

RESEARCH INTERESTS

Currently, my research interests are grounded in Science, Technology and Society (STS), with a focus on how digital media technologies shape social relations, communicative practices, and power. I am particularly interested in digital media culture, and in understanding technologies as socio-technical practices embedded in everyday life rather than as neutral tools.

My work engages with issues of digital surveillance, digital journalism, and media literacy, as well as migration and gender, examining how digital platforms, media infrastructures, and journalistic technologies mediate experiences of mobility, identity, visibility, and belonging. From the perspectives of linguistic and social anthropology, I am especially interested in how language, discourse, and meaning-making operate within these digital environments, and how communicative practices are shaped by institutional, technological, and cultural contexts.

Methodologically, I am inclined toward qualitative and ethnographic approaches, attentive to everyday interactions and social practices.

EDUCATION

University of Heidelberg, Germany

October, 2025 - present

M.A. in Sociocultural Anthropology

Courses and Sessions: Current Debate in Anthropology, Ecology and Morality, The Anthropology of Emotion, Critical Heritage Culture

PEER-REVIEWED CONFERENCE PRESENTATIONS

➤ Gender Studies

- He, Z. 2025. **The Work Ethic of Chinese Digital Feminists: From the Neoliberalism Perspective.** *Paper Presented at the 75th Annual Conference of the International Communication Association (ICA), Colorado, America.*
- He, Z. 2024. **Research on the Female Images in Hou Hsiao-hsien's Films.** *Paper Presented at the 2024 International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.*

➤ Critical Media Studies

- He, Z. 2024. **Aesthetics as an Invisible Power: A Chronological Examination Based on Youth's Cultural Consumption of Celebrities.** *Paper Presented at the 107th Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, America.*
- He, Z. 2024. **Relational Practices of Digital Mourning Through the Lens of Continuing Bonds.** *Paper Presented at the 107th Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, America.*

PUBLICATION

- Huang, W., **He, Z.**, Zhao, Q., & Chang, J., **Public Trust and Community Development: A Review of Communication Research in 2023**, *Press*, 2024, (01), 32-48. (Chinese Social Sciences Citation Index)
(Produced as part of the National Social Science Fund Major Project “Digital Journalism: Theory, Methods, and Practice”)
- **He, Z.**, **Street Dance of China: The Development Strategy of Niche Vertical Online Variety Show**, *Satellite TV & IP Multimedia*, 2021(16), 142-144. (Chinese Provincial Publication)

TEACHING EXPERIENCE

- **Discussion Leader, Institutional Feminism and Family** *University of Marburg, 2025 Spring*
Led a seminar presentation and facilitated discussion on institutional feminism, family policy, and gender inequality based on the OECD SIGI 2023 Global Report.
- **Teaching Assistant, Visual Rhetoric Study** *Guangdong, 2023 Spring*
Assisted in course organization and activities, facilitated classroom discussions, and supported student engagement with course material on visual rhetoric and media analysis.
 - Panel Moderator, Frameworks and Discourses Panel, April 7, 2025
Chaired an academic panel exploring: reconstruction of aviation accident timelines, compiled analyses of the Russia & Ukraine war, framework competition among participants in Weibo feminism discussions, and discourse production in feminist social media. Coordinated speakers and facilitated audience Q&A across diverse topics.
 - Panel Moderator, Power and Content Production Panel, May 2025
Led a cross-disciplinary panel covering: empowerment-oriented short video practices among families with autism, feminist creative theory, and copyright issues in secondary adaptations of film and television works. Managed speakers, guided discussion, and engaged audience across multiple intersecting topics.
- **Organizer & Facilitator, Qualitative Research Workshop** *Guangdong, 2023 Autumn*
 - Organized and facilitated a workshop on qualitative research methods, including interview design, data collection, and analysis techniques. Coordinated workshop logistics, guided participants through practical exercises, and promoted discussion on methodological applications in media, gender, and digital culture research.
- **Educational Outreach Volunteer, Sex Education for Rural Children** *Jiangxi, 2019 Summer*
 - Conducted age-appropriate sex education sessions for children in rural communities, explaining topics related to health, safety, and relationships. Facilitated interactive activities to engage students and promote understanding.

