Jing (Kristen) Zhang

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Education

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

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

Fudan University — Shanghai, China
BA in Communication — 2016 – 2021
GPA: 3.60. Major GPA: 3.81.
Minor in Economics.

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

Research Interests

Science Communication, Emerging Technology(Gen-AI, Live-streaming, VR, etc.), Media Effects.

Publications

[2] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (2024). Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022). *Journal of Communication.*[doi]

[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] **Zhang, J.**, Zhang, D., Curry, A. M. (Major Revision). **When and Who Show Anger or Sadness? Examining Public Emotions and Sentiments in Neighborhood Crime and Safety Discussions on Nextdoor**. *Information, Communication & Society.*

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 Project.** Aug 2022 – Aug 2024 |

Student Affiliate   Charlotte, NC
Our report for the Chinese media and Internet market can be found as follows:
- Jiang, M., Han, X., **Zhang, J.**(2024). Communications, media and internet concentration in China, 2019-2021. *Global Media and Internet Concentration Project.* [doi]

| Teaching Experience | **University of North Carolina at Charlotte** |

Introduction to Communication Theory (undergraduate, teaching assistant).
Communication Research Methods (undergraduate, teaching assistant).
Public Speaking (undergraduate, teaching assistant).

Fudan University
Introduction to Journalism Studies (undergraduate, teaching assistant).

| Grants | **Travel Grants** |

2024	GMICP (Global Media and Internet Concentration) RA Travel $2300
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

| Academic Service | **Reviewers for Peer-reviewed Journals (in alphabetical order):** |

Emerging Media: Technology, Industry and Society.
Journal of Creative Communications.
Journal of Infrastructure, Policy and Development.
* *Some of the reviews above have been verified on* Web of Science

Reviewers for Peer-reviewed Conferences
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

| Honors and | **Academic Awards** |

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

Other Honors and Awards

2024-2025 LSA Fellowship (University of Michigan)

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.