

Nan Peng

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EDUCATION

Jinan University

Master of Arts in Journalism and Communication

Guangzhou, China

Sep 2023 – Jun 2026 (Expected)

- Average Score: 91.7/100

- Advisor: Professor Tingrong Zhi

Nanjing Forestry University

Bachelor of Arts in Radio and Television

Nanjing, China

Sep 2019 – Jun 2023

- GPA: 3.82/4.5 Rank: 1/70

PUBLICATIONS

[1] Peng, N., & Zhao, T. F (2025). *Unveiling Risk Evolution Mechanisms Driven by Deepfake Technologies*. Proceedings of the 12th International Conference on Machine Intelligence Theory and Applications (MiTA 2025), IEEE, May 2025. <https://doi.org/10.1109/MiTA66017.2025.11100255>.

[2] Peng, N., Zhao, T. F., & Zhi, T. R. *Trust Hierarchy in Deepfake Deception: A Grounded Theory Analysis of Global Cases*. information, communication & society. Under Review.

[3] Peng, N., & Zhi, T. R. *The Double-Edged Sword of Media Literacy: Reflections on Fraud Susceptibility and Trust Mechanisms Among Older Adults in Deepfake Deception*. Convergence. Under Review.

RESEARCH EXPERIENCE

Agent-based modeling (ABM) of intervention effectiveness in deepfake fraud targeting older adults

Project Leader

Dec 2024 – Present

- Construct four personas from 48 interviews to build the older adult agents.
- Use SHAP to extract fraud strategies from deepfake fraud cases to build the scammer agents.
- Call GPT-4 API to simulate the dialogue process between scammer agent and older adult agent.
- Identify the impact of different interventions on different older adult agents through multiple groups of experiments.

Causes, Media Expressions, Social Network Structures, and Intervention Simulations among Chinese Women with overdose experience

Project Leader

Aug 2025 – Present

- Crawl Weibo posts by Chinese women with overdose experience and analyze them using computational methods.
- Conduct in-depth interviews with Chinese women with overdose experience and design ABM simulations to evaluate intervention strategies.

International Communication Capacity Building in Guangdong Province

Research Assistant

Apr 2025 – Present

- Contributed to cross-platform data scraping, cleaning, analysis, and visualization.
- Analyzed and compared social media posts, including content, likes, and comments, from Guangdong, Beijing, Shanghai, the San Francisco Bay Area, the Hamburg Metropolitan Region, and other locations.
- Evaluated the media effect of different media and put forward constructive suggestions.

Multi-dimensional Feature and Time Series Analysis of Deepfake Weibo Posts

Project Leader

Mar 2025 – Jun 2025

- Crawled 88,273 Weibo posts (2017–2025) with deepfake as the keyword.
- Applied time-series analysis, SnowNLP sentiment analysis, BERTopic modeling, and Prophet forecasting.
- Identified the theme evolution process and emotional changes of public opinion about deepfake.

User Behavior and Multi-dimensional Feature in Public Health Opinion

Principal Investigator

Dec 2024 – Mar 2025

- Crawled 154,547 Weibo posts on “H1N1”.
- Conducted semantic network analysis and BERTopic modeling to extract 10 themes with a four-level hierarchy.
- Applied SnowNLP for sentiment analysis and identified amplification effects of KOLs and institutional accounts.

Multi-platform Public Opinion Data Collection and Visualization Tool

Co-developer

Oct 2024 – Feb 2025

- Encapsulated a tool to crawl the content posted on social media platforms such as Weibo.
- Developed functions for data visualization, such as theme river chart and word cloud.

China Livelihood Survey 2021

Field Researcher

Sep 2021 – Oct 2021

- Conducted door-to-door questionnaire surveys, screened abnormal data and conducted follow-up phone calls.
- Authored a research report, which was awarded Third Prize by the Development Research Center of the State Council.

WORK EXPERIENCE

Youth Engagement Committee, Special Olympics East Asia

Member

Aug 2023 – Present

- Assisted in organizing the 2023 Special Olympics East Asia Athlete Leadership Training.
- Supported YEC in promoting Special Olympics and disability inclusion in China.
- Designed, filmed, and edited promotional videos for inclusion campaigns.

AGI Media Intelligence Application R&D Center, Jinan University

Research Assistant

Jun 2024 – Jun 2025

- Conducting research on AI-driven media applications, with a focus on computational communication and generative AI; Supporting data collection, analysis, and experimental design for interdisciplinary projects.
- Assisted in organizing academic seminars and frontier lectures to promote scholarly exchange.

Inclusion Factory

Media & Communications Intern

Jul 2023 – Sep 2023

- This is a social enterprise where production employees are individuals with intellectual and developmental disabilities.
- Produced content for the company's WeChat Official Account and video channel.

Focus Technology Co., Ltd.

Brand Marketing & Communication Intern

Nov 2022 – May 2023

- Film and edit short videos for release on platforms like TikTok and YouTube, with proficiency in software such as Premiere Pro, Photoshop, and After Effects.

AWARDS & HONORS

- Second Prize, AIGC and Computational Communication Innovation Competition 2025
- Third Prize, Paper: Research on Identity Avoidance and Social Integration of Siblings of Individuals with Intellectual Disabilities from a Technology-empowerment Perspective, the 8th Guangdong Postgraduate Forum on Journalism and Communication 2024
- Outstanding Graduate, Nanjing Forestry University 2023
- **National Scholarship**, Ministry of Education of China (**Top 0.2%**) 2021 – 2022
- Third Prize (National) & First Prize (Provincial), the 15th China College Student Computer Design Competition 2022
- Provincial Awards (1st ×2, 2nd ×2,), National Advertising Art Design Competition for College Students 2020 – 2022
- Merit Student, Nanjing Forestry University 2019–2020, 2020-2021, 2021-2022
- Outstanding Researcher & Third Prize, China Livelihood Survey 2021, Development Research Center of the State Council of China 2021
- Volunteer Service Certificate, Government of Jiangsu Province 2021
- Outstanding Youth Volunteer, Nanjing Forestry University 2020

SKILLS

Data Analysis & Visualization

Experienced in semantic network analysis, social network analysis, and topic modeling.

Proficient in Python (NumPy, Scikit-learn, NetworkX, BERTopic, etc.) and OriginLab.

Skilled in front-end development and creating interactive charts with D3.js, Plotly, and Matplotlib.

Media Production

Proficient in Adobe Premiere Pro, Photoshop, After Effects, Audition, as well as Autodesk Maya.

Capable of independently conducting video planning, scriptwriting, shooting, and editing.

Additional Interests

Piano (Level 10 Certificate); Reading & Writing (Member, Taicang Writers' Association, Jiangsu Province).