Yaotian Zhang

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EDUCATION

- **Nanjing University** — Nanjing, China
  Ph.D. in Communication; Advisor: Dr. Cheng-Jun Wang — *Sept 2023 - Present*

- **Nanjing University** — Nanjing, China
  M.A. in Communication; Advisor: Dr. Cheng-Jun Wang — *Sept 2020 - Jun 2023*

- **Chongqing University** — Chongqing, China
  B.A. in Journalism (graduated with honors) — *Sept 2016 - Jun 2020*

PEER-REVIEWED PUBLICATION

1. Sun, Y., Yan, X.F., **Zhang, Y.**, Chen, H., Chen Z., [*], & Wang, C.J.[*] (2024). "Globalization in International Tensions: The Impact of Military Conflicts on Cultural Orientations of Multinational Corporations' Advertising in Modern China (1932–1937)." *Chinese Journal of Communication, Forthcoming.*

2. **Zhang, Y.**, Feng, M., Shang, K.K.[*], Ran Y. & Wang, C.J.[*] (2022). "Peeking Strategy for Online News Diffusion Prediction via Machine Learning." *Physica A: Statistical Mechanics and its Applications*, 598, 127357. https://doi.org/10.1016/j.physa.2022.127357

CONFERENCE PRESENTATION

1. **Zhang, Y.**, Wang, Y., Yan, L., & Liu, Y. (2024). Unraveling the NFT Narrative Labyrinth: Persuasive Effects of Interactive Engagement and Structure on Transaction Attention. Paper to be presented at the *74th Annual International Communication Association Conference (ICA)*, Gold Coast, Australia.

2. **Zhang, Y.**, Li, Y., Zhang, H., Yan, X.F., & Wang, C.J.[*] (2024). Uncovering the Cascading Structure of Bitcoin Narrative: The Role of Elites, Influencers, Media, and Public Emotion in Predicting Bitcoin Marketplace. Paper to be presented at the *73th Annual International Communication Association Conference (ICA)*, Toronto, Canada.

3. **Zhang, Y.**, Lu, G., Sun, Y., Chen, Z.[*], & Wang, C.J.[*] (2023). Traversing the Valley of Despair in Affective Mobilization: Issue Engagement, Emotion, and Online Donation on Sina Weibo during the Outbreak of the Covid-19 Pandemic. Paper to be presented at the *73th Annual International Communication Association Conference (ICA)*, Toronto, Canada.

4. Sun, Y., Yan, X.F., **Zhang, Y**, Chen, Z.[*], & Wang, C.J.[*] (2023). From Imperialism to Cultural Imperialism: Localized Versus Globalized Advertisements of Imported Commodities in China (1932–1937). Paper to be presented at the *73th Annual International Communication Association Conference (ICA)*, Toronto, Canada.

UNDER REVIEW

1. **Zhang, Y.**, Sun, Y., Lu, G., Chen, Z.[*], & Wang, C.J.[*] (Under Review). Let Us Not Wallow in the Valley of Despair: The Role of Emotion and Narrative in Fostering Resilience.

WORKING PAPER

1. **Zhang, Y.**, & Wang C. J.[*] Undertaking Responsibility in Adversity: Public Moral Intuition, Science Popularization Engagement, and Crisis Response.

HONORS AND AWARDS

- Annual Conference of China Journalism and Communication Almanac Excellent Student Award   Jan 2024

- National Scholarship for Graduate Student   Oct 2022

- CAO Erjie Scholarship   Oct 2021

- Dissemination Data Mining Competition (National First Place)   Jul 2021

- National Scholarship for Undergraduate Student   Nov 2019

- Zhen Tai Scholarship   Nov 2018

- ZHU Jingwen Scholarship   Mar 2018

- CQNEWS.Net Campus News Agency Top Ten Works Award   Mar 2018

GRANTS

EXTERNAL

- CAST Post-graduate Science Popularization Program(KXYJS2022063), ¥30,000, PI   2022-2024
  Project title: Understanding the influence of science information in sudden public health emergencies on social mobilization

- National Social Science Foundation of China (22BXW032), ¥200,000, Research Fellow   2022-2025
  Project title: Computational Narrative Research on Chinese Stories and Chinese Voices in the Digital Media Era (PI: Cheng-Jun Wang)

- Fundamental Research Funds for Central Universities (011014370119), ¥100,000, Research Fellow 2020-2023
  Project title: Computational Communication Research in the Age of Artificial Intelligence (PI: Cheng-Jun Wang)

INTERNAL

- Distinguished Postgraduate Talent Cultivation Program (2023GYB08), ¥10,000, co-PI   2023-2025
  Project title: Research on Advertising Strategies for Imported Commodities during the Republic of China from the Perspective of Cultural Imperialism

TEACHING

- **Causal Inference in Social Science**, Nanjing University   Spring 2024
  Graduate lecture; Instructor: Dr. Zhihao Ma

- **Academic Writing**, Nanjing University   Fall 2023
  Undergraduate lecture; Instructor: Dr. Cheng-Jun Wang

- **Data Journalism**, Nanjing University   Fall 2021–2022
  Undergraduate lecture; Instructor: Dr. Cheng-Jun Wang

RESEARCH EXPERIENCES

- **Computational Communication Collaboratory**, Nanjing University   Nanjing, China
  Student Member   Sep 2020–present

PROFESSION EXPERIENCES

- **DiDi**   Nanjing, China
  Data Analysis Intern; Mentor: Qi Gui   Apr 2021–Jun 2021

- **ByteDance**   Shanghai, China
  HRBP Intern; Mentor: Guanjie Wang   Oct 2019–Mar 2020

Skills

- **Statistical Programming / Markup Languages:** Python, Stata, R, LaTeX, HTML, SQL, SPSS

- **Language:** Mandarin (Native), English (Proficient)

- **Applications:** Tableau, CiteSpace, Brackets, Photoshop, Premier Pro, Animate, Audition

- **Sports:** Tennis , Snowboarding, Swimming

- **Music:** Pipa