

# Zhiliang Lin

林志良

## Contact Information

Ghent, Belgium

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## Education

**Ghent University**, Ghent, Belgium

*M.Sc. in Statistical Data Analysis (Advanced Master's Program)*, Expected 2026

**Jinan University**, Guangzhou, China

*M.A. in Communication*, 2019

**Southwestern University of Finance and Economics**, Chengdu, China

*B.A. in Journalism (Financial Journalism)*, 2015

## Research & Teaching Experience

**Teaching Associate**, Guangzhou Nanfang College (Jul 2020 – Sep 2025)

- 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.

**Research Associate**, Shenzhen University (Jul 2019 – Jun 2020)

- 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.

## Research Interests

Computational Communication Science, Media Psychology, Health Communication

## **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, Sun Yat-Sen University, Jun 2017
- Artificial Society and Computational Social Science, Sun Yat-Sen University, Jul 2017; Aug 2023
- Leadership Meta Essentials, Netherland Psychological Statistics Union, Sep 2020

### **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)