Wenwen Guo

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EDUCATION

School of Journalism and Communication, Tsinghua University | PhD Candidate | Beijing, China *Sept.. 2023 – Present*

➢ Supervisor: Prof. Qing'an Zhou

➢ Research interest: media representation; global communication; media trust; machine learning; computer-mediated methods

School of Social and Behavioural Sciences, University of Amsterdam | Master | Amsterdam, The Netherlands *Feb. 2023 – Jan. 2025*

➢ Major: Communication Science: Research Master's (Academic); Major GPA: 7.74/10.0

➢ Core coursework: Big Data & Automated Content Analysis, Part I & II (8.0), Using R for Data Wrangling, Analysis and Visualization (9.0), Structural Equation Modeling (7.7), Content Analysis (7.4), Survey Design (7.2), Experimentation in the Social Sciences (7.4)

➢ Thesis: Framing Disability in Paralympic News Coverage: A Cross-National Ternary Framing Analysis and the Impact of Time and Host Status (2012-2024); presented in Etmaal 2025

School of Journalism and Communication, Peking University | Bachelor | Beijing, China *Sept. 2018 – Jul. 2022*

➢ Major: Advertising; Major GPA: 3.75/4.00 (Distinction)

➢ Core coursework: Creative Communication Management; Advertising Media Studies; Visual Communication; Brand Studies

➢ Awards: Merit Student of Peking University (2021, top10%); Third-Class Scholarship for Peking University (2021, top 5%); Award for Scientific Research (top 10%); Award for Contribution in Student Organizations (top 10%); Scholarship by People's Daily Online (1/95)

National School of Development, Peking University | Second Major | Beijing, China *Sept. 2019 – Jul. 2022*

➢ Major: Economics; Core Coursework: Econometrics, Intermediate Macroeconomics, Intermediate Microeconomics, Financial Accounting

PROJECT EXPERIENCE

Research Assistant | Restoring Trust in Journalism: A Cross-Country Investigation into the Impact of Journalistic Repair Strategies

Amsterdam School of Communication Research / ASCoR | *Supervisor: Dr. M. (Mark) Boukes* *Sept. 2023 – Present*

➢ Conducted literature review, pre-registration, experiment stimuli and scale designs to determine journalist strategies to restore trust.

➢ Coordinated with fellow ASCoR members and scholars from over 32 countries to distribute the questionnaire and conduct the experiment.

➢ The research proposal has been presented on ICA24 and Etmaal 2024, and awarded with the Top Extended Abstract Award in ICA24.

➢ Key Methods: Experiment, Survey, R, SPSS

Research Assistant | Dissecting Digital Natives' Political Preferences: Election Campaigns and YouTube Media Exposure

Amsterdam School of Communication Research / ASCoR | *Supervisor: Dr. F. (Felicia) Loecherbach* *Apr. 2024 – Jan. 2025*

➢ Performed YouTube video analyses, including scraping metadata, automated text analysis and topic classification.

➢ Results are presented in the ODISSEI conference and IC2S2.

➢ Key Methods: Automated Content Analysis, Data Donation, NLP, Supervised Machine Learning, Survey, Python, SPSS

Research Assistant | Mapping the Collective Wisdom of Online Rare Disease Communities: a Patient-Driven Algorithm

Amsterdam School of Communication Research / ASCoR | *Supervisor: Dr. A.J. (Annemiek) Linn* *Sept. 2024 – Present*

➢ Conducted systematic content analysis on rare disease communities social media data to develop an open-source algorithm

➢ Collaborated with a multidisciplinary research team to interpret findings and generate insights.

➢ Key Methods: Content Analysis, Data Donation, Interview

Coding Assistant | Digicomlab, ASCoR | Grant Number: TF.24.05 *May 2024*

➢ Provided manual content analysis coding on political outgroup representations and evaluations for YouTube Comments.

Coding Assistant | Digicomlab, ASCoR | Project Number: R2522.0025 *May 2023*

➢ Coded on the topic of Feminism perceptions and actions on Chinese social media (Weibo Posts).

Increasing Brand Trust in Cross-country Brands | Peking University | *Supervisor: Dr. Yan Han* *Jun. 2021 – Jul. 2021*

➢ Conducted literature research on brand trust in fields of economy, psychology, sociology, and management.

➢ Approached brand trust under Hess's Ternary Brand Trust Theory and summarized factors and tactics to building brand trust.

SKILLS AND OTHERS

➢ **Language**: Chinese (native), English (fluent, TOEFL 116)

➢ **Statistical Software:** R, SPSS, Amos

➢ **Programming:** Python

➢ **Other Computer Skills:** Qualtrics, Microsoft Office, Adobe Ps, Pr, Ae, Ai, Avid Media Composer, Davinci