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- Research profiles on [Google Scholar](#) | [ResearchGate](#) | [Publons](#)
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Research Interest

Dr Xinzhi Zhang's research focuses on comparative political communication, digital journalism, media and public health, and digital humanities, using computational methods, online experiments, and comparative social surveys. His major research streams are:

1. **Comparative political communication**, with a cross-polity and cross-disciplinary perspective;
2. **The sociology of digital journalism**, i.e., the production and effects of digital news;
3. **Health communication**, i.e., how cultural and political factors, as well as medium and message features affect the effectiveness of health messages in a multimedia communication environment

Academic Qualifications

2009 – 2013	Ph.D. in Media and Communication City University of Hong Kong, Hong Kong S. A. R.
2008 – 2009	M.A. with <i>Distinction</i> in Communication and New Media City University of Hong Kong, Hong Kong S. A. R.
2004 – 2008	B.A. in Broadcasting Journalism (Internet Communication Stream) Guangzhou University, P. R. China

Academic Positions

Oct 2019 – Present	Assistant Professor (tenure-track) Department of Journalism, School of Communication, Hong Kong Baptist University, in the University Research Cluster on Data Analytics and Artificial Intelligence
Oct 2016 – Oct 2019	Research Assistant Professor Department of Journalism, School of Communication, Hong Kong Baptist University
Jul 2014 – Oct 2016	Lecturer School of Professional Education and Executive Development, The Hong Kong Polytechnic University
Sep 2013 – Feb 2014	Postdoctoral Fellow Department of Media & Communication, City University of Hong Kong

Management Positions

Sep 2018 – Present	Programme Director (founding) Master of Science in AI and Digital Media, School of Communication, Hong Kong Baptist University
Sep 2018 – Aug 2019	Programme Director (founding) Data and Media Communication, Journalism Major, BSoSc (Hon) in Communication, Department of Journalism, Hong Kong Baptist University
Jan 2015 – Aug 2016	Co-Convenor the Academic Discipline of Humanities at the School of Professional Education and Executive Development at the Hong Kong Polytechnic University

Research Grants

4. 2019 – 2021. Principal Investigator (**PI**), General Research Fund (**GRF**), the Research Grants Council (**RGC**), Hong Kong SAR. *The Making and Unmaking of the Public Sphere: Outcomes of Political Disagreement, Expression Avoidance, and a Filtered Information Repertoire*. [445,520 HKD] (on-going)
3. 2018 – 2019. Principal Investigator (**PI**). Faculty Research Grant (FRG), Hong Kong Baptist University. *Codes and Coders in the Newsrooms: New Technology Adoption and Interdisciplinary Collaboration in Hong Kong's Local News Organizations*. [44,100 HKD] (completed)
2. 2017 – 2018. Principal Investigator (**PI**), Faculty Research Grant (FRG), Hong Kong Baptist University. *Effects of Freedom Restoration, Language Variety, and Issue Type on Psychological Reactance: An Experimental Study of Health Promotion Messages in Hong Kong*. [49,752 HKD] (completed).
1. 2012 – 2013. Principal Investigator (**PI**). General Research Expenses Grants for Doctoral Dissertation. Chow Yei Ching School of Graduate Studies, City University of Hong Kong. *Social Networking Sites Use, Political Attitudes, and Political Participation: A Comparison of Mainland China, Hong Kong, and Taiwan*. [15,000 HKD] (completed)

Full List of Publication

Section A. Peer-reviewed publications (Total: 20; SSCI journal: 17)

20. Ho, J. C. F., & **Zhang, X.** (2019). Strategies of marketing anew media form to the mass market: A text-mining-based case study of virtual reality games. *Journal of Open Innovation: Technology, Market, and Complexity*. [Scopus Journal, Multidisciplinary Digital Publishing

Institute (MDPI)]

19. **Zhang, X.** & Li, W. # (2019). From social media with news: Journalists' social media use for sourcing and verification. *Journalism Practice*. [Q2 (top 30%) in SSCI - Communication, 2018 JCR IF = 2.124, Routledge Journals, Taylor & Francis Ltd.] (# research student co-author)

18. **Zhang, X.** (2019). Effects of freedom restoration, language variety, and issue type on psychological reactance. *Health Communication*. Online first. doi: 10.1080/10410236.2019.1631565. (Q2 (top 30%) in SSCI - Communication, 2018 JCR IF = 1.846, Routledge Journals, Taylor & Francis Ltd.)

