**Zhiliang Lin**

**林志良**

**Contact Information**

Ghent, Belgium

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**Research Interests**

Computational Communication Science, Media Psychology, Health Communication

**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.

**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)