

Yuying Lin

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EDUCATION

- **National Chengchi University, Taiwan** Taipei
Master's in Communication, College of Communication Sep 2019 – Aug 2023
GPA: 4.17/4.30
- **Chinese University of Hong Kong** Hong Kong
IASP (International Asian Study Programme) Jan 2022 – May 2022
GPA: 3.8/4.0
- **Renmin University of China** Beijing
Journalism and Communication, School of Journalism, Exchange Student Sep 2015 – Jun 2019
GPA: 3.85/4.0
- **Fujian Normal University** Fuzhou
Bachelor's in Broadcasting and Television, College of Communication Sep 2015 – Jun 2019
GPA: 3.66/4.0 (Top 5% in major)

RESEARCH

- "Investigating Time Management in the Age of Mobile Phones: A Perspective of Activity Theory and Affordance" [\[Link\]](#)
——Using an auto-ethnographic research method, the study analyzes how users manage time with the intervention of mobile phones.
- "Using Media Dependency Theory and Theory of Rational Action: Predicting Public Health Behavior" [\[Link\]](#)
——Through the use of database data, the research employs data analysis methods to study the impact of social media on users' health information reception behaviors.
- "Consumerism Strategies in Anti-Feminist Discourse on Social Media", Taiwan Information Annual Action Network Seminar, November 2021, Paper Presenter [\[Link\]](#) [\[Link\]](#)
——Using discourse analysis, the study analyzes the discursive strategies and implications of feminist and anti-feminist rhetoric on the internet.
- "Framing Analysis of 'People's Daily' Reporting on the COVID-19 Outbreak from the Perspective of Legitimacy", Chinese Communication Association Annual Seminar, June 2021, Paper Presenter [\[Link\]](#) [\[Link\]](#)
——Using framing analysis, the research studies media propaganda during specific events, revealing the underlying ideologies of the text.
- "Communicator or Intermediary? A Preliminary Exploration of the Social Relationships and Meaning Production between Users and the Virtual Assistant Siri from the Perspective of Human-Machine Communication", Taiwan Information Annual Artificial Intelligence Seminar, November 2020, Paper Presenter [\[Link\]](#) [\[Link\]](#)
——Using in-depth interviews, the research analyzes AI product users' preferences, motivations, and experiences.

HONORS AND AWARDS

- **Certificate for "Financial Markets" Course from Yale University**, 2020 [\[Link\]](#)
- **Outstanding Mainland Student Scholarship**, National Chengchi University, Taiwan, 2020 [\[Link\]](#)
- **Pan Siyuan Alumni Scholarship**, National Chengchi University, Taiwan, 2019 [\[Link\]](#)
- **Outstanding Graduate (Top 3% in Major)**, Fujian Normal University, 2018
- **National Inspirational Scholarship (Top 3% in Major)**, 2018
- **National Inspirational Scholarship (Top 3% in Major)**, 2017
- **Second-class Scholarship**, 2017
- **First Place in Documentary Category at the 3rd China Dream Youth Film Festival**, 2019
- **Shortlisted Documentary at the 26th Beijing University Student Film Festival**, 2019
- **Excellence Award at the 6th Fujian Province College Student Film Contest**, 2019
- **Second Place in China University Newspaper Good News Award**, 2018
- **Third Place in China University News Support Plan**, 2018
- **Student Journalist Group of CCTV Dragon Boat Race Fuzhou Station**, 2017
- **Advanced to Top 8 in Fujian Provincial Hai Bo TV Program Planning Contest**, 2017
- **Second Place in 14th Campus Reporter Elegance Contest**, 2016

PROFESSIONAL SKILLS

- **Data Analysis:** Proficient in Python and SPSS tools. Skilled in using Pandas, NumPy, Scikit-learn, and Matplotlib for financial data processing, analysis, and visualization. Capable of automating web pages and data scraping with JavaScript.
- **Advanced Excel Skills:** Pivot Tables: Used for summarizing, analyzing, and reporting large datasets. Macros (VBA programming): Can automate repetitive tasks, enhancing Excel capabilities. Familiar with array formulas, data validation, and conditional formatting among other advanced features. Able to build and maintain financial models, and conduct flexible sensitivity analysis.
- **Financial Knowledge:** Completed Yale University's "Financial Markets" open course, gaining an in-depth understanding of the functioning of financial markets, financial instruments, and economic theories. Through examples and case studies, gained a thorough insight into the history, trends of financial markets, and their relationship with the global economy.

PROJECT EXPERIENCE

- **Shenzhen Daya Internet Co., Ltd.** *Shenzhen Marketing Planning Department*
May 2023 – August 2023
 - Responsible for social media operation planning. Produced educational videos on ChatGPT, Midjourney and other AIGC applications on platforms like Xiaohongshu, Douyin, Kuaishou.
 - Managed the WeChat official account, achieving a fan increase of 2,700 in 3 months.
- **The Paper News** *Beijing Intern Reporter, Legal Reporting Department*
September 2017 – September 2018

Responsible for covering and writing on marital law, new land management law, and blacklisted case studies. Main articles include:

 - "Should wives share the debt owed by their gambling husbands? Two courts in Tianjin gave opposite rulings." [\[Link\]](#)
 - "Behind the Ganzhou bloodshed: Hollow houses lead to disputes, officials say villagers' consent is needed before demolition." [\[Link\]](#)
 - "Behind the 70-year-old woman in Fujian owing 800 million: 94 parking spaces were mortgaged for huge loans." [\[Link\]](#)
 - "Legal Lessons — Jiang Ge case challenges between emotion and law, do beneficiaries have a duty to compensate the victim?" [\[Link\]](#)

• **Fujian Daily**

Fuzhou Intern Reporter, Economy and Education Department

August 2016 – September 2016

Responsible for covering education-related work in Fuzhou, including Fujian's education aid programs and university student summer activities. Main articles:

- "Using immense power to make public welfare scholarships more precise." [\[Link\]](#)
- "Fuzhou University Town welcomes the first batch of freshmen from 2016." [\[Link\]](#)

OTHERS

- Screenplay: "Truth" [\[Link\]](#)
- Variety Show Planning: "Create Thirty-Three" [\[Link\]](#)
- Documentary: "Fleeting Moments" [\[Link\]](#)