17. Lin, W.-Y., **Zhang, X.***, Cao, B. (2018). How do new media influence youths' health literacy? Exploring the effects of media channel and content on safer sex literacy. *International Journal of Sexual Health*, 30(4), 354-365. doi: 10.1080/19317611.2018.1509921. (*corresponding author. SSCI - Social Science (interdisciplinary), 2017 JCR IF = 1.014, Routledge Journals, Taylor & Francis Ltd.)

16. Lin, F. & **Zhang, X.** (2018). Movement-press dynamics and news diffusion: A typology of activism in digital China. *China Review*, 18(2), 33-63. Link: muse.jhu.edu/article/696528. [Q1 (top 23%) in SSCI – Area Studies, 2016 JCR IF = 0.906, The Chinese University Press.]

15. **Zhang, X.** & Lin, W.-Y. (2018). Stoking the fires of participation: Extending the Gamson hypothesis on social media use and elite-challenging political engagement. *Computers in Human Behavior*, 79, 217-226. doi: 10.1016/j.chb.2017.10.036. [Q1 (top 12%) in SSCI – Psychology (multidisciplinary), 2016 JCR IF = 4.306, Elsevier].

14. **Zhang, X.** (2018). Visualization, technologies, or the public? Exploring the articulation of data-driven journalism in the Twittersphere. *Digital Journalism*. 6(6), 737-758. doi: 10.1080/21670811.2017.1340094. (Q1 (top 18.2%) in SSCI - Communication, 2018 JCR IF = 2.679, Routledge Journals, Taylor & Francis Ltd., Accepted and edited by Prof. Bob Franklin at Cardiff University)

13. **Zhang, X.** & Lin, W.-Y. (2018). Hanging together or not? Impacts of social media use and organisational membership on individual and collective political actions. *International Political Science Review*, 39(2), 273-289. doi: 10.1177/0192512116641842. [Q2 (top 33%) in SSCI – Political Science, 2016 JCR IF = 1.588, Sage Publications Ltd., the flagship journal of the International Political Science Association (IPSA), ranked 6th in the “Top read articles in 2018” published by the journal].

12. **Zhang, X.** (2017) Exploring the country co-occurrence network in the Twittersphere at an international economic event. In: Cheng X., Ma W., Liu H., Shen H., Feng S., Xie X. (eds) *Social Media Processing. SMP 2017. Communications in Computer and Information Science*. Vol. 774, 308-318. Springer, Singapore. doi: https://doi.org/10.1007/978-981-10-6805-8_25 [EI, acceptance rate: 20% (28/140)].

