**Qianru (Carol) Huang**

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*Personal Website: qianruhuang.com / qianruhuang.github.io*

**EDUCATION**

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| **Arizona State University | Department of communication and Journalism** | Phoenix, Arizona |
| * *Master Student in* ***Computer Science* and AI (GPA: N/A, Core GPA: N/A, Ranking: N/A)** | Sept. 2024 – Present |
| **Texas A&M University | Department of communication and Journalism** | College Station, Texas |
| * *PhD Student in* ***Communication* and Rhetoric (GPA: N/A, Core GPA: N/A, Ranking: N/A)** | August 2023 – April 2024 |
| **Zhejiang University (ZJU) | College of Media and International Culture** | Hangzhou, China |
| * *Master of Philosophy in* ***Communication* (GPA:** 3.84/4.00, **Core GPA:** 4.00/4.00, **Ranking:** 1/4**)** | Sept 2020 – April 2023 |

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| **Zhejiang University | College of Media and International Culture** | Hangzhou, China |
| * *Bachelor of Arts in* ***Communication* (GPA:** 3.97/4.00, **Core GPA:** 4.00/4.00, **Ranking:** 1/69) | Sept 2016 – Jun 2020 |

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| **Ohio State University | OSU Global Gateways** | Columbus, Ohio |
| * Exchange Student of the Foreign Language Pedagogy Program | July 2018 – August 2018 |
| “Social Media and Built Environment” online summer school (Zhejiang University & Harvard Graduate School of Design）  “Media and Communication” online summer school (CMIC, ZJU, TAMU, OSU),  “Communication Theory and Methods” online summer school (ZJU, UW-Madison & UPenn) |  |

**RESEARCH INTERESTS**

Pop Culture; Political Communication; Mass Communication; Media Psychology; Computational Social Science; Public Speaking

**RESEARCH EXPERIENCE**

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| **"Never feel it so Good": Immersive user of GPT Using - A empirical study toward Reddit GPT-empowered Community** | April 2024-Present |
| *PhD Student co-authoring Paper, KU Leuven, Dr. Yang Zhao* |  |

* Through sentiment analysis and thematic coding, we uncover the nuanced nuances of user sentiments and perceptions towards GPT-powered interactions. Additionally, we examine the impact of community norms, moderation practices, and content curation mechanisms on user satisfaction and community cohesion. Our study contributes to the growing body of literature on human-AI interaction and provides insights into the intricate interplay between technology, user behavior, and online community dynamics.

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| **The language barrier problem in American Racism/immigrants Studies** | Sept. 2023-Jan. 2024 |
| *Graduate Student Seminars’ Final Paper, Texas A&M University, Prof. Dr. Darrel Wanzer-Serrano* |  |

* Drawing upon a critical review of existing literature, theoretical frameworks, and empirical studies, this research elucidates the complex interplay between language, power dynamics, and systemic inequalities in shaping the experiences of racial and immigrant communities. We interrogate the ways in which language barriers intersect with other forms of marginalization, such as race, ethnicity, class, and citizenship status, exacerbating social exclusion and perpetuating disparities in access to resources and opportunities.

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| **Identity Construction, Social Capital, and Digital Mobilization: *“Sixology”* (*LiuXue)* Parody under the Internet Meme Theory** | Oct. 2021 – April, 2023 |
| *Master Thesis, Zhejiang University, Professor Yupei (Yvonne) Zhao* |  |

* To closely analyze the formation process of *“Sixology”* parody phenomenon from a diachronic and synchronic perspective and social capital and digital mobilization within it on the macro level, then explore the motivation of sixologists (*“Sixology”* parody creators and participants) in internet parody culture and how they jointly organize the social structures and orders in daily life with cultural practices of *“Sixology”* parody on the micro level, innovatively applied memetic analysis method, which was first put forward extensively used by Limor Shifman with combination of quantitative and qualitative methods

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| **Image Clustering: An Unsupervised Approach to Categorize Visual Data in Social Science Research** | June 2021 – Oct. 2021 |
| *Research Assistant, University of Georgia (Remote), Professor Yilang Peng* |  |

* Collected accounts’ posts about climate change from Instagram and Weibo by Python crawler
* Attended facial and climate change images coding team meetings and explained differences in analytical results, with rigorous calculation of Cohen’s Kappa as intercoder reliability, which is highly praised by Dr. Peng
* Extracted, interpreted and validated the clustering results - a broad range of content themes in climate change, including protests, scientific activities, animals, natural landscapes, etc.

