non-profit organizations based on social media platforms, and uses dialogue theory as an analysis framework to provide strategies for social media operations of non-profit organizations.

(Status: Principal Investigator)   Jan 2021- Present

Research on the Theory, Path and Evaluation of Non-Profit Organizations Communication Power Construction | The National Social Science Fund of China(normal)

Using AHP and Delphi method as the main research methods, a set of evaluation system of public welfare communication power with both practicality and theory is constructed.

(Status: Participant)   Sep 2020 - Present

Television Program Evaluation System Based on Big Data | National Radio and Television Administration of China Ministerial Research Project

Taking big data as the theoretical method, a set of evaluation indicators for TV programs is established.

(Status: Participant)   Jun 2019 - Mar 2021

Research on Public Welfare Crisis Communication and Social Trust System Construction under the New Situation | Sichuan University Innovation Project

In the context of social transformation, taking the crisis communication in public relations as the theoretical basis, it explores the path of public welfare crisis communication and rebuilds the public's trust in the public welfare industry.

(Status: Participant)   Jun 2019 - Sep 2020

Research on the Combination Mechanism of the Party's and Legal Management of Internet | Beijing City Federation of social science circles

The historical retrospect of the party-controlled media provides a theoretical basis for the combination mechanism of the party-controlled media and the legal network from the perspectives of law, management, politics, and communication.

(Status: Participant)   Sep 2016 - Jun 2018

SKILLS

- **Research Interests**: Computer Media communication; Social Media and Non-profit Organizations; Social Network Analysis
- **Data Analysis Skills**: Ucinet; Gephi; Citespace; Python; SPSS

AWARDS AND FELLOWSHIPS

- 2021 National Fellowship (top 2%)
- 2020 Excellent Student of SCU
- 2019 Outstanding Graduates of the CUC & Beijing (top 2%)
- 2018 National Fellowship (top 2%) , Excellent Student of CUC
- 2017 National Fellowship (top 2%) , Excellent Student of CUC
- 2013 National Inspiration Fellowship
- 2012, 2013 Third-class scholarship of HNU

INTERNSHIP EXPERIENCE

Ifeng.com, News Editor   May 2017-Aug 2017

- Journalism: In-depth winery participation in media events and research
- Daily news updates: select and edit valuable news on website
- New media operation: Updating of industry information of social media platforms;content planning of live streaming.