11. Lin, W.-Y., Cao, B., & **Zhang, X.** (2017). To speak or not to speak: Predicting college students' outspokenness in the pro-democracy movement in Hong Kong. *International Journal of Communication*, 11, 17. Full text: <http://ijoc.org/index.php/ijoc/article/view/6723>. [Q2 (top 32%) in SSCI – Communication, 2016 JCR IF = 1.498, USC Annenberg Press].
10. Cui, L. & **Zhang, X.** (2017). What happened to those fans several years later? Empowerment from *Super Girls' Voice* for girls in China (2007-2015). *Critical Studies in Media Communication*, 34(4), 400-414. doi: 10.1080/15295036.2017.1319070. [SSCI – Communication, Routledge Journals, Taylor & Francis Ltd.].
9. Zhong, Z.-J. & **Zhang, X***. (2017). A mediation path to Chinese netizens' civic engagement: The effects of news usage, civic motivations, online expression and discussion. *China: An International Journal*, 15(2), 4-26. [SSCI - Area Studies * corresponding author. The NUS Press, National University of Singapore].
8. Lin, W.-Y., **Zhang, X.**, Song, H.Y., & Omori, K. (2016). Health information seeking in the Web 2.0 age: Trust in social media, uncertainty reduction, and self-disclosure. *Computers in Human Behavior*, 56, 289-294. doi: 10.1016/j.chb.2015.11.055. [Q1 (top 12%) in SSCI – Psychology (multidisciplinary), 2016 JCR IF = 3.435, Elsevier].
7. **Zhang, X.** (2015). Voting with dollars: A cross-polity and multilevel analysis of political consumerism. *International Journal of Consumer Studies*, 39(5), 422-436. doi: 10.1111/ijcs.12181. [SSCI – Business, 2015 JCR IF = 1.086, John Wiley & Sons, Inc.].
6. Lin, F., Chang, T.-K., & **Zhang, X.** (2014). The spillover effect and power relations: The case of online protest and mainstream media in China. *Asian Journal of Communication*, 25(3), 235-254. doi: 10.1080/01292986.2014.955859. [SSCI – Communication, Routledge Journals, Taylor & Francis Ltd.].
5. **Zhang, X.**, & Lin, W.-Y. (2014). Political participation in an unlikely place: How individuals engage in politics through social networking sites in China. *International Journal of Communication*. 8, 21-42. Full text: <http://ijoc.org/index.php/ijoc/article/view/2003/1047>. [Q2 in SSCI – Communication, 2016 JCR IF = 1.498, USC Annenberg Press].
4. Lin, W.-Y., **Zhang, X.**, & Lee, F. L. F. (2013). Making the world a distant place? How foreign TV news affects individual cynicism in post-colonial Hong Kong. *International Communication Gazette*. 75(8), 715-731. doi: 10.1177/1748048513497160. [SSCI – Communication, Sage Publications Ltd.].
3. Liu, N., & **Zhang, X.** (2013). The influence of group communication, government-citizen interaction, and perceived importance of new media on online political discussion. *Policy & Internet*. 5(4), 444-461. doi: 10.1002/1944-2866.POI348. [SSCI – Communication, John Wiley & Sons, Inc.].
2. Lin, W.-Y., **Zhang, X.**, Jung, J.-Y., & Kim, Y.-C. (2013). From the wired to wireless generation: Investigating teens' internet use through the mobile phone. *Telecommunications*

Policy. 37(8), 651-661. doi: 10.1016/j.telpol.2012.09.008. [Q2 in SSCI – Communication, 2013 JCR IF = 1.128, Elsevier].

1. Lin, W.-Y., & **Zhang, X.** (2012). Seeking the invisible youth: Examining the Otaku's online-offline social capital construction in Hong Kong. *Mass Communication Research*, 2012(7), 233-270 [in Chinese]. Full text: <http://mcr.nccu.edu.tw/word/1314522013.pdf>. [TSSCI journal, Taiwan, National Chengchi University]. [林宛瑩，張昕之。（2012）。〈「隱形少年」現形記：香港御宅族網際網路使用與社會資本建構初探〉，《新聞學研究》，2012年第7期，頁233-270.]

