WENCHANG WANG

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EDUCATION

Peking University — M.A. in Journalism and Communication, HSBC Business School
Aug 2023 – June 2026 — Shenzhen, Guangdong
Advisor: Assistant Professor Zhuo Chen
Research Interests: User behavior under policy changes, big data analysis, computational social science

University of Cologne — Exchange Student, Faculty of Management, Economics and Social Sciences
Oct 2024 – Mar 2025 — Cologne, Germany
Specialized coursework in Economics as part of Peking University Minor program

Peking University — Minor in Economics, HSBC Business School
Aug 2023 – June 2026 — Shenzhen, Guangdong
Including exchange study at University of Cologne, Germany

Soochow University — B.E. in Mechanical and Electronic Engineering
Sept 2017 – June 2021 — Suzhou, Jiangsu

RECENT RESEARCH

Wang, W., Bao, L., Xia, D., Zhou, H., Li, S., & Ma, Y. (Revise & Resubmit). When Sexual Health Education Becomes the Paradise of Stigma, Discrimination, and Sexual Humor: An Analysis of Engagement with Sexual Health Content on Weibo. *Health Communication.*

Apr 2024 - Jul 2024

PEER-REVIEWED CONFERENCE

Wang, W. (2025, November 19-November 23). Fine-Tuned Large Language Models: Superior Annotator in Computational Social Science. *2025 NCA 111th Conference*, Denver, USA.

Mar 2024 - July 2024

Wang, W. (2025, July 22-July 24). Exposure and Engagement: Analyzing the Impact of Visual Strategies by Fitness Influencers on Social Media. *2025 IC^{2}S^2 Conference*, Norrköping, Sweden.

Aug 2024 - Feb 2025

Wang, W., Zhou, H., Xia, D., Li, S., & Ma, Y. (2025, June 12-June 16). When Sexual Education Becomes the Paradise of Discrimination, Stigma, and Sexual Humor: A Discussion and Empirical Examination of Health Information Dissemination and Interaction Patterns in Weibo Community. *2025 ICA 75th Conference*, Denver, USA.

Mar 2024 - July 2024

Li, S., **Wang, W.**, & Zhou, H. (2025, June 12-June 16). Towards Seriousness or Entertainment? An Empirical Analysis of the Digital Transformation of The New York Times. *2025 ICA 75th Conference*, Denver, USA.

Aug 2024 - Oct 2024

Zhou, H., **Wang, W.**, & Li, S. (2025, June 12-June 16). Quantifying Academic Capital: Examining the Evolution of Inequality in China's Communication Research Production. *2025 ICA 75th Conference*, Denver, USA. ***Promising Student Paper Award in The Information Systems Division***

Jan 2024 - Mar 2024

Wang, W., & Xia, D. (2024, August 8-11). "The Invisible Poor in the Eyes of LLMs" — A Study on Stereotypes in Large Language Models. *2024 AEJMC 107th Conference*, Philadelphia, PA.

Dec 2023 - Feb 2024

Wang, W., Liu, Y., Lin, Z., & Ouyang, W. (2024, August 8-11). Focusing on Minority Groups: A Quantitative Study on the Attitudes of Diverse Minority Groups towards ChatGPT. *2024 AEJMC 107th Conference*, Philadelphia, PA. ***Top Paper Award in The Commission on the Status of Minorities***

Oct 2023 - Feb 2024

Wang, W. (2024, June 30-July 4). "Are There Really No Poor People on Social Media?" — A Study on Platform Visibility. *2024 IAMCR Conference*, Christchurch, New Zealand.

AWARD, SCHOLARSHIP, & GRANT

Awards

Promising Student Paper, ICA 75th Annual Conference	2025
Award of Scientific Research, Peking University	2024
Top Student Paper, AEJMC 107th Annual Conference	2024

Scholarships

Peking University Graduate Scholarship, China	2023–2025

Grants

International Communication Association Annual Conference Travel Grant	2025
Peking University Conference Travel Grant	2024

WORKS IN PROGRESS

- Chen, Z., & **Wang, W.**. Beyond Political Entertainment: How Travel Videos Shape Foreign Attitude Toward China. (Manuscript in preparation)

- Chen, Z., & **Wang, W.**. Platform Governance and Social Disruption: Causal Effects of Social Media Platform Interventions on User Communication Behaviors and Interaction Patterns. (Manuscript in preparation)

- **Wang, W.**, & Chen, Z. The Price of Visibility: A Study on Suggestive Content Strategies Among Fitness Bloggers on Weibo. (Manuscript in preparation)

- **Wang, W.**, & Chen, Z. How Does Acquisition Shape Platform Innovation? Evidence from GitHub-Microsoft Integration. (Manuscript in preparation)

- **Wang, W.**, & Chen, Z. Can Generative Artificial Intelligence Counter the Spiral of Silence? A Natural Experiment from Weibo. (Manuscript in preparation)

- **Wang, W.**, Zhou, H., Li, S., & Chen, Z. Quantifying Academic Capital: A Network Analysis of Scholarly Production and Cooperation Models in Chinese Journalism and Communication Studies. (Manuscript in preparation)

- **Wang, W.**, Zhou, H., & Li, S. Don't Be Angry With Me! An Empirical Analysis of The Interaction Process of AI Customer Service. (Manuscript in preparation)

RESEARCH EXPERIENCE

Telemarketing and Success Rate Project *Peking University, 2024*

- Conducted in-depth interviews and compiled interview materials

- Participated in subsequent analysis and further research of call data

Data Annotation with Large Language Models *Peking University, 2025*

- Designed and optimized prompts for large language model–based annotation

- Implemented large-scale data entry matching and labeling using big data techniques

ACADEMIC SERVICE

Reviewer

International Communication Association (ICA)	2025
National Communication Association (NCA)	2025
Association for Education in Journalism and Mass Communication (AEJMC)	2025

TEACHING

Teaching Assistant, Statistics in Social Research (Prof. Zhuo Chen)   *Peking University*

Teaching Assistant, Science, Media and the Public (Prof. Luye Bao)   *Peking University*

SKILLS

- **Data Science:** Proficient in Python R and Julia; basic knowledge of Matlab and C. Capable of machine learning model construction, deep learning model fine-tuning, web data mining, and data analysis.

- **Academic Skills:** Data visualization using Python R and Julia; document preparation using LaTeX.

- **Language:** TOEFL 100

- **Interests:** Skilled guitarist and jazz drummer. Performed at Peking University's "Mirror Lake Night" and "School of Chemistry and Biological Technology" annual gala.

Updated in Aug, 2025