

## **HUANG Qianyi**

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### **EDUCATION**

#### **MA in Communication & New Media (Media Data Analytics Stream)**

City University of Hong Kong | Sept 2024- Oct 2025(expected)

GPA: 3.95/4.3

Coursework: Research Methods for Communication and New Media, Social Network Analysis for Communication, Media Data Analytics, Communication Fundamentals

#### **Master of Arts in Communication**

East China Normal University, China (Double First-Class and Project 985 )| Sept 2021 – Jul 2024

GPA: 3.75/4.0

Coursework: Quantitative Research Methods of Communication, Qualitative Research Methods of Communication, Critical Communication

#### **Bachelor of Engineering in Computer Science and Technology**

East China Normal University, China (Double First-Class and Project 985 ) | Sept 2017 - Jul 2021

Coursework: Natural Language Processing, Machine Learning Fundamentals

### **CONFERENCE PAPERS**

- Huang, Q. (June 2024). *A Comparative Analysis of Chinese and American News Reports on a Naturalized Sports Star* [ Paper presented]. International Communication Association (ICA) 2024 Annual Conference, Gold Coast, Australia.

-HUANG, Q. (June 2025). *A Network Analysis of Human Trafficking Structures in China* [Paper Presented]. The 5th Forum on Cutting-Edge Methods in Computational Social Science & the China Regional Hub of the 75th Annual Conference of the International Communication Association (ICA) 2025 Hangzhou, China

- Huang, Q. (Aug 2025). *Understanding Fans' Adoption of AI Covers: The Missing Role of Authenticity in Innovation Diffusion Theory* [Paper to be presented]. Association for Education in Journalism and Mass Communication (AEJMC) 2025 Annual Conference, San Francisco, United States.

### **THESIS**

*Alone Together: Quantitative Study Using on Effect Brought by the Internet*

East China Normal University | June 2023 – March 2024

- Executed a mixed-methods study on the "alone together" phenomenon, integrating large-scale panel data (CFPS 2016-2020) with original survey data to provide a comprehensive analysis.

- Performed statistical analysis using STATA for the CFPS panel data and SPSS for the primary survey data, identifying key predictors of social connectedness and isolation among youth.

### **RESEARCH EXPERIENCE**

#### **Research Assistant**

Tsinghua University, School of Economics and Management | June 2025

- Conducted comprehensive, multi-dimensional content analysis on English tweets from U.S. politicians, systematically rating each tweet across 10 dimensions, including emotional expression,

moral language, and media elements.

- Contributed to Tsinghua University's research initiatives by systematizing social media data, providing a crucial dataset for computational studies on political communication and discourse.

### **Research Assistant**

City University of Hong Kong, Communication Department | October 2024 – March 2025

- Processed and analyzed questionnaire data using Python to support research objectives.
- Enhanced the online questionnaire by integrating multimedia elements, including videos, to improve participant engagement and data quality.

### **Research Assistant, National Social Science Fund of China Major Project**

East China Normal University, School of Communication | April 2023 – Sept 2023

- Assisted in drafting an essay analyzing the impact of government policies on media and public perception.
- Conducted comprehensive literature reviews and policy analysis to provide insights into the effectiveness and societal influence of the policies.
- Supported the professor in synthesizing findings and presenting actionable insights for academic and policy discussions.

### **Research Group Member**

East China Normal University, School of Communication | April 2022 – May 2022

- Researched Shanghai residents' media consumption during the COVID-19 outbreak, with a focus on media avoidance and disengagement behaviors.
- Conducted qualitative interviews and analyzed patterns of media avoidance.

## **DATA ANALYSIS & PROGRAMMING PROJECTS**

### **Human Trafficking Network Analysis**

- Constructed a spatial trafficking network using Python and network analysis methods based on data from Chinese legal judgments from 2022 to 2025, identified key transit hubs and high-risk criminal communities.

### **Find Your Photo Style: A Visual Recommendation Tool for CCD Users**

- Built a ResNet50-based image classifier with image augmentation and AMP, achieving over 60% validation accuracy.
- Developed a style recommendation engine using cosine similarity on fused deep and color-tone features.

### **Data Collection and Preprocessing for Discourse Analysis of Online Scams**

- Developed an automated Python script to collect User-Generated Content (UGC) regarding "scams" from the HKGolden forum, building a research corpus.
- Cleaned and organized the data, transforming raw web text into a format ready for analysis.

## **AWARDS**

- The Third Prize, Outstanding Student (MACNM), Department of Communication, City University of Hong Kong, 2024-2025
- Best Thesis, Communication School, East China Normal University, 2024
- The Second Prize Scholarship, East China Normal University, 2023/2022/2021

## **EXTRACURRICULAR ACTIVITIES**

**Teaching Assistant, Sept 2021- Jan 2022**

East China Normal University, School of Communication

Course: *Special Lectures on Creative Economy and Communication*

- Served as the primary point of contact for the course, responsible for inviting and coordinating several external guest lecturers for special seminars.
- Managed assignment and material submissions for all 30+ students in the course, providing academic tutoring and Q&A support.

**LANGUAGE AND SKILLS**

Language: Chinese (Native) , English (Fluent, IELTS7.0)

Computer: Proficient in Python, C

Data analysis: Proficiency in MySQL, STATA, R, SPSS