

# ZHILIANG LIN 林志良

zhiliang.lin@ugent.be

[www.zhilianglin.com](http://www.zhilianglin.com)

## RESEARCH INTERESTS

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Computational Communication Science, Media Psychology, Health Communication

## EDUCATION

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**Ghent University**, Ghent, Belgium *Expected 2026*

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)

## PROFESSIONAL EXPERIENCE

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**Guangzhou Nanfang College** Jul 2020 - Sep 2025

*Teaching Associate*

- Designed and instructed undergraduate courses: (a) Statistics for communication; (b) New Media Data Analysis; (c) Web Data Scraping.
- Supervised and provided guidance for undergraduate theses.

**Shenzhen University** Jul 2019 - Jun 2020

*Research Associate*

- Performed data wrangling and statistical analysis on large-scale datasets for two research reports.
- Assisted in the revision and resubmission process for two SSCI manuscripts.
- Developed and maintained the research lab's website.

## PUBLICATIONS

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- Guangchao Charles Feng., **Zhiliang Lin.**, Xianglin Su., & Wanhua 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.
- 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.
- Guangchao Charles Feng., Yuting Zhang., & **Zhiliang Lin.** (2019). A Meta-Analysis of the Effects of Sociodemographic Factors on the Social Media Adoption. *International Journal of Communication*, 13, 1996-2025.

- (in Chinese) **Zhiliang Lin.** (2019). Your Friends Matter: A Mediation Model of Wechat Use and School Identity. *New Media Research*, 06, 17-22.

## CONFERENCE PRESENTATIONS

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- Nan Luo., Yiru He., & **Zhiliang Lin\***. (2020, Aug) Doing Data-driven Researches Using IMDb Dataset. *ICA Pre-conference on Open Methods, Open Data*, Virtual Conference.
- 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.
- **Zhiliang Lin.**, Yuting Zhang, &. Guangchao Charles Feng. (2018, May). The Effects of Socio-demographic Factors on Social Media Divide: A Meta-analytical Review. *68th Annual ICA Conference*, Prague, Czech Republic.
- 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. *The Association For Education In Journalism & Mass Communication Annual Conference*, Washington, D.C., USA.
- (in Chinese) **Zhiliang Lin.** & Jiahong Wu. (2017, Apr). The Marxism in Chinese Journalism and Communication Studies: A bibliometric overview. *Red Heritage: Marxism and Chinese Journalism and Communication Consortium*, Chongqing, China.

## WORKSHOPS ATTENDED

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The Application of Bayesian Statistical Methods on Management <i>Sun Yat-Sen University</i>	<i>Jun 2017</i>
Artificial Society and Computational Social Science <i>Sun Yat-Sen University</i>	<i>Jul 2017; Aug 2023</i>
Leadership Meta Essentials <i>Netherland Psychological Statistics Union</i>	<i>Sep 2020</i>

## AWARDS & HONORS

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Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000) <i>Jinan University</i>	<i>2018</i>
Jinan University Grant for International Academic Conferences (CNY 15000) <i>Jinan University</i>	<i>2018</i>
Jinan University Graduate Academic Scholarship, Third Prize (CNY 2000) <i>Jinan University</i>	<i>2017</i>
Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000) <i>Jinan University</i>	<i>2016</i>

Southwestern University of Finance and Economics Academic Scholarship, Third Class (CNY 600) *2015*  
*Southwestern University of Finance and Economics*

“Wenquxing Care Project” Education Award (CNY 2000) *2011*  
*Wangcun Port Xiangrong Education Assistance Foundation*

## SKILLS

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

## LANGUAGES

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