

XIYUE WANG

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EDUCATION	University of Science and Technology of China (USTC) M.A. in Journalism and Communication, • Advisor: <i>Prof. Mengxiao Zhu</i>	Jun. 2025 (expected) GPA: 3.74/4.30
	China University of Geosciences (CUG) B.A. in Radio and Television Science, • Thesis: Discourse Expression Strategies of Patriotic Songs based on Semantic Network Analysis	Jun. 2022 GPA: 3.92/5.00
CONFERENCE PRESENTATIONS	Wang, X., Zhu, M., Su, C., Zhao, H., & Shen, C. (2024, June). Gender Differences in Self-Presentations among Streamers on Douyu. Paper presented at the <i>74th Annual Conference of the International Communication Association (ICA)</i> , Gold Coast, Australia.	
WORKING PAPER	Wang, X., Zhu, M., Su, C., Zhao, H., & Shen, C.* Gendered Pixels: Exploring Gender Differences in Computer-Mediated Self-Presentation among Douyu Live Streamers. • Analyzed approximately 1,000 streamers and over 90,000 live streaming sessions by computational methods (Statistical analysis & NLP) • Wrote the manuscript • Submitted to <i>New Media & Society</i> (IF=5.3) Wang, X. Influence Unraveled: Exploring the Impact of Influencer Marketing on Viewer Disengagement. • Analyzed survey data (Structural equation modeling) • Wrote the manuscript • Submitted to the <i>85th Annual Meeting of the Academy of Management (AOM 2025)</i> , Copenhagen, Denmark • Target to <i>Journal of Retailing and Consumer Services</i> (IF=11.0) Liu, L., Wang, X., Wang, X., & Zhu, M. From Streamers to Friends: Investigating the Influence of Parasocial Relationship on Gifting Behavior in Live Streaming. • Analyzed survey data from 490 responses (Structural equation modeling) • Submitted to the <i>75th Annual Conference of the International Communication Association (ICA 2025)</i> , Denver, USA. Wang, X., Jiang, T., & Zhu, M. Polymedia Dynamics: Self-Disclosure and Identity Construction among Chinese Gay Men. • Conducted in-depth interviews with 20 participants • Wrote the manuscript • Submitted to the <i>75th Annual Conference of the International Communication Association (ICA 2025)</i> , Denver, USA.	
HONORS AND AWARDS	First Prize Academic Scholarship, USTC Second Prize Academic Scholarship, USTC Excellent Undergraduate Thesis (5%), CUG	2024, 2022 2023 2022

RESEARCH EXPERIENCE	Research Assistant, USTC	
	Vero: Human-AI Collaboration Experiment	2024-present
	<ul style="list-style-type: none">Collaborated with the team from <i>Northwestern University, USA</i>Made introduction videos and translated scriptsAssisted in conducting a Wizard of Oz experiment with approximately 430 participants	
TEACHING EXPERIENCE	Teaching Assistant, USTC	
	Course: Computational Communication	2024 Spring
	Instructor: <i>Prof. Mengxiao Zhu</i>	
	<ul style="list-style-type: none">Held network lab sessions on R and guided student class projects	
	Teaching Assistant, USTC	
	Course: Social Network Analysis	2023 Fall
	Instructor: <i>Prof. Mengxiao Zhu & Prof. Noshir Contractor</i>	
	<ul style="list-style-type: none">Collaborated with the teaching team from Northwestern University, USA	
PROJECTS	Differences in Neighbor Network between Male and Female Streamers	
	<ul style="list-style-type: none">Analyzed and visualized neighbor relationships between streamers on a popular Chinese live streaming platform using social network analysis	
	Mapping Historical Development of China through Lyrics of Patriotic Songs	
	<ul style="list-style-type: none">Analyzed and visualized how the lyrics of Chinese patriotic songs reflect the historical and cultural changes in China using social network analysis	
	The Knowledge Graph of the Study of Minority Music in Guangxi Province	
	<ul style="list-style-type: none">Reviewed and analyzed the temporal and spatial distribution, hotspots, and keyword clusters in the research literature on Guangxi minority music published in CNKI from 1980 to 2020	
	Statistic without Math	
	<ul style="list-style-type: none">Helped beginners to learn basic statistical methods	
	Documentary: The Unceasing Flight of the Kite	
	Documentary: Encounter Bookstore	
VOLUNTEER EXPERIENCE	ICA China Chapter	2023-present
	<ul style="list-style-type: none">Assisted in organizing ICA Regional HubWriting reports with Prof. Mengxiao Zhu, <i>the founding chair of the ICA China Chapter</i>, published in the ICA NewsletterEstablishing & updating ICA China Chapter website	
SKILLS	<ul style="list-style-type: none">Programming: RResearch Methods: Social network analysis, Statistical analysis, Structural equation modeling, Topic modelingSoftware: SPSS, STATA, Gephi, UCINET, PROCESS, SmartPLS, ggplot2Multimedia Tools: Adobe Photoshop, Premiere Pro, Lightroom, Indesign, Audition, Final Cut Pro, SibeliusMusic: Piano (First Prize in the Chinese Division of the United States Open Music Competition), Piano accompanist for the choir	