

# XIYUE WANG

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EDUCATION	<b>University of Science and Technology of China (USTC)</b> M.A. in Department of Communication of Science and Technology, • Advisor: <i>Dr. Mengxiao Zhu</i>	Jun. 2025 (expected) GPA: 3.74/4.30
	<b>China University of Geosciences (CUG)</b> B.A. in Broadcast & TV Journalism, • Thesis: Discourse Expression Strategies of Patriotic Songs based on Semantic Network Analysis	Jun. 2022 GPA: 3.87/5.00
CONFERENCE PRESENTATIONS	<b>Wang, X.,</b> Zhu, M., Zhao, H., Su, C., & 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	<b>Wang, X.,</b> Liu, L., & Zhu, M. (2025, June). Influence Unraveled: Exploring the Impact of Influencer Marketing on Viewer Disengagement. Submitted to the <i>75th Annual Conference of the International Communication Association (ICA)</i> , Denver, USA. • Analyzed survey data (Structural equation modeling) • Wrote the manuscript	
	Liu, L., <b>Wang, X.,</b> Wang, X. & Zhu, M. (2025, June). From Streamers to Friends: Investigating the Influence of Parasocial Relationship on Gifting Behavior in Live Streaming. Submitted to the <i>75th Annual Conference of the International Communication Association (ICA)</i> , Denver, USA. • Analyzed survey data from 490 responses (Structural equation modeling)	
	<b>Wang, X.,</b> & Zhu, M. (2025, June). Polymedia Dynamics: Self-Disclosure and Identity Construction among Chinese Gay Men. Submitted to the <i>75th Annual Conference of the International Communication Association (ICA)</i> , Denver, USA. • Conducted in-depth interviews with 20 participants • Wrote the manuscript	
	Zhu, M., <b>Wang, X.,</b> Su, C., Zhao, H., & Shen, C.* Gendered Pixels: Exploring Gender Differences in Computer-Mediated Self-Presentation among Douyu Live Streamers ( <i>Target to New Media &amp; Society</i> ). • Analyzed approximately <b>1,000</b> streamers and over <b>90,000</b> live streaming sessions by computational methods (Statistical analysis & BERTopic) • Wrote the manuscript	
HONORS AND AWARDS	First Prize Academic Scholarship, USTC	2024
	Second Prize Academic Scholarship, USTC	2023
	First Prize Academic Scholarship, USTC	2022
	Excellent Undergraduate Thesis (5%), CUG	2022
TEACHING EXPERIENCE	<b>Teaching Assistant, USTC</b> Course: Computational Communication Director: <i>Dr. Mengxiao Zhu</i> • Held network lab sessions on R and guided student class projects	
	2024 Spring	

## Teaching Assistant, USTC

Course: Social Network Analysis

2023 Fall

Director: *Dr. Mengxiao Zhu & Dr. 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 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

The Annual Conference on Intelligent and Computational Communication

Sept. 2023

ICA Regional Hub

May 2023

- Writing reports with Dr. 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