XIYUE WANG

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EDUCATION	**University of Science and Technology of China (USTC)**	Jun. 2025 (expected)

M.A. in Journalism and Communication,   GPA: 3.74/4.30

- Advisor: *Prof. Mengxiao Zhu*

China University of Geosciences (CUG)   Jun. 2022

B.A. in Radio and Television Science,   GPA: 3.92/5.00

- Thesis: Discourse Expression Strategies of Patriotic Songs based on Semantic Network Analysis

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 *74th Annual Conference of the International Communication Association (ICA)*, 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. Submitted to *New Media & Society* (IF=5.3)

- Analyzed approximately **1,000** streamers and over **90,000** live streaming sessions by computational methods (Statistical analysis & NLP)
- Wrote the manuscript

Wang, X. Influence Unraveled: Exploring the Impact of Influencer Marketing on Viewer Disengagement. Target to *Journal of Retailing and Consumer Services* (IF=11.0)

- Analyzed survey data (Structural equation modeling)
- Wrote the manuscript
- Submitted to the *85th Annual Meeting of the Academy of Management (AOM 2025)*, Copenhagen, Denmark.

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 *75th Annual Conference of the International Communication Association (ICA 2025)*, 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 *75th Annual Conference of the International Communication Association (ICA 2025)*, Denver, USA.

HONORS AND AWARDS

First Prize Academic Scholarship, USTC	2024, 2022
Second Prize Academic Scholarship, USTC	2023
Excellent Undergraduate Thesis (5%), CUG	2022

RESEARCH EXPERIENCE

Research Assistant, USTC

Vero: Human-AI Collaboration Experiment   2024-present
- Collaborated with the team from *Northwestern University, USA*
- Made introduction videos and translated scripts
- Assisted in conducting a Wizard of Oz experiment with approximately 430 participants

TEACHING
EXPERIENCE

Teaching Assistant, USTC

Course: Computational Communication   2024 Spring
Instructor: *Prof. Mengxiao Zhu*
- Held network lab sessions on R and guided student class projects

Teaching Assistant, USTC

Course: Social Network Analysis   2023 Fall
Instructor: *Prof. Mengxiao Zhu & Prof. Noshir Contractor*
- Collaborated with the teaching team from Northwestern University, USA

PROJECTS

Differences in Neighbor Network between Male and Female Streamers
- 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
- 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
- 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
- Helped beginners to learn basic statistical methods

Documentary: The Unceasing Flight of the Kite

Documentary: Encounter Bookstore

VOLUNTEER
EXPERIENCE

Volunteer, USTC
ICA China Chapter Strategic Planning Meeting   Jan. 2024
ICA Regional Hub   May 2023
- Writing reports with Prof. Mengxiao Zhu, *the founding chair of the ICA China Chapter*, published in the ICA Newsletter
- Establishing & updating ICA China Chapter website

SKILLS
- **Programming:** R
- **Research Methods:** Social network analysis, Statistical analysis, Structural equation modeling, Topic modeling
- **Software:** SPSS, STATA, Gephi, UCINET, PROCESS, SmartPLS, ggplot2
- **Multimedia Tools:** Adobe Photoshop, Premiere Pro, Lightroom, Indesign, Audition, Final Cut Pro, Sibelius
- **Music:** Piano (First Prize in the Chinese Division of the United States Open Music Competition), Piano accompanist for the choir