Katherine (Siyu) Zhang
Curriculum Vitae

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EDUCATION

Sichuan International Studies University Chongqing, China

MA in Communication 2022 - 2025

- Average Score: 92/100
- Core Courses: Computational Method in Communication , Qualitative and Quantitative Methods, Seminar on Communication Theories, Studies on Media Culture, Studies on Communication Practice, International Communication

China University of Labor Relation Beijing, China

BA in Journalism 2018 - 2022

- GPA: 3.80/4.00 Rank:1/89
- Graduated with distinction
- Core Courses: Communication Theory, Big Data and Social Network Analysis, Public Opinion Study, Radio and TV Journalism, Media Management, News Regulations and Ethics, Advertising

Renmin University of China Beijing, China

Non-degree Exchange Program 2020 - 2021

RESEARCH INTEREST

Emerging Technologies and Society, Public Understanding of Science, Misinformation and Disinformation, AI-Human Interaction, Political Communication

REFEREED PUBLICATIONS

[4] **Zhang, S.** (2024). Media Network and Citizen Journalism: The Transition from Agenda Setting to Agenda Loop. *Communication Studies*, 1–20. https://doi.org/10.1080/10510974.2024.2383342

[3] **Zhang,S**. (2024). Uncovering Peer Production's Homogeneity: A Synthesis of Serious Information and Entertainment. In *Proceedings of the 35th ACM Conference on Hypertext and Social Media*, 369–375. https://doi.org/10.1145/3648188.3675145 [PDF]

[2] Liu, G., **Zhang, S**. (2023). When Algorithmic Errors Occur: An Experimental Study on the Impact of Factual Verification Algorithms on User Trust and Usage Intent. *Shanghai Journalism Review*, 10, 16–27. (In Chinese; journal indexed in the CSSCI)

[1] Liu, G., **Zhang, S**. (2023). The Tug of War Over "Coins": Platform Dual Expansion and the Contingency of Digital Labor. *Contemporary Communication*, 3, 71–75. (In Chinese; journal indexed in the CSSCI)

(Under Review) **Zhang,S**. (2024). Do People Trust Misinformation Spoken in Their Dialect? The Role of Group Identity and Expectancy Violations.

REFEREED CONFERENCE PRESENTATIONS

[6] **Zhang,S**. (2024, July). Do People Trust Misinformation Spoken in Their Dialect? The Role of Group Identity and Expectancy Violations. Paper accepted at *the Annual Association for Education in Journalism and Mass Communication Conference (AEJMC)*, Philadelphia, PA ***top student paper**.

[5] **Zhang,S**. (2024, June). The Silencing Effect? Examining the Effect of Real-Name Verification on Social Media Influencers' Public Engagement. Paper presented at *the International Communication Association (ICA) Region Hub* , Renmin University of China, China. [slide]

[4] **Zhang,S**. (2024, June). Comparing Objectivity: An Empirical Study on Group Bias in Clickbait Headlines across Different Media Outlets. Paper presented at *the International Communication Association (ICA) Pre-conference* , National University of Singapore, Singapore. [slide]

[3] **Zhang,S**. (2023, July). International Communication as Translation: How Western Missionaries Penetrate Chinese Society in the Qing dynasty. Paper presented at *the annual conference of the International Association for Media and Communication Research* (IAMCR).

[2] **Zhang,S**. (2023, December).Media Network and Collaboration Journalism: The Transition from Agenda Setting to Agenda Loop. Paper presented at *the 4th innovation Forum, Communication University of China*, Beijing, China,***2nd place in main competition**.

[1] **Zhang,S**. (2023, November).Fabricating in-group identity: How does AI Influence Misinformation Diffusion. Paper presented at *the annual conference of the Chinese Association for History of Journalism and Communication*, Guangzhou, China.

SELECTED WORKS IN PROGRESS

Zhang,S. (2024). Assessing the Machine Source Effect in Health Information Correction: Developing an Integrated Trust Model for Human-Machine Interaction
• Designed and executed an experiment to investigate the impact of machine sources in the context of health information correction
• Enhanced the theoretical understanding of machine heuristics, re-evaluating the role of sources in mitigating the circulation of misinformation

Zhang,S. (2024). Cross-Cultural Perspectives on Generative AI: Examining the Impact of National Origin on Public Trust and Perceived Biases
• Explore whether the national origin affects the perceived objectivity and credibility of AI-generated content related to political matter and science knowledge
• Conduct a multinational survey to quantitatively assess public perceptions across different countries

