**Zhiliang Lin**

**林志良**

**Contact Information**

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882 Wenquan Ave, Conghua District, *Personal Website*: [www.zhilianglin.com](http://www.zhilianglin.com)

Guangzhou, Guangdong Province, China

**Education**

M.Sc., Subsequent Master in Statistical Data Analysis, Ghent University 2026

M.A., Department of Communication, *Jinan University*  2019

B.A., Department of Journalism, *Southwestern University of Finance and Economics*  2015

**Employment**

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

**•** Teaching: (a) *Statistics for communication*; (b) *New Media Data Analysis*; (c) *Web Data Scraping*.

**•** Provide instructions to the thesis writing for the graduates.

**Research Associate at Shenzhen University**  Jul, 2019 – Jun, 2020

**•** Do data wrangling and data analysis on massive data and finished two report articles.

**•** Buid the website of the lab and maintain the daily operation.

**•** Help finish the revision of two SSCI manusripts.

**Research Interests**

Computational Communication Research, 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. (2020). 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.

**(paper 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.

**(paper 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

**Training and Skills**

• Programming languages: R, Python, SQL

• Statistics software: SPSS, AMOS, SmartPLS

• Scientometrics software: CiteSpace, bicomb, Ucinet

• Visualization software: Adobe Photoshop, Adobe Illustrator, Visio, Tableau

• Reference management software: Endnote, Zotero, NoteExpress

**Languages**

Mandarin Chinese (native), Cantonese (native), English (IELTS 7.0, L: 7.5, R: 8, W: 6, S: 5.5)