

# SUN Yingao

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Homepage: <https://sunyingao.github.io>

## 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, Late Imperial China, Applied Statistics, Research Methods in the Social Sciences (A+), Understanding Comparative Politics, Experiments and Quasi-Experiments in the Social Sciences (A+), Computational Social Science, Application of Geographical Information Systems, Democracy and Democratization around the World

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

**Research Interest:** Political Science, Quantitative History

## RESEARCH EXPERIENCE

### Division of Social Science, HKUST

*Student Helper for Prof. ZHANG Dong*

*November 2022 – February 2023*

- Conducted sentiment analysis for 2000 Weibo posts related to various social and political events, utilizing both qualitative and quantitative methods
- Collaborated with a research team to assess public sentiment and engagement on social media platforms, contributing to a comprehensive understanding of societal trends
- Engaged with community stakeholders to gather qualitative insights, enriching the research with diverse perspectives

*Research Assistant for Prof. David ZWEIG*

*February 2022 – June 2022*

- Initiated and completed data collection, integration, and analysis for the dataset consisting of 293 samples about the Changjiang Scholars Program
- Utilized Excel and Python to collect, clean, analyze and visualize the dataset
- Collaborated with faculty members and fellow researchers to develop research methodologies and present findings

## 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 8<sup>th</sup> 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)*

- Analyzed viewership data for YouTube content related to China through the Non-negative Matrix Factorization method to identify 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<sup>A</sup>T<sub>E</sub>X (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)