

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 at 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 at 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, April). *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, 2017 Jun
- Artificial Society and Computational Social Science, Sun Yat-Sen University, 2017 July; 2023 Aug

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)