

ZHIYUN CHEN

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EDUCATION

Shanghai Jiao Tong University (SJTU), Shanghai, China

Sept.2022 – Mar.2025

M.A. in Journalism & Communication (University of Southern California-SJTU joint program), GPA: 3.87/4.0

- **Supervisor:** Prof. Jian Xu (Dean of the School of Media & Communication)
- **Coursework:** Studies on Cultural Creativity (A+), Cultural and Creative Industry Research (A+), Data Analytics for Cultural and Creative Industry (A), Digital Technology and Software (A), Media Operation and Management (A)
- **Exchanges:** GEM Trailblazer Exchange Programme 2024, Nanyang Technological University
FASStrack Asia: The Summer School 2023, National University of Singapore

Communication University of China (CUC), Beijing, China

Sept.2018 – Jun.2022

B.A. in Communication (CUC-University of Missouri joint program), GPA: 3.83/4.0

- **Coursework:** Media Marketing Research and Analysis (96), Quantitative Research Methodology (94), Advanced-Data Journalism (94), Global Communication (94), Crisis Communication (93)
- **Certificate:** International Communication, University of Missouri-Columbia, USA

B.A. in Advertising, GPA: 3.86/4.0

- **Coursework:** Big Data Advertising (98), Advertising Laws(98), Visual Communication Ways of Advertisement (98), Advertising Psychology (92)

SELECTED PUBLICATIONS

Chen, Z.*, Zhao, H.*, Chen, J., Ma, J. (Under Review). Mindfulness as a Gateway to Trust: Leveraging Mindfulness Interventions and Multimodal Communication to Enhance Public Acceptance of Autonomous Driving. *International Journal of Human-Computer Interaction*.

Xu, Y., **Chen, Z.**, Dong, M. (Under Review). Building Fairness-oriented AI Interview: From User Literacy to the Design of Process. *International Journal of Human-Computer Studies*.

Fang, G., Zhu, C., **Chen, Z.** (Under Review). Why Mothers are Less Enthusiastic About Breastfeeding than the Experts: Evidence from Zhihu in China. *BMC Public Health*.

Qu, J., Hui, H., Wang, Y., Wang, R., **Chen, Z.**, ..., Wang, Y. (Under Review). Assessing Medical Large Language Models for Patient-Centered Communication: Experimental Analysis and Strategic Insights from China. *Science Advances*.

Chen, Z.*, Zhao, X*., Hua, M., Xu, J. (2024, July). Building Bonds through Bytes: The Impact of Communication Styles on Patient-Chatbot Relationships and Treatment Adherence in AI-Driven Healthcare. In *International Conference on Human-Computer Interaction*. Cham: Springer Nature Switzerland.

Chen, Z., Zhang, G. (2021). On the Construction of Mainstream Identity in Subcultural Online Variety Show --Taking "Rap for Youth" as an Example. *China Radio & TV Academic Journal* (08),116-119. (Cited: **20** times, CSSCI-Expanded)

Chen, Z. (2021). Analysis of Depth Integration Communication Strategy of Culture and Museum TV Program. *TV Research* (06),55-56. (Cited: **7** times, CSSCI)

SELECTED CONFERENCE PRESENTATIONS

Liu, H*., **Chen, Z*.** (2024, August). *Navigating the Socio-Technical Dynamics of AI Fairness: Insights from the Cognitive-Behavioral Processes of AIGC Moderators*. 107th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, USA.

🏆 **Top Paper –(First Place, Student Competition)**

Chen, Z. (2024, August). *Technological Mythologies of Generative AI: A Study of Media Representations and Imaginary*

Constructions. 14th International Junior Scholars Conference on Humanities and Culture, Singapore.

Zhang, X., Zheng, H. & **Chen, Z.** (2024, June). *Are health-related advertisements harmful? Investigating the relationship between advertising interference and cyberchondria*. 74th Annual International Communication Association (ICA) Conference, Gold Coast, Australia.

Chen, Z. (2023, December). *Ignite or inhibit? A Mixed-Method Study of Generative AI's Impact on Artistic Creativity*. Mobile Studies Congress 2023, Hangzhou, China.

