

Jing (Kristen) Zhang

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Education

University of Michigan - Ann Arbor Ann Arbor, MI
Incoming Ph.D. in Communication and Media Aug 2024
Advisor: Hang Lu

University of North Carolina at Charlotte Charlotte, NC
MA in Communication Studies 2022 – 2024
Advisor: Min Jiang
Committee Member: Min Jiang, Bianca Reisdorf, Erin Basinger. *GPA: 4.00.*

Fudan University Shanghai, China
BA in Communication 2016 – 2021
Advisor: Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*
Minor in Economics.

The University of Sydney Sydney, Australia
Non-degree Exchange Program 2019

Research Interests

Technology Use and Risk, Public Understanding of Science, Social Media Exposure, Media Technology and User Engagement.

Publications

[1] **Zhang, J.**, Liu, R. (2023). Why do Chinese people consume video game live streaming on the platform? An exploratory study linking affordance-based gratifications, user identification, and user engagement. *Telematics and Informatics*.[\[doi\]](#)

Manuscripts Under Review

[1] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (Minor Revision). **Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022)**. *Journal of Communication*.

Conference Presentations

International Communication Association (ICA), Annual Conference 2024,2023
National Communication Association (NCA), Annual Conference 2023
International Association for Media and Communication Research (IAMCR), Annual Conference 2023,2022

Research Experience (Other) **Global Media and Internet Concentration.** Aug 2022 – Present

Research Assistant for Professor Min Jiang Charlotte, NC

Academic Service **Conference Reviews**

Paper reviewer at AEJMC 2020, ICA 2024.

Volunteer Experience

Student Volunteer at NCA 2023.

College and Department

Treasurer, the Communication Studies Graduate Student Association (UNC Charlotte) 2023 - 2024

Grants

Travel Grants

2023	Merit Scholarship (University of North Carolina at Charlotte)	\$1500
2023	GPSG Graduate Student Travel Expenses (University of North Carolina at Charlotte)	\$500
2023	NCA Student Caucus Travel Grant	\$200

Honors and Scholarships

Academic Awards

2020 Top Student Paper at 2020 ICA-Post Conference: International New Media Forum

Other Honors and Awards

2022-2023	Graduate School Grant (University of North Carolina at Charlotte)	\$6000
2022-2024	Graduate Assistantship (University of North Carolina at Charlotte)	
2020	Outstanding Graduate Scholarship (Fudan University)	3000CNY
2018	Fudan Excellent Student (Fudan University)	
2017,2018	National Encouragement Scholarship (Ministry of Education in China)	5000CNY
2017,2018	Outstanding Student Scholarship (Fudan University)	3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Computational Methods: Data extraction from API, Text Mining, Sentiment Analysis, Topic Model with LDA.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.
Others: LaTeX, Python.

Other

Podcast: Plastic Bridge Love.