

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., & 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. (**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 the 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 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 Social Media Divide: A Meta-analytical Review. *68th Annual ICA Conference*, Prague, Czech Republic.
- (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.

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 have taught the following courses:

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

WORKSHOPS ATTENDED

| | |
|--|---------------------------|
| 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> |
| The Application of Bayesian Statistical Methods on Management <i>Sun Yat-Sen University</i> | <i>Jun 2017</i> |

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)