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| **Digital Literacy and Interdisciplinarity in Digital Research: Lessons from a Comparative Analysis of China and UK** | Sept. 2020 – Mar. 2021 |
| *Research Assistant, Zhejiang University, Professor Yupei (Yvonne) Zhao* |  |

* To reflectively unpack how UKSCHA and CHSCHA researchers/scholars employ digital tools, services and platforms in order to practice interdisciplinarity and digital literacy, academic training issues, and comparatively analyze the digital research of social science and humanities in the UK and China with two competitive concepts of digital literacy and finally suggest Research Community of Practice (RCoP) as a new form to develop digital use in interdisciplinary research in the future.
* Assisted Prof. Zhao to conduct semi-structured interviews on 20+ social science researchers, including literature reviewing, interviewee selecting, interview designing, and article proofreading

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| **A Comparative Study of Survey Data and Social Media Data in Measuring Public Sentiment** | May 2020 – Sept. 2020 |
| *Research Assistant, Zhejiang University, Professor Chan (Chancita) Zhang* |  |

* Assisted Professor Zhang to establish research framework with systematic review and empirical articles I collected on the novel field of *Gamification Studies* at the early stage, to discuss the potential of *Gamified Survey* and *Virtual interview* under the development of mobile internet devices and web development technology, throughout concerning all factors affecting the quality of survey responses, then originally put out the core concept——*‘Paradata’* which is not only innovative theoretically but also combines real-time intervention to make full use of the interactive nature of the web practically.
* Recruited participants to watch three sessions of video clips each containing one of three emotions (happy, sad, or neutral)， measured electrophysiological signals (including electroencephalogram (EEG), electrocardiogram (ECG), and electrooculogram (EOG)) to supplement self-reports in the estimate of emotions, thus improving the measurement of affect compared to self-reports of emotions, which are primarily retrospective in nature.
* Attended coding team in *The Influence of Visual Expression on Polarization between* *Fox news and New York Times during Coronavirus Pandemic*

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| **Cultural Practices in Platform Economy: Two E-Commerce Villages from Yiwu City, Zhejiang Province** | Sept. 2019 – June 2020 |
| *Bachelor Thesis, Zhejiang University, Professor Guangsheng (Vincent) Huang* |  |

* Grasped hot issues and innovatively proposed the thesis topic through intern experience as documentary filmmaker
* Following the living tradition of the political economy of communication with the methods of participant observation and in-depth interviews with 12 hosts with different career lengths and different working experiences, depicted and analyzed the affordance of the emerging technology of e-Commerce live-streaming on mainland China and intrinsic motivation of the hosts living on both the affordance of technology and platform from three dimensions: livestreaming performance, life picture and internet mythology.

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| **Research Analysis on Thematic Color Design of Dining Areas in Chinese-Style Fast-Food Restaurant** | May. 2018 – July 2018 |
| *Research Project, Zhejiang University, Advisor: Prof* *Ming Ronnier Luo*（Vice President of CIE） |  |

* Reviewed and drilled down existed literature, then innovatively proposed systematic investigation methodology based on quantitative data analysis for thematic color design.
* Designed questionaries based on Stimulus Organism Response model and PAD emotional state model, introducing new evaluating variables such as overall color temperature and the harmony of different color schemes; visited a couple of well-known local restaurants and interviewed 153 customers in diversity.
* Exploited conventional statistical approaches, including Analysis of Variance (ANOVA), General Linear Model, to conduct a multi-scale analysis on collected data from three perspectives (color temperature, color harmony and customer group) so as to attain quantitative conclusions

**CONFERENCES**

[1] **Huang, Q. R.** (2024, Decmber). Never Feel It So Good": Immersive User Experience of GPT Utilization - An Empirical Study

within the Reddit GPT-Empowered Community (Forthcoming, 18th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects, 18-21 December 2024, Athens, Greece）

[2] **Huang, Q. R.,** (2024, July). “Sixology” (*LiuXue)*: Internet memes and the construction of collective identity (2024, accepted for presentation as part of the Chinese Communication Association's panel at the 107th annual AEJMC conference)

[3] **Huang, Q. R.** (2023, June). Platform-based Cultural Production: Personality, Script, and Myths in China’s Grassroots E-commerce Live-streaming (July 2023, included within the program of the Political Economy Section as an Online Conference at the annual conference of the International Association for Media and Communication Research, IAMCR）

[4] **Zhao, Y., & Huang, Q. R.** (July 14, 2022). Reflective Study of Chinese and Foreign Public Communication: the Exotic

Imagination of “Chinese Carnival” on Dietfurt. (The 4th China Academic Conference on Public Communication,Yunnan, China)

**PUBLICATIONS**

**[1]** **Huang, Q. R.,** **“Sixology” (*LiuXue)*: Internet memes and the construction of collective** identity (2023, underview)

**[2]How Culture Affects People’s Health Choices and Attitude: Food, Blessing, Energy**(2023, under review)

**[3]** **Huang, Q. R.**, **& Zhao, Y. *Digital Literacy and Interdisciplinarity in Digital Research: Lessons from a Comparative Analysis***

***of China and the UK****.* (2022, under review)

**[4]** **Lin, W.,** & **Huang, Q. R.** (2020). *The Foundation and Potential of Blockchain Technology to Intervene in Audio-visual*

*Communication Platform: Case Study on Bilibili Platform*. Voice & Screen World, 14, 9-11.

