Personal Reflection of COMM 5961

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Last winter, I was intern at Beijing Netease. It was an internship about content. Before that, my internships were all about content creation. At the time, my roommate was a Baidu intern and her internship was a product manager. We rarely talk about work, until one day, she invited me to help her design a product together. Baidu wanted to design a news product with the objective of automatically helping users match past news when a hot event occurs. My roommate looked for my help because my undergraduate major was news.

In the process of discussing with her, I found that I can not only write articles and interview, but also use my expertise to do other things, such as design a news product. But I didn't care at the time. After three months, the internship was over. I left Beijing and gradually forgot about it.

Then, in July, when I was taking classes for this semester, I found that in the media education in Hong Kong, the code is a must-have skill for students.However, in mainland China, at the School of Journalism and Communication of Nanjing University where I was, there is only one teacher in the whole school who has research on this aspect, and his class is very boring. So I decided to touch a little bit about this, then I chose COMM5961.

I used to think that in this class, I will only learn coding skills. What surprised me, however, was that this class taught me how to be a qualified product manager. In the process, what impressed me the most is that I started to focus on users.

After studying the four-year news, I deeply understand the importance of users. In the news industry, users are often called audiences. We always hear people say that we want to grasp the pain points of the audience, but no one tells us how to do it. And this class solved my doubts.

A product should be user-based, we must constantly ask in the process of design, what do users want? In the journalism education we accepted in the past, we were told that the hot spot was created by the media and the audience would follow the media. However, nowadays, users are reading news online, more like using an internet product called "news". The difference is that the product can be continuously adapted to the user. For example, I can use A/B test to continually modify my webpage to give my users a better and better experience. This is the charm that content production does not have.

I have always been interested in the Internet. I may still be a content producer in the future, but I may also do product-related work. Anyway, thanks to Bernard, what you taught me is actually an internet thinking. Also made me a step closer to the "T-shape" talent. Thank you for your guidance, your encouragement. Thank you for letting me see the passion and love from you. I'm looking forward to meeting you next semester!

Finally, share a little thing in my life with you. I accidentally made the Apple

administrator's settings wrong last month, and the computer crashed. In desperation,

I found a tutorial on the Internet and reset the computer by entering a piece of code.

Anyway, I have enjoyed the convenience that the code brings to my life ; -)