ACADEMIC SERVICE

- **Manuscript Reviewer**

International Communication Association (ICA)	November, 2025
Association for Education in Journalism and Mass Communication (AEJMC)	April - May, 2025
National Communication Association (NCA)	March - May, 2025
Association for Education in Journalism and Mass Communication (AEJMC)	April - May, 2024
- **Student Assistant to the Organiser**

Annual Conference on Digital Journalism in China (2024)	May, 2024
Annual Conference on Digital Journalism in China (2023)	May, 2023

RESEARCH EXPERIENCE

Research Assistant, Digital Media Culture Lab

February, 2023 - August, 2024

Advised by Distinguished Professor Jiang CHANG

A unit within the National Social Science Fund Major Project "Digital Journalism: Theory, Methods, and Practice"

- Participated in four research projects on media discourse and national narratives, covering the full research process: literature review, data collection and interviews, empirical analysis, and writing revisions.
- Gained a comprehensive understanding of communication dynamics, strengthened methodological skills, and solidified my focus on qualitative research.
- Managed the influential academic public platform Media Culture Review, founded by my advisor; as of August 2024, the account reached 27,674 subscribers in China. This experience enhanced my scholarly judgment in digital media culture and journalism, broadened my international perspective, and strengthened my awareness of global research trends and seminars.
- Assisted my advisor in revising academic papers and research proposals, improving clarity, coherence, and adherence to academic publishing standards, which significantly enhanced my proficiency in English academic writing.

MEDIA AND FILM INTERSHIPS

Intern Financial Journalist & Producer

July, 2025 - November, 2025

Southern Finance Omnimedia Corp (SFC)

- Planned investigative angles and identified underreported story leads, consistently pitching original ideas with strong public-interest value.
- Produced daily news stories, field reports, and in-depth investigative pieces with tightly structured logic and precise, compelling language.
- Conducted on-camera interviews and field investigations with a calm, natural presence and clear, authoritative delivery.
- Skillfully used video-editing tools to structure evidence, add subtitles, and craft coherent post-production narratives.
- Reported across financial, social, and public-accountability topics, demonstrating the ability to adjust investigative approaches and narrative styles to different subject matters.

Executive Producer

June, 2025 - January, 2026

Shenzhen Global Investment Promotion Conference Promotional Video

- Led the end-to-end production process, coordinating script development, visual planning, on-site filming, and post-production.
- Managed cross-functional collaboration between creative teams, technical staff, and external partners to ensure timely and high-quality delivery.
- Oversaw budgeting, scheduling, and resource allocation within a fast-paced production timeline.
- Ensured the final video aligned with the event's communication objectives and institutional branding standards.

AWARDS AND FELLOWSHIPS

- **Academic Launch Scholarship**
- **National Scholarship** (Top 0.2%), Ministry of Education of the People's Republic of China
- **Top-level Academic Scholarship**
- **Outstanding Students Scholarship** (Top 1%, fourth)
- **Honors Degree & Outstanding Graduates**
- **Honorable Mention of Art Design**, Ministry of Industry and Information Technology of China
- **National Second Prize for Videography**, Academy Award of Advertising Arts Festival
- **National second Prize for Visualization Design**, Chinese Collegiate Computing Competition
- **Best in Arts and Culture News Reporting**, Campus Newspaper Award, China Daily Asia
- **National English Competition for College Students**

SKILLS

Data analysis NVIVO (Proficient), MAXQDA (Proficient), SPSS (Intermediate), STATA (Intermediate), R(Intermediate)

Languages Mandarin (Native), Cantonese (Native), English (Fluent), German (Elementary), Korean (Intermediate)

Applications Adobe Photoshop, Adobe Premiere, Final Cut, Davinci Resolve

Specialties & hobbies Guzheng, Street Photography, Swimming, Detective (thriller-mystery) Movies