Chen, Z., Yao, K. (2023, December). *Engineering Bonds, Engaging Consumers: Investigating Parasocial Relationship with Virtual Influencers and Effects on Consumer Behavior*. 2023 International Conference on Global Culture and Creative Industries, Shanghai, China.

Chen, Z., Yao, B. (2023, August). *Finding Mr. Right in Otome Games: A Study on Parasocial Exchange of Human-Gamebot Relationships*. 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, USA.

Chen, Z., Yao, B. & Yao, K. (2023, August). *Build a Tighter Bond: A Grounded Theory Analysis of Social Interactive Labor on MOBA Games*. 106th Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, USA.

Chen, Z., Zhang, Y., Chen, K. (2022, July). *Costs and Rewards: Why Young Players Maintain Their Intimate Relationships with Virtual Characters*. 2022 International Association for Media and Communication Research (IAMCR) Conference, Beijing, China (Online).

BOOK CHAPTER

Chen, J. (In Press). Health Communication: A Ten-Lecture Series, Soochow University Press.

- Authored Chapters 2, 4, and 5, focusing on localization challenges of health communication, the current status of digital technology and applications, and the impact of social media on physical and mental health (40,000 words)

Xu, J. (2023). Introduction to e-Sports, Shanghai Jiao Tong University Press.

- Revised Chapters 4, 5, and 6 substantially, addressing global development of e-sports, functions and value analysis of e-sports, and development of the e-sports industry (23,000 words)

RESEARCH EXPERIENCES

AI Ethics Research Intern in Secure and Trusted AGI Center, Shanghai Artificial Intelligence Laboratory

Supervisor: Assoc Prof. Qu Jingjing, funded by Ministry of Science and Technology of China

09/2023 – Present

- Co-developed and optimized an open-source platform, *Epitome* for AI & social science, with various experiment scenarios (human-AI dialogue, multi-agent workflow, etc.) and function modules (AI personalization, automated analysis, etc.).
- Designed 3 simulation experiments through human and auto evaluation (GPT-4) to assess the benchmark of general medical large language models (MING, Huatuo, etc.) in patient-centered communication, using R Studio and Python.
- Led 25 focus group interviews and collected 1500 online questionnaires to analyze the relationship between users' demands of large language models and their affordances, using NVivo 12.0 and the KANO model.
- Designed a 2×2×2 experiment on the *Epitome* platform with 300 participants to investigate the impact of anthropomorphism, risk level, and proactive questioning on trust and acceptance of LLM-driven healthcare AI.
- Wrote research reports, such as “China New Generation AI Report (2023)”, “Global Artificial Intelligence Security and Development Report (2023)” and “Shanghai AI Lab Annual Scientific and Technical Report (2023)”.

Research Assistant in Health Communication and Sustainable Development Research Center, Tongji University

Supervisor: Assoc Prof. Chen Jingxi, funded by The National Social Science Fund of China

12/2023 – Present

- Conducted and co-authored an experimental study (N=116) to investigate varying information modalities, alongside the moderating role of individual mindfulness, that can influence public trust in autonomous driving technology in China.
- Engaged in two projects exploring serious game interventions and food safety awareness to investigate the effectiveness of digital public-health communication strategies through social media experiments and eye-tracking experiments

- Served as the lead pre-editor for “Health Communication: A Ten-Lecture Series,” revising all contributions into a cohesive 200,000-word volume.

Research Assistant in USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiao Tong University

Supervisor: Asst Prof. Hua Min & Dr. Wang Jun, funded by UK Arts and Humanities Research Council 08/2023 – 02/2024

- Participated in the field research on “The Hundred Years’ Exhibition of Fine Ancient Books and Paintings of the Overcloud House” to investigate the implications of immersive exhibits on traditional Chinese culture.
- Implemented coding of in-depth interview materials for 6 experts in government, think tanks, and the arts using NVivo 12.0 to summarize 5 categories of NFT affordance as a core influence on their value.
- Conducted a 2×2×2 experiment with over 400 participants to investigate the impact of AIGC involvement, secondary market, and price information on perceived value (quality, social, economic, etc.) in the context of NFTs.

