

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, 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, 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

- Analyzed the stance and emotional tone of 2000 Weibo posts related to various social and political events, utilizing qualitative and quantitative research 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 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 and Governance of Landlocked China.” Submitted to *British Journal of Political Science*, 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^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)