**PROFESSIONAL PRESENTATIONAL EXPERIENCE**

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| **Toastmaster International Public Speaking Club** | Yiwu, China |
| *Fortune Presidents; Area Director; Participants and Organizers* | March 2023 – Present |

* Operated and Organized 12 Weekly Toastmaster Public Speaking Events, including coordinating the happening places, people who participated
* Curated 12 topics-chosen events and co-hosted them

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| **CHAPING Internet Media Company** | Hangzhou, China |
| *Documentary Executive Director* | Sept 2019 – May 2020 |

* Researched 5 internet related topics: delivery guy, webcast, online ride-hailing, e-commerce replacement, and cyber violence
* Screened and contacted over 30 interviewees in four cities
* Worked as an executive director in the shooting and post-editing of several episodes
* The documentary named “*Loading…*” received more than one million views on the internet video platform

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| **Radio, Film and Television Bureau of Zhejiang Province** | Hangzhou, China |
| *Assistant Film Censor* | July 2019 – Sept 2019 |

* Coordinated the opinions of experts and conducted eleven review papers for six TV dramas and eight cartoons

**TEACHING ASSISTANT EXPERIENCE**

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| **Public Speaking** (Mass Lecture & Recitation) | Texas A&MUniversity |
| *Instructor: Tasha N. Dubriwny; Anum Ahmed;* *David Dockery* | Autumn 2023 |

* Shadowing the senior TA in organizing class discussions, answering questions after class, and grading homework assignments
* Language: English Groups: 2.0 Class Size：N/A

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| **Creative Writing & Media Convergence** (Mass Class & Seminars) | Zhejiang University |
| *Instructor: Yupei Zhao; Wei Lin* | Spring 2021&2022 |

* Assisted the teacher in organizing class discussions, answering questions after class, and grading homework assignments
* Organized undergraduate students to carry out extracurricular research
* Language: English Credit: 2.0 Class Size：76

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| **Creative Industry & Regulations (Open Resource MOOC)** | Zhejiang University |
| *Instructor: Lu Wei; Chan Zhang; Yu Zhao; Ruiming Zhou* | Summer 2019 |

* Assisted the teacher in preparing online courses content, modifying lecture notes, customizing slides for presentation, etc.

**HONORS AND AWARDS**

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| Scholarship for Excellent Graduate Students of Zhejiang University | 2023 |
| Scholarship for Graduate Freshmen of Zhejiang University | 2021 |
| **“Top Ten Students” in College of Media and International Culture (top 10 students)** | 2020 |
| **National Scholarships (top 1% students)** | 2018 & 2019 |
| First-class Scholarship for Excellent Students of Zhejiang University (top 3% students) | 2018 & 2019 |
| Zhejiang Provincial Government Scholarship (top 5% students) | 2017 |

**EXTRACURRICULAR ACTIVITIES**

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| **The 14th *Lancang-Mekong*****World Youth Forum** | Bangkok, Thailand &Beijing, China |
| *Youth Representative & Photographer* | Mar. 2019 –Mar. 2019 |

* Attended the event, which involved six southeast Asian countries, as a youth representative from China
* Delivered a keynote speech at the end of the forum as the representative of China

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| **Zhejiang University Women’s Basketball Team** | China |
| *Point Guard & Participants* | Jan. 2016 – Oct. 2018 |

* Won the 8th National wide and the Champion in Zhejiang Province (CUBA tournaments)

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| **Zhejiang University Radio and Television Station** | China |
| *Editor & Curators* | Sept. 2016 –Apr. 2018 |

* Organized the content editing of the official media account of Zhejiang University, having won 100,000+ views per article
* Coordinated the on-site work for the campus premiere of several films, including promotion plans and liaison with the press

**CERTIFICATES**

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| C++ Programing (Peking University, Coursera) IRB Social Basic Course (CITI Program, Human Research Curriculum Group)  https:// <https://www.citiprogram.org/verify/?w0876c2a8-9abf-4815-a6ed-9f73488e8644-58737157>  The Data Scientist’s Toolbox (Johns Hopkins University, Coursera)  Senior high school psychology teacher qualification certificate (NCTE) | 2024  2023  2022 |
| Psychological counseling certificate (Institute of Psychology, Chinese Academy of Sciences), | 2021 |
| Miracles of Human Language: An Introduction to Linguistics (Universiteit Leiden, Coursera), | 2019 |

**SKILLS & INTERESTS**

**Software:** C++, NVivo, SPSS, Python, R, Microsoft Office Suite, Adobe Creative Suite (Photoshop, Premiere, etc.)

**Languages:** English (fluent; TOEFL: 108/120; GRE: V166/170, Q169/170, AW 4.0), Cantonese, Japanese, Russian (B2 certificate)

**Hobbies:** Basketball, Tennis (former player of Zhejiang University’s women tennis team); Driving