



# Li Zihao

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 MiShengng

 Douban

 Facebook

## Education

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- **Lanzhou University, Lanzhou**

*Sep. 2023 -*

*B.A. in Journalism*

- **Relevant Coursework:** New Media User Analysis, Communication Psychology, Media Criticism, Research Methods in Communication Studies, Data Journalism, Introduction to Communication Studies

- **GPA: 4.05/5.0**

- **National Taiwan Normal University, Taipei**

*Aug. 2025 - Dec. 2025*

*Exchange Student*

- **Relevant Coursework:** Visual Culture and Communication, Research Methods in the Social Sciences, New Media and Society

- **GPA: 3.9/4.0**

## Conference Papers

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- **Should I stay calm: How does the combination of visual and textual frames influence expressions of anger in short video comment sections?** *AEJMC 2026*

*Li, Zihao.\**



- This study proposes an analytical method for measuring visual and textual frames in dynamic videos, which was subsequently tested on 439 short videos on Douyin related to the issue of drug addiction in China. Machine learning was then used to identify expressions of anger on a large scale in the comment sections of short video platforms covering this topic, which were used as the dependent variable in a regression analysis.
- The results indicate that visual frames take precedence in emotional framing. Different combinations of visual and textual frames correspond significantly to varying degrees of anger expression, and consistency between them influences anger expression in comment sections. Multimodal combinations better explain emotional differences in comment sections than single-modal factors.

## Working Papers & Research in Progress

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- **How Social Media Bots Use AI to Manipulate Information Through Images**

*Under review*

*Li, Zihao.\**



- I made all of this content up myself. I just hope to write a review paper in May to get a better grasp of this topic, because I think it has a lot of potential.
- This article may shed light on the widespread government involvement behind social media bots, noting that such activities have evolved from simple text manipulation to manipulation through images.

## Research Experience

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● **A Study on Discourse Construction and Visual Narrative Strategies in the New Mainstream Media Environment of the Converged Media Era** *Dec. 2024 - Apr. 2025*

PI: Li xinxin, Lanzhou University [🌐]

**Research Assistant**

- Basic Research Projects of Central Universities in China
- Using reports from the People's Daily as representative examples of mainstream media, I constructed a dataset of environmental news coverage from 1949 to the present. I then developed an LLM-driven automated content analysis program to perform coding. Applying Fairclough's discourse analysis methodology and combining the coding results with the evolution of China's environmental protection policies, I broadly divided the historical development of China's environmental protection discourse into distinct phases.
- Using a self-built web crawler to collect Weibo posts related to environmental protection from the People's Daily to date, and conducted a comparative analysis of this data with content from the newspaper's print editions.

● **A Study on the "Human-Machine Co-creation" Mechanism and Innovative Practices in AI-Empowered Cultural Narratives Along the Silk Road** *Mar. 2025 - May. 2025*

PI: Li xinxin, Lanzhou University [🌐]

**Research Assistant**

- Compilation of narrative resources on the history of the Silk Road
- Compile the research trends in various social sciences related to the Silk Road and write a comprehensive review

● **Lanzhou Bathing Assistant: Seeing Aging at Mobile Bathhouses** *Aug. 2024 - Jan. 2025*

PI: Shiping, Lanzhou University [🌐]

**Field Research**

- waiting for writing
- waiting for writing

● **Why Do College Students Have a Particular Affinity for Life "Within the System" ? —A Mechanism Analysis of College Students' Employment Behavior and Policy Recommendations** *Apr. 2024 - Apr. 2025*

PI: Zhangchi, Lanzhou University [🌐]

**Co Worker**

- A Study of the Craze for Civil Service Exams in China
- waiting for writing

## Selected Awards and Honors

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● **China Data Journalism Competition** *Second Prize (National Level)* *Nov. 2025*

● **China Statistical Modeling Competition** *Third Prize (Provincial Level)* *May. 2026*

● **Central China Mathematical Modeling Competition** *Second Prize (Provincial Level)* *May. 2026*

● **China University Campus Media Competition** *Public Service Communication Award (Provincial Level)* *Nov. 2025*

● **14th China Tower Journalists' Day** *Grand Prize in the Communications Category (Provincial Level)* *Dec. 2025*

● **Lanzhou University Outstanding Student Scholarship**

## Skills

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<b>Programming</b>	Python, R, Web (HTML, CSS, JavaScript)
<b>Analytical Tools</b>	SPSS, NVivo
<b>NLP/ML Models</b>	BERT, LDA, and other transformer-based architectures
<b>Production Tools</b>	LaTeX, Microsoft Office Suite, Photography
<b>Language</b>	IELTS(6.5), Cet6(530), Cet4(518)