RESEARCH EXPERIENCE

Master's Thesis 2024
Title: Can Dialect Usage Prompt Misinformation's Credibility? Examining the role of In-Group Identity and Expectation Violation
• Designed and conducted a nationwide survey (N=710) to delve into the psychological processes underlying individuals' responses to dialect-based science and health misinformation
• Utilized fsQCA to explore factors that jointing influence individual perceived credibility of information
• Developed a theoretical framework for the dialectal heuristic model

Research Member at Civic Tech Lab 2024 - Present
Project Title: Public perception of novel food
Advisor: Prof. Weiyu Zhang (National University of Singapore)
• Processed and analyzed a decade of Facebook data using Python, including fine-tuning the BERT model and employing BiLSTM-CRF for Named Entity Recognition
• Interpreted the results to illustrate the evolving public attitudes toward novel foods

Research Assistant 2023 - 2024
National Social Science Foundation of China (22 ZD311), ¥350,000

Project Title: Construction of Discourse System of New Form of Human Civilization
Advisor: Professor Prof. Guoqiang Liu
• Conducted over 15 in-depth interviews with users of short video platforms, collecting over 17 ,000 words of data, synthesizing the interviews into research findings
• Co-authored a publication: Liu, G.& **Zhang,S**.(2023). *The Tug of War Over "Coins": Platform Dual Expansion and the Contingency of Digital Labor. Contemporary Communication*, 3, 71-75

Research Assistant   2022 - 2023
National Social Science Foundation of China (17WWX003), ¥200,000
Project Title: Chinese Cyber Nationalism Collective Behavior and Value Guidance Research within the Discourse Theory Framework
Advisor: Professor Prof. Guoqiang Liu
• Conducted a targeted literature review and drafted summarizing on the concept of Cyber nationalism
• Assisted in analyzing the discourse of Chinese netizens on national issues, providing insights into the Construction of discourse system of new form of human civilization

Principal Investigator   2020 - 2021
National Undergraduate Student Research Funding, ¥5,000
Project Title: The Usage of Internet among Beijing's elderly
• Compiled scholarly literature on elderly mobile phone usage and synthesized relevant qualitative and quantitative methodologies to support the construction of modeling frameworks
• Led the team to collect over 500 surveys from elderly individuals in Beijing, in person, and conducted statistical analysis of elderly phone usage

GRANTS

Chongqing Graduate Student Research Funding (2022), PI. ¥5,000
Project Title: Perception of Time and Rhythmic Adaptation: A Study of New Media Time in Algorithmic Systems
National Undergraduate Student Research Funding (2021), PI. ¥10,000
Project Title: The Usage of Internet among Beijing's elderly
Beijing Undergraduate Student Research Funding (2019), PI. ¥5,000
Project Title: The Evolution of Couriers' Media Images

AWARDS AND HONORS

2024 -Top Student Paper, Community Journalism Interest Group Division/Interest Group, Annual Association for Education in Journalism and Mass Communication Conference
2023 -National Graduate Scholarship for academic excellence, The Chinese Ministry of Education
2023 -Sichuan International Studies Universities Honor Scholarship for academic excellence, Sichuan International Studies Universities
2022- Beijing Excellent Graduation Thesis Award
2020 -National Undergraduate Scholarship for academic excellence, The Chinese Ministry of Education

RESEARCH SKILLS

Research Design
Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts
Computational Methods

Natural language processing, Unsupervised and supervised machine learning, Social network analysis, Sentiment Analysis

Quantitative Analysis Methods

Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM), Time-Series Analysis

Programming

Statistical Analysis: SPSS, AMOS, Python

TEACHING EXPERIENCE

Teaching Assistant Spring 2021

Introduction to Communication

Undergraduate lecture; Instructor: Dr. Xuejing Zhang

English Teacher Spring 2020

High School English Tutor

INDUSTRIAL EXPERIENCE

PR Executive Internship Influence Matters (2023)

• Conducted comprehensive market research on weekly basis, including the collection and analysis of over 100 news articles, to monitor and assess the competitive landscape

• Utilized Python to track and analyze social media sentiment and consumer engagement with the brand and its competitors

PR Executive Internship Golin, Interpublic Group (2022)

• Facilitated strategic communication initiatives to enhance the brand's market strategy

• In charge of spearheading the promotional campaign for Harley-Davidson's motorcycle apparel, engaged with Key Opinion Consumers (KOCs), provided them with complimentary attire to incentivize the creation and sharing of content

PUBLISHED JOURNALISM WORK

XinHua Published News Article:*Don't rush to reject the concept of "gap year"* [Link]

ACADEMIC MEMBERSHIPS

International Communication Association, International Communication Association, Association for Education in Journalism and Mass Communication, International, International Association for Media and Communication Research