

ZHILIANG LIN 林志良

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Ghent, Belgium

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RESEARCH INTERESTS

Computational Communication Science, Media Psychology, Health Communication

EDUCATION

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)

RESEARCH & TEACHING EXPERIENCE

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

- 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

- 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

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>

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)