Section B. Professional contributions and selected media commentaries

6. Zhu, J. J. H., Huang, Y., & **Zhang, X.** (2018). Dialogue on computational communication research: Origins, theories, methods, and research questions. *Communication & Society*, 44, 1–24 [in Chinese]. [祝建華、黃煜、張昕之（2018）。〈對談計算傳播學：起源、理論、方法與研究問題〉。《傳播與社會學刊》，第44期，頁1–24]。Full text: <http://cschinese.com/word/15554202018.pdf>

5. Wang, Q., **Zhang, X.**, & Man, Z. (2018). Survey of content production in Hong Kong Media. In Li, R. & Huang, Y. (eds), *Hong Kong digital media development report 2018* (pp. 224–247). Hong Kong: Chung Hwa Press [in Chinese]. [王祺樂、張昕之、滿子梵（2018）。〈香港媒體內容生產調查〉。李文、黃煜主編：《香港媒體數碼發展報告2018》，2018年，頁224–247。香港：中華書局。

4. **Zhang, X.** (2013). Four interpretive frames to make sense of Snowden incident: Government-citizen relation, political expression, international relation, and privacy. *Media Digest [Hong Kong: Radio Television Hong Kong]*, 2013(7), 4-5. [in Chinese] Full text: http://rthk.hk/mediadigest/20130715_76_123002.html. [張昕之（2013）。〈斯諾登事件之四重邏輯：政府-公民關係，政治表達，國際關係，與隱私權利〉。香港電台《傳媒透視》，2013年第7期，頁4-5]

3. **Zhang, X.** (2010). A review on the media's performance during Manila hostage incident. *Media Digest [Hong Kong: Radio Television Hong Kong]*, 2010(9), 3-4. [in Chinese] Full text: http://www.rthk.org.hk/mediadigest/20100914_76_122652.html. [張昕之（2010）。〈媒體、挾持者、政府—「8•23」菲律賓人質事件反思〉。香港電台《傳媒透視》，2010年第9期，頁3-4] (Note: After the publication of this contribution, this article was featured and cited extensively in a popular deliberation radio program of Radio-1, Radio Television Hong Kong, *the Millennium*, on September 21, 2010)

2. **Zhang, X.** (2010). The impact of online social networking on university students' civic participation: A case of two universities in Southern China. In G. Zhang (Ed.), *Communication in e-Society: Innovation, collaboration, and responsibility*, pp. 95–115). Shanghai: Shanghai People's Press. [張昕之（2010）。〈社交網站使用與大學生公民參與行為之關係：以中國南部兩所高校為例〉。張國良主編：《e社會傳播：創新·合作·責任》，頁95-115，上海人

民出版社].

1. **Zhang, X.** (2009). The media coverage of “Green Dam” software incident in mainland China. *Media Digest [Hong Kong: Radio Television Hong Kong]*, 2009(7), 4-5. [in Chinese] Full text: http://rthk.hk/mediadigest/20090715_76_122313.html. [張昕之 (2009)。〈中國內地「綠壩」軟體風波始末：從官方到民眾——七大主角的網路媒介話語博弈〉。香港電台《傳媒透視》，2009年第7期，頁4-5]

Selected Conference Presentations (internationally major peer-reviewed conferences)

20. **Zhang, X.** (2019). *Data, coders, and designers in the newsrooms: The adoption of data-driven journalism in Hong Kong's local news organizations*. Paper presented at the 69th Annual Conference of International Communication Association (ICA), DC, USA, 24 - 28 May 2019.

19. Ho, J. C. F. & **Zhang, X.** (2019). *Marketing virtual reality games with text: A text mining analysis of game descriptions on Steam*. Paper (poster session) presented at the 69th Annual Conference of International Communication Association (ICA), DC, USA, 24 - 28 May 2019.

18. **Zhang, X.**, Zhang, L., Zhang, M., Liu, Y., He, W., & Zhou, W. (2018). *Monkey King, Naruto, and Mickey Mouse: Mapping the co-consumption network of animation protagonists in China*. Paper presented at the 68th Annual Conference of International Communication Association (ICA), Prague, The Czech Republic, 24 - 29 May, 2018.

17. **Zhang, X.** (2017) *Visualization, technologies, or the public? - A text mining analysis of the articulation of data-driven journalism in the Twittersphere*. Paper presented at the 67th Annual Conference of International Communication Association (ICA), San Diego, USA, 25 – 29 May, 2017.

