

ZHILIANG LIN 林志良

zhiliang.lin@ugent.be ◊ www.zhilianglin.com

Computational Communication Science, Media Psychology, Health Communication

EDUCATION

Ghent University, Ghent, Belgium	<i>Expected 2026</i>
M.Sc. in Statistical Data Analysis (Advanced Master's Program)	
Jinan University, Guangzhou, China	2019
M.A. in Communication	
Southwestern University of Finance and Economics, Chengdu, China	2015
B.A. in Journalism (Financial Journalism)	

ACADEMIC APPOINTMENTS

Guangzhou Nanfang College	Jul 2020 - Sep 2025
<i>Teaching Associate</i>	
Shenzhen University	Jul 2019 - Jun 2020
<i>Research Associate</i>	

PUBLICATIONS

- Guangchao Charles Feng, Xianglin Su, **Zhiliang Lin**, Yiru He, Nan Luo, & Yuting Zhang. (2021). Determinants of Technology Acceptance: Two Modeling-based Meta-analytic Reviews. *Journalism & Mass Communication Quarterly*, 98 (1), 83-104. (**Q1 SSCI journal in communication**) [[link](#)]
- Guangchao Charles Feng, **Zhiliang Lin**, Xianglin Su, & Wanhu Ou. (2021). A Model-based Meta-analysis of Willingness to Participate in Cancer Screening. *International Journal of Environmental Research and Public Health*, 18 (5), 2580. (**Q1 SSCI journal in public health**) [[link](#)]
- Guangchao Charles Feng, Yuting Zhang, & **Zhiliang Lin**. (2019). A Meta-Analysis of the Effects of Sociodemographic Factors on Social Media Adoption. *International Journal of Communication*, 13, 1996-2025. (**Q3 SSCI journal in communication**) [[link](#)]
- (in Chinese) **Zhiliang Lin**. (2019). Your Friends Matter: A Mediation Model of Wechat Use and School Identity. *New Media Research*, 06, 17-22. [[link](#)]

CONFERENCE PRESENTATIONS

- (in Chinese) **Zhiliang Lin**. (2025, Jan) An Online Survey of the Public's Character Preference towards *The Story of the Stone*. *The 9th Academic Seminar of the School of Literature and Media, Guangzhou Nanfang College*, Guangzhou, China. [[link](#)][[code](#)]
- Nan Luo, Yiru He, & **Zhiliang Lin***. (2020, Aug) Doing Data-driven Research Using the IMDb Dataset. *ICA Pre-conference on Open Methods, Open Data*, Virtual Conference.

- Yiru He, Nan Luo, & **Zhiliang Lin***. (2020, May) “Three Layers, Two Types of Domestic News Flow”: News Prominence of Places in Chinese Newspapers. *International Cultures of Journalism Conference*, Sydney, Australia.
- Xianglin Su, **Zhiliang Lin**, Yuting Zhang, & Guangchao Charles Feng. (2019, May) Determinants of Technology Acceptance: Two Modeling-based Meta-analytic Reviews. *69th Annual ICA Conference*, Washington, D.C., USA.
- Wanhua Ou, **Zhiliang Lin**, Xianglin Su, & Guangchao Charles Feng. (2018, Aug). Engagement in Cancer Screening: Theoretical Exploration Using A Meta-Analytical Structural Equation Modeling Approach. *AEJMC 2018 Annual Conference*, Washington, D.C., USA.
- **Zhiliang Lin**, Yuting Zhang, & Guangchao Charles Feng. (2018, May). The Effects of Socio-demographic Factors on the Social Media Divide: A Meta-analytic Review. *68th Annual ICA Conference*, Prague, Czech Republic.
- (in Chinese) **Zhiliang Lin** & Jiahong Wu. (2017, Apr). Marxism in Chinese Journalism and Communication Studies: A Bibliometric Overview. *Red Heritage: Marxism and Chinese Journalism and Communication Consortium*, Chongqing, China.

WORKING PROJECT

- M.Sc. Thesis Topic: “Overweight, obesity and mental health trajectories.” (*A longitudinal analysis of the BELHEALTH cohort, in collaboration with Sciensano.*)

TEACHING EXPERIENCE

While working at Guangzhou Nanfang College, I taught the following courses:

- Statistics for Communication Studies [[link](#)]
- New Media Data Analysis [[link](#)]
- Web Data Scraping [[link](#)]
- Academic Writing
- Mass Communication Research Methods

WORKSHOPS ATTENDED

Artificial Society and Computational Social Science
Sun Yat-Sen University

Jul 2017; Aug 2023

Leadership Meta Essentials
Netherlands Psychological Statistics Union

Sep 2020

The Application of Bayesian Statistical Methods in Management
Sun Yat-Sen University

Jun 2017

SELECTED AWARDS & HONORS

Guoqiang Scholarship for Media Students (CNY 1000)	2019
Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000)	2018
Jinan University Grant for International Academic Conferences (CNY 15000)	2018
Jinan University Graduate Academic Scholarship, Third Prize (CNY 2000)	2017
Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000)	2016
Southwestern University of Finance and Economics Academic Scholarship, Third Class (CNY 600)	2015
Wangcungang Xiangrong Education Assistance Foundation Award (CNY 8000)	2011
Wuchuan “Wenquxing Care Project” Education Award (CNY 2000)	2011

SKILLS

Programming Languages	R, Python, SQL
Statistics Software	SPSS, AMOS, SmartPLS
Other Tools	CiteSpace, Ucinet, Tableau, Zotero

LANGUAGES

Mandarin Chinese (Native), Cantonese (Native), English (Fluent, IELTS 7.0)