ZHIHUAI (RANDY) LIN

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ACADEMIC QUALIFICATIONS

Hong Kong Baptist University   Sep 2022 - Jun 2024 (Expected)
Master of Philosophy (By Research), School of Communication
Chinese University of Hong Kong   Sep 2021 - Jun 2022
Master of Arts in Global Communication, School of Journalism and Communication
Hong Kong Baptist University   Sep 2017 - Jun 2021
Bachelor of Communication (Hons.) in Journalism, Data and Media Communication Concentration

RESEARCH INTERESTS

Substantive
- **Media effects**, i.e., network agenda setting among media, public, and government; uses and effects of digital media, digital media and social change
- **Human-computer interaction**, i.e., psychology of human-computer/human-AI interaction; influences of generative AI on interpersonal communication
- **Digital public health communication**, i.e., opinion leadership and health information; persuasion techniques and health advocates

Methodological
- **Social science research design** (comparative social surveys, experimental design, content analysis)
- **Quantitative research methods** (multivariate statistical analysis, multilevel models)
- **Computational methods** (i.e., social network analysis, data scraping, natural language processing, text mining, applied machine learning, large language models)

RESEARCH POSITIONS

Research Assistant   School of Communication, Hong Kong Baptist University   Jun 2021 - Present
Research Helper   Department of Journalism, Hong Kong Baptist University   Nov 2020 - Jun 2021

TEACHING POSITIONS

Teaching Assistant   School of Communication, Hong Kong Baptist University   Jan 2024 - Jun 2024
- Course Name: Big Data Analytics for Media and Communication; Instructor: Dr. Yuner Zhu

Teaching Assistant   Department of Journalism, Hong Kong Baptist University   Jan 2021 - Jun 2021
- Course Name: Multimedia Storytelling; Instructor: Mr. Ho Siu Chung Billy

REFEREED JOURNAL PUBLICATIONS

1. Ng, Y.-L., & **Lin, Z.*** (2022). Exploring conversation topics in conversational artificial intelligence–based social mediated communities of practice. *Computers in Human Behavior*, 134, 107326. [*co-first author]

REFEREED CONFERENCE PRESENTATIONS

7. **Lin, Z.** & Ng, Y. -L. (2024, June). *Why Are Users Drawn to ChatGPT? Unraveling the Motivations, Concerns, and Acceptance of Generative Artificial Intelligence.* Paper will be presented at ICA 2024 - 74th Annual International Communication Association Conference, Gold Coast, Australia.

6. **Lin, Z.** (2024, June). *Exploring the Impact of Media Use on Trust in Chinese Government: The Mediating Role of Authoritarian Personality.* Paper will be presented at ICA 2024 - 74th Annual International Communication Association Conference, Gold Coast, Australia.

5. Ng, Y. -L., & **Lin, Z.** (2024, June). *Biophilia Gratification: Evidence from Nature-related Posts and Images on Social Media.* Paper will be presented at ICA 2024 - 74th Annual International Communication Association Conference, Gold Coast, Australia.

4. **Lin, Z.** (2023, May). *The "Othered" Africa: African Narratives Construction by Chinese Self-Media.* Paper presented at ICA 2023 - 73rd Annual International Communication Association Conference, Toronto, Canada.

3. Ng, Y. -L., & **Lin, Z.** (2023, May). *Anonymous Online Expression of Society-wide, Compulsory Contact Tracing App Use: A Structural Topic Modeling Approach.* Paper presented at ICA 2023 - 73rd Annual International Communication Association Conference, Toronto, Canada.

2. Zhang, Y., **Lin, Z.**, Tong, C., & Ho, S. (2023, May). *How Dynamic Patterns Help? A Cumulative Logic for Improving Tokenization Data Pre-processing of Online User-generated Content.* Paper presented at ICA 2023 - 73rd Annual International Communication Association Conference, Toronto, Canada.

1. Ng, Y. -L., & **Lin, Z**. (2022, May). *Exploring Conversation Topics in Conversational Artificial Intelligence– Based Communities of Practice: A Latent Dirichlet Allocation Approach.* Paper to be presented at the 72nd Annual Conference of International Communication Association (ICA), Virtual.

GRANTS & HONORS

Awards and Honors

- Reaching Out Award (ROA) (22-23), Hong Kong SAR Government   Jun 2023
- Class Valedictorian of the 62nd Commencement, Hong Kong Baptist University   Oct 2021
- Scholastic Award (20/21), Hong Kong Baptist University   Oct 2021
  - Students awarded the First Class Honours and is the top 2% of graduates.
- Merit of Student Writing (English) Category, 25th Human Rights Press Awards   May 2021
- Nominated for Competition, 2020 China Data Content Competition & Conference   Dec 2020
- Winner of Best in New-media Reporting, 2020 Campus News Awards, China Daily   Dec 2020
- Winner of Best in English News Writing, 2020 Campus News Awards, China Daily   Dec 2020
- Winner of Student Writing (English) Category, 24th Human Rights Press Awards   May 2020
- Winner of the Contest, the "Using Gender Data" Awards, UN Women   Nov 2019

Grants and Fellowships

- Master of Philosophy Fellowship (HK$192,000), Hong Kong Baptist University   Sep 2022 - Jun 2024
- Research Postgraduate Travel Grant (HK$8,000), Hong Kong Baptist University   Aug 2023
- Academic Excellence Scholarship (HK$15,000), Chinese University of Hong Kong   Feb 2022
- Kan Hing Communication Scholarship (HK$10,000), Hong Kong Baptist University   Sep 2021
- School of Communication Scholarship (HK$10,000), Hong Kong Baptist University   Apr 2021
- School of Communication Scholarship (HK$10,000), Hong Kong Baptist University   Apr 2020
- SCE Scholarship (HK$5,000), Hong Kong Baptist University   Oct 2019

PROFESSIONAL SERVICE

Ad-hoc Reviewer for the Peer-reviewed Academic Journals

- *Cyberpsychology, Behavior, and Social Networking (SSCI)*, *New Media & Society (SSCI)*, *Social Science Computer Review (SSCI)*, *Media Asia*

Research Paper Reviewer

- International Communication Association (ICA) Annual Convention submissions, 2021 – Present

Portal Builder & Manager; Data Visualization Story Editor & Journalist

- "Data Story" Portal (https://datastory.hkbu.edu.hk), *The Young Reporter*, 2019 - 2021

SKILLS

- **Statistical Programming/Markup Languages:** R, Python, STATA, SPSS, LaTeX, SQLite, HTML
- **Languages:** Mandarin (Native), English (Proficient), Cantonese (Native)
- **Applications:** Tableau, Gephi, MAXQDA, Adobe Creative Suite, Premiere Pro, Final Cut Pro, Capture One, DaVinci Resolve