16. **Zhang, X.** & Lin, W.-Y. (2017). *Extending the Gamson hypothesis on social media use and elite-challenging political participation: A cross-polity study*. Paper presented at the 67th Annual Conference of International Communication Association (ICA), San Diego, USA, 25 – 29 May, 2017.

15. **Zhang, X.** (2016). *The effects of freedom restoration, message frames, and language variety on psychological reactance*. Paper presented at the 66th Annual Conference of International Communication Association (ICA), Fukuoka, Japan, 9-13 June, 2016.

14. Cui, L., & **Zhang, X.** (2016). *What happened to those tomboys several years later?: Empowerment from Super Girls' Voice for girls in mainland China (2007-2015)*. Paper presented at the 66th Annual Conference of International Communication Association (ICA), Fukuoka, Japan, 9-13 June, 2016.

13. Lin, W.-Y., Cao, B., & **Zhang, X.** (2016). *To speak or not to speak: Predicting college students' outspokenness in the pro-democracy movement in Hong Kong*. Paper presented at the 66th Annual Conference of International Communication Association (ICA), Fukuoka, Japan, 9-

13 June, 2016.

12. **Zhang, X.**, & Zhong, Z.-J. (2015). *Mapping the boundary of media effects on environmental concerns: Evidence from 37 societies*. Paper presented at the 65th Annual Conference of International Communication Association (ICA), San Juan, Puerto Rico, 21-25 May 2015.

11. Lin, W.-Y., & **Zhang, X.** (2015). *From spectators to participants: A study of affective intelligence, media uses, and political participation in Hong Kong*. Paper presented at the 65th Annual Conference of International Communication Association (ICA), San Juan, Puerto Rico, 21-25 May 2015.

10. Wang, C.-J., Chen, H.X., & **Zhang, X.** (2015) *The landscape of information diffusion on Sina Weibo: Investigating the rich-club effect*. Paper presented at the 65th Annual Conference of International Communication Association (ICA), San Juan, Puerto Rico, 21-25 May 2015.

9. **Zhang, X.**, & Lin, W.-Y. (2014) *The cynics in action: Social networking sites use, political attitudes, and political participation in mainland China and Hong Kong*. Paper presented at the 64th Annual Conference of International Communication Association (ICA). Seattle, Washington, the U.S., May 2014. Awardee of the Political Communication Division Travel Grant.

8. **Zhang, X.**, & Lin, W.-Y. (2014) *Bowling alone or together? Social media uses, organizational membership, and political participation*. Paper presented at the ICA 2014 Pre-conference: *New Media and Citizenship in Asia: Values, Digital Politics, and Civic Well-Being*, Seattle, Washington, the U.S., May 2014. Awardee of the Division Travel Grant.

7. Zhong, Z.-J., & **Zhang, X.** (2014). *Media and psychological predictors of civic engagement: Uses of news, motivation, political efficacy, and relative deprivation*. Paper presented at the 64th Annual Conference of International Communication Association (ICA). Seattle, Washington, the U.S., May 2014.

6. **Zhang, X.**, & Zhang, F. (2013). *Powered by democracy? - A multilevel model of media uses and political participation across Asian countries*. Paper presented at the Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC), D.C., the U.S., Aug 8 – 11, 2013. McCombs Shaw Best Student Paper Award, the Political Communication Interest Group.

5. **Zhang, X.**, & Zhang, W. (2013). *The willingness to fight for the People's Republic of China? The individual determinants of political support in the post-colonial Hong Kong*. Paper accepted to be presented at the 99th Annual Convention of National Communication Association (NCA). D.C., the U.S., Nov 21-24, 2013.

4. **Zhang, X.** (2013). *The myth of "voting with dollars": A cross-polity and multilevel analysis of political consumerism*. Paper presented at the 63rd Annual Conference of International Communication Association (ICA). London, the U.K., June 17-21, 2013.

