

ZHILIANG LIN 林志良

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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	<i>2019</i>
M.A. in Communication	
Southwestern University of Finance and Economics , Chengdu, China	<i>2015</i>
B.A. in Journalism (Financial Journalism)	

PROFESSIONAL EXPERIENCE

Guangzhou Nanfang College	<i>Jul 2020 - Sep 2025</i>
<i>Teaching Associate</i>	
• Designed and instructed undergraduate courses: (a) Statistics for Communication Studies [link]; (b) New Media Data Analysis [link]; (c) Web Data Scraping [link].	
• Supervised and provided guidance for undergraduate theses.	
Shenzhen University	<i>Jul 2019 - Jun 2020</i>
<i>Research Associate</i>	
• 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., 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. [[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. [[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. [[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 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.
- 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

- The impact of non-communicable diseases on mental health over time in Belgium

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)	<i>2019</i>
Jinan University Graduate Academic Scholarship, Second Prize (CNY 6000)	<i>2018</i>
Jinan University Grant for International Academic Conferences (CNY 15000)	<i>2018</i>
Jinan University Graduate Academic Scholarship, Third Prize (CNY 2000)	<i>2017</i>

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
“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)