Research Assistant in the School of Media and Communication, Shanghai Jiao Tong University

Supervisor: Prof. Xu Jian 10/2022 – Present

- Conducted field research on 10+ game enterprises such as BOKE, MOONTON, MIHOYO, Lilith Games, etc., to identify the market demands of Southeast Asia and the game expression paradigm of Chinese culture.
- Contributed to the data collection of 54 secondary indicators across 10 primary indicators for the International Cultural Metropolis Evaluation Index System of 51 international cultural metropolises.
- Participated in think tank projects, such as the “Survey on ACG Consumption of Shanghai Youth,” “2023 Global Esports City Evaluation Report,” and “2024 Chinese Urban Coffee Development Report”.

Research Assistant in the School of Humanities and Communication, Zhejiang Gong Shang University

Supervisor: Asst Prof. Yao Kaibo, funded by China Federation of Radio and Television Associations 12/2022 – 12/2023

- Designed and analyzed a survey study (N=347) using AMOS to explore how virtual influencers’ attractiveness and quasi-social relationships with users influence media practices and consumption behavior.
- Conducted a 1-year digital ethnography with 20 semi-structured interviews to investigate the digital labor behind the social interaction behaviors of game users as influenced by “game literacy.”

TEACHING AND SERVICES

Teaching Assistant in *New Media Research* in USC-SJTU joint program (in English)

Instructor: Prof. Shantanu Dutta at Marshall School of Business, University of South California, USA Spring 2024

- Collaborated with the Professor to revise and update course materials for the 4-credit course, including syllabus, slides, case studies (Taylor’s case and UseGenAI case), and ISMP guidelines, ensuring high-quality content delivery.
- Managed class logistics and assisted in grading, including canvas administration, group coordination, and providing feedback on assignments and participation, ensuring a smooth learning experience and fair evaluations for all 33 students.

Conference Paper Reviewer of *the Annual International Communication Association Conference*

Conference Paper Reviewer of *the Association for Education in Journalism and Mass Communication*

Conference Volunteer of *the 6th International Conference on Global Culture and Creative Industries*

SELECTED SCHOLARSHIPS & AWARDS

First Place of the Top Paper Award (Student Competition) (top 1, MCS Division in AEJMC, CN¥ 2,500)	2024
National Scholarship for Postgraduates (top 1%, highest scholarship in China, CN¥ 20,000)	2024
First Prize of the Academic Star of ICCI (top 1, highest academic honor, CN¥ 3,000)	2023
National Scholarship for Postgraduates (top 1%, highest scholarship in China, CN¥ 20,000)	2023
Outstanding Graduates of Beijing (top 5%, highest honor for graduates in Beijing)	2022
Outstanding Graduates of CUC (top 5%, highest honor for graduates in CUC)	2022
Outstanding Student Leader of Graduates of CUC (top 1%, highest honor for graduates leader in CUC)	2022
Third Prize of the 7th “Internet+” Innovation and Entrepreneurship Competition, Beijing District	2021
National Scholarship for Undergraduates (top 1%, highest scholarship in China, CN¥ 8,000)	2020
First Prize in National Advertising Art Design Competition for College Students, Beijing District	2020

LEADERSHIP & ACTIVITIES

Content Creator on Douyin platform (10,000,000+ views, 800,000+ likes)	<i>05/2022 – Present</i>
Standing Committee Member, the Student Union of ICCI, SJTU	<i>09/2022 – 08/2023</i>
President, the Student Union of the Faculty of International Media, CUC	<i>09/2020 – 08/2021</i>
Vice President, External Relations and Expansion Department of Alumni Association, CUC	<i>09/2019 – 08/2020</i>

METHODS & SKILLS

Methods: Experiments; Surveys and questionnaires; Social network analysis; Machine learning; Agent-based modeling

In-depth Interviews, Grounded Theory, Focus groups, Thematic analysis

Programming and Software: R, Python, NVivo, STATA, SPSS, AMOS, OTree, Qualtrics, GPower

Languages: Chinese (Native), English (Advanced fluency in researching and teaching, IELTS 7.5)