3. Lin, W.-Y., **Zhang, X.**, & Lee, F. L. F. (2013). *Making the world a distant place? How foreign TV news affects individual cynicism in post-colonial Hong Kong*. Paper presented at the 63rd Annual Conference of International Communication Association (**ICA**). London, the U.K., June 17-21, 2013.

2. Liu, N., & **Zhang, X.** (2012). *Talking as communicators: Effects of group communication, government-citizen interaction, and perceived media importance on online political discussion*. Paper presented at the 100th Annual Convention of Association for Education in Journalism and Mass Communication (**AJMC**). Chicago, the U.S., Aug 9-12, 2012.

1. Lin, F., & **Zhang, X.** (2012). *Contextualizing inter-media influence: Diffusion of online news about three collective actions in China*. Paper presented at the 62nd Annual Conference of International Communication Association (**ICA**). Phoenix, Arizona, the U.S., May 24-28, 2012.

Study and Travel Grants

Section A. External competitive grants

- Mar 2014. Conference Travel Grant, “New Media and Citizenship in Asia,” 2014 International Communication Association (**ICA**) Preconference, Seattle, the U.S. [800 USD].
- Mar 2014. Conference Travel Grant, Political Communication Division, International Communication Association (**ICA**), the Annual Convention, Seattle, the U.S. [500 USD].
- Sep 2009 - Aug 2013. Full Scholarship, University Grants Council (**UGC**) Scholarship for Doctoral Studies, Hong Kong SAR.

Section B. Internal development grants

- May 2019. Staff Development Grant, School of Communication, Hong Kong Baptist University, for the 2019 Annual Conference of the International Communication Association (**ICA**), DC, the US. [24,888 HKD]
- Mar 2018. Staff Development Grant, School of Communication, Hong Kong Baptist University, for the 2018 Annual Conference of the International Communication Association (**ICA**), Prague, Czech. [19,200 HKD]
- Feb 2017. Staff Development Grant, School of Communication, Hong Kong Baptist University, for the 2017 Annual Conference of the International Communication Association (**ICA**), San Diego, the US. [15,000 HKD]
- Mar 2016. Staff Development Activities Grant, College of Professional and Continuing Education, The Hong Kong Polytechnic University, for the 2016 Annual Conference of the International Communication Association (**ICA**), Fukuoka, Japan. [10,000 HKD]
- Jun 2013. Conference Travel Grant, Department of Media and Communication, City University of Hong Kong, for the 2013 Annual Conference of the International Communication Association (**ICA**), London, England [12,000 HKD].
- May 2012. Conference Travel Grant, Department of Media and Communication, City University of Hong Kong, for the 2012 Annual Conference of the International Communication Association (**ICA**), Phoenix, Arizona, the U.S. [12,000 HKD].

- Nov 2011. Research Activities Fund, Chow Yei Ching School of Graduate Studies, City University of Hong Kong, for the 2011 Annual Conference of the National Communication Association (NCA), New Orleans, the U.S. [10,000 HKD].

Academic Awards & Honors

- **Nov 2018. Distinguished Alumni Award**
- Awarded at the 10th Anniversary of the Department of Media and Communication, City University of Hong Kong.
- **May 2013. McCombs Shaw Best Student Paper Award**
- Awarded by Political Communication Interest Group, Association for Education in Journalism and Mass Communication (AEJMC). *AEJMC is a major international membership organization for academics in the field, offering regional and national conferences and refereed publications.*
- **Sep 2012. Outstanding Academic Performance Award**
- Awarded by Chow Yei Ching School of Graduate Studies, City University of Hong Kong [1,000 HKD].
- **Sep 2012. Research Tuition Scholarship**
- Awarded by Chow Yei Ching Graduate School, City University of Hong Kong [42,000 HKD].
- **Mar 2011. Chow Yei Ching School of Graduate Studies Scholarship**
- Awarded by Chow Yei Ching School of Graduate Studies, City University of Hong Kong [60,000 HKD]. *This is a meritorious award and is granted on a strictly competitive basis, for students' outstanding academic performance. Around 10 awards are given out each year, with each department only one nominee.*
- **Apr 2010. Outstanding Academic Paper by Students**
- Run Run Shaw Library, City University of Hong Kong [1,000 HKD]. *The OAPS project is initiated by CityU Library to store students' course-based term papers.*

