

ZHILIANG LIN 林志良

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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)

PROFESSIONAL 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.
- 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.
- **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>

AWARDS & HONORS

Guoqiang Grant for Media Students (CNY 1000) <i>Guangdong Guoqiang Public Welfare Foundation</i>	<i>2019</i>
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)	2018
<i>Jinan University</i>	
Jinan University Graduate Academic Scholarship, Third Prize (CNY 2000)	2017
<i>Jinan University</i>	
Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000)	2016
<i>Jinan University</i>	
Southwestern University of Finance and Economics Academic Scholarship, Third Class (CNY 600)	2015
<i>Southwestern University of Finance and Economics</i>	
Wangcungang Xiangrong Education Assistance Foundation Award (CNY 8000)	2011
<i>Wangcungang Xiangrong Education Assistance Foundation</i>	
“Wenquxing Care Project” Education Award (CNY 2000)	2011
<i>Wuchuan Bigan Culture Promotion Association Education Award Foundation</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)