

SUN Shuaishuai

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EDUCATIONAL BACKGROUND

Hong Kong Baptist University

MSc. in AI and Digital Media (GPA: 3.57/4.0)

Hong Kong

Sep 2021 – Jun 2022

Wuhan Polytechnic University

B. A. in Advertising (GPA: 3.74/5.0)

Wuhan, China

Sep 2017 – Jun 2021

B. Econ in Finance and Banking (Double Major)

Dissertation: *The phenomenon of the appreciation of ugliness in the Internet context: taking the “Ma Baoguo” event as an example*

RESEARCH EXPERIENCE

Platform Policy Watch: A Tool for Archiving and Analyzing Policy Changes in Platform Governance

HK

Coauthor (4) | Accepted by ICA 2024 | The outcome of Professor Ngai Keung Chan's “Platform Policy” project.

Jan – Dec 2023

- A paper on the tool we designed to assist researchers in exploring the nuanced evolution of platform policies. The tool comprises three components: scraping, segmenting, and coding the policy documents. My main contributions were in developing the scraping application and the coding schema.

YouTube Quarantine: How Pandemic Severity, Source-level Factors, and Message-level Factors Affect Watching?

HK

Jan - May 2022

Author (1) | Accepted by ICA 2024 | The outcome of a course project under Professor Xinzhi Zhang's supervision.

- This study applied media system dependency theory and the heuristic-systematic model to examine the factors influencing the user engagement of quarantine vlogs. Content analysis was conducted on the videos collected through the YouTube API, and a linear regression was used to analyze the relationship between factors and the user engagement index. The findings indicate that the severity of the pandemic significantly impacts video-watching. Furthermore, providing information on symptoms, treatments, and recovery methods can enhance the video's influence.

Radical China and Conservative U.S.? How Media of Two Countries Shape Russia-Ukraine War in Differentiated News Frames.

HK

Coauthor (1) | Under Review

Feb - July 2022

- This study employed Frame Theory to examine how media with different standpoints covered the Russian-Ukrainian War. TF-IDF and LDA topic modeling were utilized to analyze 2875 news coverages collected from Weibo and Twitter. The results revealed that Chinese media favored the leadership frame and the factual frame, while avoiding criticism against Russia. In contrast, American media favored the human-interest frame and the factual frame, and rhetorically argued that Russia initiated the aggressive war.

Safeguarding maternity leave rights: The game between female employees and employers

HK

Coauthor | Entered the preliminary screening of 2022 China Data Content Conference.

July - Aug 2022

- This article employed a data-driven method to uncover the reality that female employees often struggle to defend their rights or receive only limited compensation from their companies when they resort to the courts. The data used in this study was obtained by coding the judicial adjudicative documents from China Judgements Online, and the website was built using "Wix".

The recovery sharing of COVID-19 infected people on social media: from the perspective of cultural translation process

HK

Student Helper | Written for Dr. Lei Vincent Huang's project, “Cases in Chinese Internet Studies”.

May - July 2022

- This case study selected 50 posts on the social media platform "Xiaohongshu" to examine people's sharing behaviors related to recovery. By viewing sickness as a cultural translation process, we explained the cases through 5 stages: physiological signs, symptoms, disease identification, disease experience, and symptoms interpretation.

Scholarly collaboration in computational communication and computational journalism field: A bibliometric analysis

HK

Team leader / The outcome of a course group project.

Jan - May 2022

- This study focused on the changing trend of scholarly collaboration networks in the computational communication and computational journalism field from 2016 to 2021, examining three aspects: cross-regional, interdisciplinary, and gender-based collaboration, using social network analysis.

Data analysis and visualization for elder abuse cases in Hong Kong from 2015 to 2020

HK

Team leader / The outcome of a course group project.

Oct - Dec 2021

- This work analyzed the government public dataset of elder abuse cases in Hong Kong, describing the categories of abuse, reasons for abuse, and the geographical distribution of the cases. Python packages such as Pandas, Seaborn, and GeoPandas were used for visualization.

WORK EXPERIENCE

School of Journalism and Communication, The Chinese University of Hong Kong

HK

Research Assistant / Work for Professor CHAN, Oliver N.K.

Jan – Dec 2023

- Contributed to the "Platform Policy" project by conducting data collection, cleaning, management, and visualization for 50 platforms' policies. Assisted in developing a website scraping application and contributed to the research by assisting in codebook design and literature review. Utilized NLP techniques to conduct text-mining and analysis.

AI and Digital Media Programme, Hong Kong Baptist University

HK

Teaching Assistant (part-time)

Sep - Dec 2022

- Assisted in course teaching of “Big Data Management” and “Analytics and Data Mining and Knowledge Discovery for Digital Media” by grading the assignments and answering students’ questions regarding R Language and SQL.

Department of Economics, Hong Kong Baptist University

HK

Teaching Assistant

Sep - Dec 2022

- Assisted in the course teaching of “Big Data Analytics: Concepts and Techniques”.

Phoenix Satellite Television Co., Ltd

HK

Editor Intern

Jun - Jul 2022

- Participated in the production of two TV programs, “Asian Financial Insights” and “Goldstone Finance”.

Guangzhou Blue Focus Digital Marketing Co., Ltd

Guangzhou, China

Account Executive Intern

Jun - Aug 2021

- Served GAC Toyota by providing promotion strategies for the car product, “Wild Lander”. Assisted in planning and executing commercial campaigns, writing creative scripts, and analyzing social media performance data.

Wuhan Tengqing Technology Co., Ltd.

Wuhan, China

New Media Operation Intern

Jun - Aug 2018

- Conducted day-to-day content updates on the company’s social media accounts. Interviewed with notable members of the local community and wrote news scripts for community activities.

HONORS & PRIZES

Merit-Based Scholarship (Second) of Master of Science in AI and Digital Media, Hong Kong Baptist University	2021
Outstanding Graduate Award of Wuhan Polytechnic University	2021
Merit-Based Scholarship (Second) of Wuhan Polytechnic University	2020

LANGUAGES & SKILLS

Languages: Mandarin (native); English (IELTS 7)

Skills: Python, R, SQL, SPSS, Django, Tableau, Gephi, Photoshop, Photography, etc.