

SUN Yingao

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EDUCATION

Hong Kong University of Science and Technology (HKUST)

B.Sc. in Quantitative Social Analysis

September 2021 – Present (expected to May 2025)

Core Module: Quantitative Data Analysis for Social Research I & II & III, Applied Statistics, Research Methods in the Social Sciences (A+), Experiments and Quasi-Experiments in the Social Sciences (A+), Computational Social Science, Application of Geographical Information Systems

Honor: HKSAR (Hong Kong Special Administrative Region) Government Scholarship Fund - Talent Development Scholarship, University Scholarship (Admissions Scholarship)

RESEARCH EXPERIENCE

Division of Social Science, HKUST

Student Helper for Prof. ZHANG Dong

November 2022 – February 2023

- Conducted in-depth sentiment analysis on 2000 Weibo posts related to various social and political events, employing a combination of qualitative and quantitative research methods
- Collaborated closely with the research team members to systematically evaluate public sentiment and engagement on social media platforms
- Proactively communicated with community stakeholders to extensively gather qualitative insights, enriching the research content from diverse perspectives

Research Assistant for Prof. David ZWEIG

February 2022 – June 2022

- Completed the collection, integration, and analysis of the dataset on the Changjiang Scholars Program, which consisted of 293 samples
- Skillfully utilized tools such as Excel and Python for data collection, cleaning, analysis, and visualization, ensuring the accuracy and availability of the data
- Worked closely with the faculty team and other researchers to jointly develop research methodologies and presented the research findings at mini-conferences

CONFERENCE PRESENTATION

SUN Yingao. 2024. Invited presenter at the 2024 Joint East Asian Studies Conference, Preston, UK, June 26-28

SUN Yingao. 2023. “A Quantitative Research of Talent-related Public Policies in Hong Kong during the COVID-19 Pandemic.” Paper presented at the 8th Annual AP-PPN (Asia Pacific Public Policy Network) Conference 2023, Hong Kong, June 1-2

PAPER UNDER REVIEW

SUN Yingao. “Political Significance of the Church of the Nativity in Anqing: A Place Attachment Analysis in the Context of Community Governance in Landlocked China.” Submitted to *China Quarterly*, December 2024

INDUSTRY EXPERIENCE

Guangzhou Vision Investment Management Company

Internet Data Analyst Intern

July 2024 – Present (expected to June 2025)

- Employed the Non-negative Matrix Factorization method to deeply analyze the viewership data of China-related content on YouTube, accurately identifying popular topics and trends
- Identified top-performing content categories related to China, leading to an increase in viewership by 17.86%
- Stayed updated on YouTube algorithm changes and industry trends to ensure the analysis aligned with platform dynamics

Shangyi Biological Co., Ltd

Market Analyst Intern

July 2022 – August 2022

- Applied the Principal Component Analysis method to analyze and interpret data from upstream markets to identify market trends and patterns for decision-making
- Drove a 2.17% improvement in purchasing efficiency within 2 months by analyzing the market trends to optimize the company's supply chain costs
- Won the Best Internship Award in the final assessment

SKILL

Software: Python (Advanced), ArcGIS (Advanced), R (Advanced), L^AT_EX (Advanced), MATLAB (Intermediate), Stata (Basic), SQL (Basic) and SPSS (Basic)

Quantitative Skill: Statistical Model, Text Analysis, Social Network Analysis, Machine Learning

Language: Mandarin (Native with Certificate in Putonghua Proficiency Test of First Class Lower), English (Fluent), Cantonese (Conversational) and German (Basic)