

Yaotian Zhang

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Update: Oct 2024

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 *74th 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.
2. **Zhang, Y.**, Sun, Y., & Wang, C.J.* (Under Review). Unraveling the Shape of Social Media Narratives: Analyzing the Effects of Online Interaction and Narrative Structure on Attention to Digital Assets Transactions
3. **Zhang, Y.**, Yan, L., Yan, X.F., & Wang, C.J.* (Under Review). No Idol Before the Nation: The Role of Visual Anonymity, National Identity, and Moral Foundations on Fandom Philanthropy

WORKING PAPER

1. **Zhang, Y.**, Chen, A., & Wang C. J. * Public engagement in science and online donation behavior: The dual effects of moral foundation and emotional expression

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, Participation 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 (PI:Yixiao Sun)
- Distinguished Postgraduate Talent Cultivation Program (2024GYB01), ¥8,000, Participation 2024-2026
Project title: The Embeddedness of Digital Media into Daily Temporal Structure in an Accelerated Society (PI: Xue-Fei Yan)
- Distinguished Postgraduate Talent Cultivation Program (2024GYB10), ¥6,000, Participation 2024-2026
Project title: The Narrative Gene of Collective Gatekeeping: Pandemic, Government Regularization, Economic Development, and the Publicness of Weibo Hot Search (2020-2021) (PI: Lihan Yan)
- Distinguished Postgraduate Talent Cultivation Program (2024GYB13), ¥6,000, Participation 2024-2026
Project title: The Formation and Impact of Moral Narrative in China's Public Diplomacy (PI: Yangdong Liu)

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)
- **Sports:** Tennis , Snowboarding, Swimming
- **Music:** Pipa