

# 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., Zhu, M., Zhao, H., Su, C., &amp; Shen, C.*</b> (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.	
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
RESEARCH EXPERIENCE	<b>Research Assistant, USTC</b>	Jun. 2023 - Jun. 2024
	<b>Gendered Tool Use by Streamers on the Live Streaming Platform</b>	
	• Conducted with <i>Dr. Mengxiao Zhu</i> , <i>Dr. Cuihua Shen</i> , and <i>Dr. Chunke Su</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	
	<b>Research Assistant, USTC</b>	Dec. 2023 - present
	<b>User Disengagement in Influencer Marketing</b>	
	• Conducted with <i>Dr. Mengxiao Zhu</i> , and <i>Dr. Lin Liu</i>	
	• Analyzed survey data (Structural equation modeling)	
	• Wrote the manuscript	
	<b>Research Assistant, USTC</b>	Dec. 2022 - present
	<b>Platform-Swinging and Self-Identity Construction among Chinese Gay Men</b>	
TEACHING EXPERIENCE	• Conducted in-depth interviews with 20 participants	
	• Wrote the manuscript	
	<b>Teaching Assistant, USTC</b>	
	Course: Computational Communication	2024 Spring
	Director: <i>Dr. Mengxiao Zhu</i>	
	• Held network lab sessions on R and guided student class projects	
	<b>Teaching Assistant, USTC</b>	
	Course: Social Network Analysis	2023 Fall
	Director: <i>Dr. Mengxiao Zhu &amp; Dr. Noshir Contractor</i>	
	• 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

### 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