Academic Teaching and Supervision

1. Courses taught in Hong Kong Baptist University (2016 - present)

Offering	Course code and title	Level
2019 Fall	COMM7340 AI for Digital Media	Postgraduate (core course for the MSc in AI and Digital Media)
2019 Spring	COMM7190 Issues and Cases in Mass Communication	Postgraduate (elective)
2018 Fall	COM5507 (invited guest instructor at City University of Hong Kong) Social Media Data Acquisition and Processing (Course Repo on GitHub)	Postgraduate (core course for the Media and Data Analytics Stream)
2018 Spring	COMM7210 Research Project	Postgraduate (elective)
2017-2018	JOUR4036/JOUR3137 Communication Theory	Undergraduate (journalism major core)
Proposed	COMM7840 Algorithmic Culture	Postgraduate (elective)

Proposed	COMM7780 Big Data Analytics for Media and Communication	Postgraduate (elective)
Proposed	JOUR4046 Integrated Data-Driven Storytelling	Undergraduate (core course for Data and Media Communication Concentration)

2. Courses taught at Hong Kong Polytechnic University (2014 - 2016)

Offering	Course code and title (all undergraduate level)
2014-16	SPD4488 Integrated Study - Capstone Project for the BA (Hons) in Professional Communication Programme
2014-16	SPD4458 Integrated Study - Capstone Project for the BA (Hons) in Marketing & Public Relations Programme
2015-16	SPD4347 Languages, Cultures, and Communication
2014-16	SPD2315 Films and Storytelling (subject leader)
2014-16	SPD2314 Culture and Ways of Life (subject leader)
2014-16	SPD2312 Contemporary China
2014-16	SPD2303 Introduction to Communication

3. Courses taught at City University of Hong Kong (2013 - 2014)

Offering	Course code and title
2014 Spring	COM3109 International Communication (core course for BA (Hons) in Media and Communication)
2014 Spring	COM5502 Multimedia Communication (core course for MA in Communication and New Media)

4. Research supervision

1. Research students

- Wenshu Li (Ph.D., 2018 -) (Co-supervising with Dr. Leanne Chang, Associate Professor in the Department of Communication Studies at Hong Kong Baptist University).

2. Research/project assistants

- Can He (2018 - 2019), Department of Computer Science, Hong Kong Baptist University.
- Chen Xu (2018 - 2019), Department of Computer Science, Hong Kong Baptist University.
- Jiaxuan Jiang (2019), School of Communication, Hong Kong Baptist University.
- Yucan Xu (2019), School of Communication, Hong Kong Baptist University.
- Qile Wang (2018 - 2019), School of Communication, Hong Kong Baptist University.
- Jiehu Yuan (2018 - 2019), Department of Journalism & Department of Computer Science, Hong Kong Baptist University.
- Mengyi Zhang (2017 - 2018), Department of Journalism, Hong Kong Baptist University
- Wanting Xu (2017 - 2018), Department of Journalism, Hong Kong Baptist University.
- Ge Song (2016 - 2017), Department of Journalism, Hong Kong Baptist University

