



Li Zihao

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教育经历

兰州大学 / Lanzhou University Sep. 2023 – present

新闻学学士 *Bachelor of Journalism* GPA 4.07 / 5.0

- 相关课程: 新媒体用户分析、传播心理学、媒介批评、传播学研究方法、数据新闻、传播学概论

台湾师范大学 / National Taiwan Normal University Aug. 2025 – Dec. 2025

交换生 *Exchange Student* GPA 3.9 / 4.0

- 相关课程: 视觉文化与传播、新媒介与社会、社会科学研究方法

会议论文

Framing AEJMC 2026

Li, Z. [🌐]

- 讲讲怎么做
- 讲讲有什么用

Working Papers & Research in Progress

Scripted Rage and Patriotic Camouflage: The Algorithmic Commodification of Han Chauvinism in Chinese Platform IAMCR 2026

Jiang, J.* [🌐]

- say something
- say something

研究经历

Sep. 2024 – May 2025

中央高校基本科研项目 / Fundamental Research Funds for Central Universities

研究助理

say something

- Proposed the “Frame–Emotion Dual-Track Interaction Model,” demonstrating how frames and emotional appeals co-evolve to shape perception.
- Used LLMs (DeepSeek) and the CARER model for large-scale analysis, revealing systematic patterns by media ownership and region.
- Constructed a 48-year longitudinal corpus, including manual digitization of pre-2008 print and microfiche archives.

Jun. 2025 – Jan. 2026 (expected)

Ukrainian Wartime Poetry Project

Research Assistant

PI: Prof. Amelia Glasser, University of California, San Diego

- Built a Chrome extension and data pipeline to systematically collect and de-duplicate 4,000+ Ukrainian Facebook poems, turning an ad-hoc workflow into a reproducible corpus for annotation and analysis.
- Co-developed an advanced annotation manual for Ukrainian pronouns, specifying referent categories (self, intimate, local, nation, state, enemy, etc.), “we”-inclusivity, syntactic and semantic roles, discourse functions, and stratified sampling protocols for 400–600 tokens.
- Annotating and modeling shifts in poetic voice and polyphony (monologic vs. mediated vs. choral) together with collocation networks (2014–2025) to trace how person perspective and national-identity vocabularies transform across wartime phases.

Mar. 2024 – Jul. 2024

The Symbiotic Development of Digital Nomads and Rural Communities

Research Assistant

PI: Prof. Rui Wang, Communication University of China

- Modeled interpersonal communication networks through 20 in-depth interviews, identifying pathways for virtual identity formation and community integration.

Jan. 2024 – Jan. 2026 (expected)

Big Data Project on Global Opinions

Research Assistant

PI: Prof. Ting Zhou, Communication University of China

- Executed sentiment analysis on 500+ Western media articles regarding China's "Two Sessions" for China's National News Agency.
- Monitored credibility risks for foreign social media accounts, producing weekly analytical briefings.

Mar. 2023 – Jun. 2023

Desire to Remain Young: An Investigation of Elderly Matchmaking in China

Research Project Developer

2024 Paper Data Content Annual Case Collection Award

- Collected and coded a qualitative dataset from 22 in-depth interviews to analyze identity and desire in match-making contexts.
- Designed an award-winning interactive data story website, implementing a full-stack solution for dynamic user-profile comparison.

Selected Work Experience

Jan. 2022 – Mar. 2022

China Telecom

Event Operations Intern

- Analyzed real-time social media data (Weibo, WeChat) to model user-engagement patterns and public-opinion trends.
- Performed large-scale comment analysis to identify key audience demographics and public sentiment, guiding content development.

Sep. 2023 – Dec. 2023

iFeng



News Editing Intern

- Authored and published press releases on emerging technology for iFeng.com, covering major industry events.
- Developed video scripts for the *ifengTech* column and conducted daily public-opinion monitoring, providing analytical briefings.

Academic Service

Peer Reviewer International Communication Association (ICA)

Nov. 2024

Peer Reviewer International Political Science Association (IPSA)

Nov. 2024

Community & Volunteer Engagement

Outstanding Volunteer	The Third Belt and Road Forum for International Cooperation	<i>Oct. 2023</i>
Outstanding Volunteer	China International Fair for Trade in Service (CIFTIS)	<i>Sep. 2023</i>
Volunteer Teacher	Guanghua Foundation Voluntary Teaching Programme	<i>Jun. 2023</i>

Selected Awards & Honors

Outstanding Undergraduate Thesis Award	(University-Level)	<i>May 2025</i>
Paper Data Content Annual Case Collection Award		<i>Jun. 2024</i>
Second-Class Scholarship	(University-Level)	<i>Nov. 2024</i>
Meritorious Student	(University-Level)	<i>Sep. 2022 – Sep. 2024</i>
Practical Scholarship	(University-Level)	<i>Oct. 2023</i>

Skills

Programming	Python (Pandas, Scikit-learn, PyTorch, NLTK, spaCy), R, Web (HTML, CSS, JavaScript)
Analytical Tools	SPSS, NVivo, Tableau, ECharts
NLP / ML	BERT, SBERT, LDA, and other transformer-based architectures
Production	L ^A T _E X, Microsoft Office Suite, Adobe Creative Suite (Premiere, Photoshop)