

EDUCATION

- **Wuhan University** Wuhan, China
M.A. in Journalism and Communication; Average Score: 89.04/100; IELTS 7.5
Sep 2023 – Jun 2025
- **Wuhan University** Wuhan, China
B.A. in Radio and Television; Average Score: 86.50/100
Sep 2019 – Jun 2023

PUBLICATIONS

Journal Articles

- **Research on the Matching Effect of Social Media Advertising Appeal and Narrative Person: Evidence from China**
Journal of Theoretical and Applied Electronic Commerce Research (JTAER) (CiteScore Q1, IF=5.1)
Published: 5 Aug 2024
DOI: doi.org/10.3390/jtaer19040143
- **Aging Alone in A Connected World: The Impact of Family Neglect on Smartphone Dependence in Contemporary China**
Mobile Media & Communication (MMC) (CiteScore Q1, IF=1.8)
Status: Under Review | Submitted at 23 Dec 2025
Available at SSRN: 6856879
- **Trusting AI in China: Institutional Trust and the Domestic Advantage of DeepSeek over ChatGPT**
Chinese Journal of Communication (CJC) (CiteScore Q1, IF=1.9)
Status: Under Review | Submitted at 02 Jun 2026
Available at arXiv: 2606.01228

Conference Papers

- **How Institutional Trust Shapes User Trust in Domestic and Global AI Models: Evidence from the Chinese Context**
2026 Association for Education in Journalism and Mass Communication Annual Conference (AEJMC)
Published: 6-10 Aug 2026
Single Author
- **Digital Well-Being for Older Adults: The Impact of Family Neglect on Smartphone Dependence**
2025 Association for Education in Journalism and Mass Communication Annual Conference (AEJMC)
Published: 6-10 Aug 2025
Prime Presenter
- **How do Brands Communicate with Overseas Audiences? The Matching Effect between Narrative Style and Narrative Person**
2024 National Communication Association 110th Annual Convention (NCA)
Published: 21-24 Nov 2024
Prime Presenter
- **Loneliness in the Digital Age: How Partner and Child Neglect Affects Digital Device Addiction in Older Adults? (In Chinese)**
2024 Annual Meeting of the Health Communication Professional Committee of the Chinese Society for the History of Journalism
Published: 19-20 Oct 2024
Prime Presenter
- **Abstract or Concrete? Research on the Matching Effect of Social Media Advertising Appeals and Narrative Person**
2024 International Symposium and Workshop of Interactive Marketing
Published: 22-24 Jun 2024
Prime Presenter

Books

- **Master AI Video in One Sentence (In Chinese)**
Wuhan University Press
Published: Jan 2026
ISBN: 978-7-307-25366-7

EXPERIENCE

- **Tsinghua University** Beijing, China
Remote Research Assistant, School of Journalism and Communication *Jul 2025 - Jan 2026*
 - Supported practice-oriented work, focused on media shaping user behavior.
 - Drafted Chapters of “Master AI Video in One Sentence” (published) as a major editor.
- **Nanyang Technological University** Singapore
Remote Research Assistant, Wee Kim Wee School of Communication and Information *Aug 2025 - Oct 2025*
 - Explored AI impact on users’ emotional engagement.
 - Developed theoretical framework and conducted literature review.
- **China Media Group (CMG)** Beijing, China
Intern, CCTV Advertising Culture and Tourism Marketing Department *Mar 2022 - Jul 2022*
- **Meituan** Beijing, China
Intern, User Product and Content Operation Department *May 2022 - Jun 2022*
- **Blue Focus Digital** Beijing, China
Intern, Advertising Operation Department *Oct 2021 - Dec 2021*

ACADEMIC ACTIVITIES

- International Symposium and Workshop of Interactive Marketing *Jun 2024*
- Interdisciplinary Young Scholars Forum on Business Communication *Jun 2024*
- Teaching assistant of the college course “Communication Statistics” *Mar 2024 - Jun 2024*
- Survey report on media quality: Users’ media quality evaluation criteria from the perspective of entertainment functions *Feb 2024*
- Seminar on research paradigms and publishing experience of international high-level SSCI papers *Nov 2023*

LEADERSHIP & EXTRACURRICULAR INVOLVEMENT

- President of Original Music Association, Wuhan University *Jun 2020 - Jun 2021*
- Deputy Director, Vocal Ensemble, Wuhan University Art Troupe *Sep 2019 - Nov 2021*
- Debater, School of Journalism and Communication Debate Team, Wuhan University *Sep 2019 - Jan 2021*

ACHIEVEMENTS AND AWARDS

- Outstanding Scholarship for Graduate Students, Wuhan University *2024*
- Outstanding Graduate Students, Wuhan University *2024*
- National Gold Award, 16th China Chorus Festival *2021*
- Second Prize, “Telling a Good Chinese Story” Creative Communication Competition, Hubei Province *2021*
- Active Contributor to Social Activities, Wuhan University *2020*
- First Runner-up, Freshman Debate Tournament, School of Journalism and Communication *2019*

SKILLS

- English (IELTS: 7.5), Chinese (Mandarin Proficiency Test certificates: 1st grade)
- Data Analysis (SPSS, Excel, Amos, SmartPLS, Python), Media Technology (Photoshop, Premiere Pro, After Effects)