Professional Services

- **University Committee Service and Other Services**
 - 2017 – Present. Committee Member. The Committee on the Research Ethics Committee (REC) (the former Use of Human & Animal Subjects in Teaching and Research (HASC)), Hong Kong Baptist University.
 - 2017 – Present. Committee Member. The E-learning Committee. Centre of Holistic Teaching and Learning (CHTL), Hong Kong Baptist University.
 - 2010 – 2011. Graduate Study Committee Member (Student Representative), College of Liberal Arts and Social Sciences, City University of Hong Kong.
 - 2008 – 2009. Class Representative by Election, MA in New Media and Communication, City University of Hong Kong.
- **Ad-hoc Reviewer for the below peer-reviewed academic journals (selected). Note:** Most journal review records are documented and verified in my Publon profile: <https://publons.com/researcher/1613458/xinzhi-zhang>
 - *New Media & Society (SSCI)*
 - *American Journal of Political Science (SSCI)*
 - *International Journal of Public Opinion Research (SSCI)*
 - *Computers in Human Behaviors (SSCI)*
 - *Journalism and Mass Communication Quarterly (SSCI)*
 - *Digital Journalism (SSCI)*
 - *Mass Communication & Society (SSCI)*
 - *Political Communication (SSCI)*
 - *Social Science Computer Review (SSCI)*
 - *International Political Science Review (SSCI)*
 - *International Journal of Communication (SSCI)*
 - *Information, Communication, and Society (SSCI)*
 - *Youth & Society (SSCI)*
 - *Cyberpsychology, Behavior, and Social Networking (SSCI)*
 - *Telematics and Informatics (SSCI)*
- **Research Paper Reviewer:** International Communication Association (ICA) Annual Convention submissions, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Interdisciplinary Professional Development

- July 2019. **Recommender System** (120 hours)
 - by Prof Joseph Konstan of the University of Minnesota on Coursera, including Introduction to Recommender Systems: Non-personalized and Content-based; Nearest Neighbor Collaborative Filtering, Recommender Systems: Evaluation and Metrics, Matrix Factorization and Advanced Techniques, and Recommender Systems Capstone.
- June 2019. **Applied Machine Learning with Python** (34 hours)
 - by Prof Kevyn Collins-Thompson of University of Michigan on Coursera. Certificate earned in June 2019.
- May 2018. **Data Visualization** (24 hours)

- by Prof John Hart, University of Illinois at Urbana-Champaign on Coursera. Certificate earned in May 2018.
- Jan 2018. ***Data X Master Class for Technical Leader*** (2-day intensive workshop in collaboration with HKBU).
 - by Prof. Ikhlaz Sidhu and Mr. Alexander Fred Ojala, UC Berkeley.
- Jan 2018. ***Python for Everybody***, a 5-course Specialization by University of Michigan on Coursera (120 hours)
 - by Dr. Charles Severance, University of Michigan on Coursera, including Programming for Everybody, Python Data Structures, Using Python to Access Web Data, Using Databases with Python, and Capstone: Retrieving, Processing, and Visualizing Data with Python. Specialization Certificate earned in Jan, 2018.
- July 2017. ***The Summer School Programme of Artificial Society and Computational Social Science*** (10-day intensive workshop, 57 credits)
 - by School of Sociology and Anthropology, Sun Yat-Sen University, Guangzhou, China. Certificate earned in July, 2017.
- June 2017. ***Data Journalism Fundamentals*** (5 weeks)
 - by the Journalism and Media Studies Centre at The University of Hong Kong, in partnership with Google News Lab, Certificate earned in June 2017.
- Dec 2012. ***Social Network Analysis*** (24 hours)
 - by Dr. Lada Adamic, University of Michigan on Coursera, Certificate earned in December, 2012.

Research & Professional Skills

- **Programming Language:** Python, R
- **Database:** SQLite (with Python)
- **Data Analysis:** Python, R, STATA, SPSS,
- **Data Visualization Toolkits:** R, Gephi, Tableau
- **Computational Methods:** Social network analysis, text mining, web data harvesting and processing, machine learning for digital media
- **Social Science Research Methods:** comparative social survey, content analysis, experimental design
- **Multivariate Statistical Analysis:** General linear modeling, generalized linear modeling, multi-level modeling, structural equation modeling
- **Multimedia Contents Production:** Adobe Dreamweaver, Adobe Multimedia Packages (Audition, Premiere, After Effects, Photoshop, Illustrator, InDesign), CorelDraw.