

Zhenting HE

CURRICULUM VITAE

January 15th, 2025

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RESEARCH INTERESTS

I research the intersections of cultural studies, particularly in terms of interplay among technology and culture. My recent work focuses on the critical analysis of digital media culture and digital activism. Methodologically, I am most inclined towards and frequently trained in qualitative research, with the specific method of semi-structured depth interview, analyzing empirical materials through thematic analysis informed by grounded theory. Other ongoing interests include politico-economic, digital feminism, digital journalism and comparative-historical methods.

EDUCATION

Shenzhen University, China	September, 2022 - June, 2025 (expected)
M.A. in Communication	GPA: 3.81/4.0 (WES)
Master's Thesis Topic: <i>Can Social Media Mobilise Human Empathy?</i>	
Advisor: Jiang CHANG, Distinguished Professor, Executive Dean of Global Communication Research Institute, and Secretary General of the Chinese Association for History of Journalism and Communication	
University of Marburg, Germany	October, 2024 - March, 2025
Visiting Student in Cultural and Social Anthropology	
Courses and Sessions: Challenging Inequality, Human Rights in Crises, Worldwide Contestations of LGBTQ+ Rights, The Politics of the Family under Neoliberal Capitalism	
Jiangxi Normal University, China	September, 2018 - June, 2022
B.A. in Journalism (Radio and Television)	GPA: 3.86/4.0; Rank: 1/40

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】

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. He, Z. 2025. *The Work Ethic of Chinese Digital Feminists: From the Neoliberalism Perspective. Paper will be Presented at the 75th Annual Conference of the International Communication Association (ICA), Colorado, USA.*
2. 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.*
3. 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.*
4. 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.*

ACADEMIC SERVICE

Manuscript Reviewer, Association for Education in Journalism and Mass Communication (AEJMC)	April - May, 2024
Student Assistant to the Organiser, Annual Conference on Digital Journalism in China	May, 2024
Assistant to the Organiser, Tencent Global Digital Ecosystem Summit	September, 2024

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. In addition to my advisor Jiang CHANG, the project faculty include Wensen HUANG (Assistant Professor at Shenzhen University) and Hao TIAN (Young Associate Research Fellow at Fudan University).
- 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

Internship Project Assistant

- 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 some of the 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.

AWARDS AND FELLOWSHIPS

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

SKILLS

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

Languages Hakka (Native), English (Fluent), German (Elementary), Korean (Intermediate)

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

Specialties & hobbies Guzheng (Level 8 Certificate), Trap, Swimming, Detective (thriller-mystery) Movies