

Zhenting (Maggie) HE

CURRICULUM VITAE

November 29th, 2025

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RESEARCH INTERESTS

Currently, I am interested in the intersections of cultural studies, particularly in terms of interplay among technology and culture. In terms of research methods, I have been systematically exposed to qualitative research, especially semi-structured depth interview and thematical analysis. Ongoing interests include gender studies, reproductive politics and digital surveillance. In addition, I possess foundational knowledge of experimental designs, survey methodologies, and computational communication techniques, which I believe effectively complement qualitative approaches in investigating empathy and its broader social implications in contemporary media contexts.

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

Shenzhen University, China September, 2022 - June, 2025

M.A. in Communication Studies

GPA: 3.81/4.0

Courses and Sessions: Quantitative Study of Journalism and Communication, Introduction to Research Methodologies of Journalism and Communication, Study on Mass Communication

University of Marburg, Germany October, 2024 - March, 2025

Visiting Student in Cultural and Social Anthropology

Courses and Sessions: Culture, Multiple modernities and Postcolonialism, Cultural and Social Anthropological Research and Methods, Current Issues and Topics in Cultural and Social Anthropology, The Politics of the Family under Neoliberal Capitalism, Human Rights in Crises

Jiangxi Normal University, China September, 2018 - June, 2022

B.A. in Journalism and Communication (Radio and Television)

GPA: 3.86/4.0; Rank: 1/40

Courses and Sessions: Introduction to Journalism, Introduction to Chinese Culture, Introduction to Sociology, Outline of Modern Chinese History, Hongkong and Taiwan Literature

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)

RESEARCH EXPERIENCE

Digital Media Culture Lab, Shenzhen University

February, 2023 - August, 2024

Student Research Assistant, advised by Professor Jiang CHANG

- Participated in four research projects focusing on media discourse and national narratives. My main work covered the entire research process, including literature review, data collection/interviewing, empirical analysis, and final writing revisions. The project gave me a broad understanding of communication dynamics, improved my knowledge of different research methods, and confirmed my decision to focus on qualitative research.
- Managed the influential academic public platform “Media Culture Review” founded by my advisor, and as of August 2024, the account has 27,674 subscribers in China. Through this training, I have developed a better academic taste for the research directions of digital media culture and digital journalism, opened up international perspectives and learned to keep a close eye on international cutting-edge developments and seminars.
- Assisted my advisor in the revision of academic papers and research proposals, ensuring clarity, coherence, and adherence to academic publishing standards, which helps me a lot about English academic writing format.

National Survey Research Center, Renmin University of China

April - September, 2021

Remote telephone interviewer

- Participated in interviews for five of China’s larger research projects, including topics such as the Winter Olympics, carbon neutrality, and student employment. Through these projects, I learned the importance of scheduling interviews and being sincere, polite, and confident. This experience helped me build a strong foundation for conducting interviews in my qualitative research.
- Learned and mastered STATA and SPSS data analysis software to analyze the results of the projects’ questionnaires, enriching my better knowledge of statistics and data analysis ability, so that I can be more smooth when reading academic articles on related methods.

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.*

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**

Shenzhen University, 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**

Guangzhou, China, 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**

Jinxi, Jiangxi, China, 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

AWARDS AND FELLOWSHIPS

- **Outstanding Graduate of Postgraduate**, Shenzhen University 2025
- **Academic Launch Scholarship**, Shenzhen University 2025
- **National Scholarship** (Top 0.2%), Ministry of Education of the People's Republic of China 2023-2024
- **Top-level Academic Scholarship** , Shenzhen University 2022-2023
- **Outstanding Students Scholarship** (Top 1%, fourth), Jiangxi Normal University 2018-2022
- **Honors Degree & Outstanding Graduates**, Jiangxi Normal University 2022
- **Honorable Mention of Art Design**, Ministry of Industry and Information Technology of China 2021
- **National Second Prize for Videography**, Academy Award of Advertising Arts Festival 2021
- **National second Prize for Visualization Design**, Chinese Collegiate Computing Competition 2021
- **Best in Arts and Culture News Reporting**, Campus Newspaper Award, China Daily Asia 2020
- **National English Competition for College Students** 2019

MEDIA AND FILM INTERSHIPS

Southern Finance Omnimedia Corp (SFC)

July, 2025 - November, 2025

Intern Financial Journalist & Producer

- 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.

Shenzhen Global Investment Promotion Conference Promotional Video

June, 2025 - present

Executive Producer

- 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.

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