

EDUCATION

The University of Sheffield – Sheffield, UK

Sep. 2021 – Jan. 2023

Master of Arts Global Journalism Merit GPA: 3.67/4

Key Courses: Digital Journalism for a Global Society, Reforming Journalism in a Global Environment

Sichuan Conservatory of Music – Chengdu, China

Sep. 2016 – Jun 2020

Bachelor of Arts Broadcasting and Hosting GPA: 3.55/5

Key Courses: News interview and Writing, Introduction to Communication, Media Criticism

CONFERENCE EXPERIENCE

Dai, B. (2023, September). *Whether an Enhancement of Trust or a Potential Threat: Examining Data Transparency in Chinese Data Journalism*. Presented (oral presentation) at the Eighth International Conference on Communication & Media Studies (online). Retrieved from https://cqscholar.com/cq_event/events/P23en/proposal/69033.

RESEARCH EXPERIENCE

Whether an enhancement of trust or a potential threat: data transparency in China's data journalism.

Investigator

Apr. 2023 – Current

- Reviewed and summarized the recent national and international literature on data journalism and transparency and explored the impact of the existence of transparency on data journalism in different regions.
- Examining the impact of data journalism transparency measures on content credibility and threats that transparency may cause through a qualitative descriptive approach. It is planned to collect the perceptions of industry practitioners and general readers on the transparency of data journalism in China through semi-structured interviews.
- Interviews will be conducted through online meetings or in-person interviews. Interviews are planned to be audio-recorded. Thematic analysis approach will be used to analyze the interview data.
- Analyzing the impact of transparency on data journalism in China can provide a unique experience of data journalism in China. It will make up for the lack of research on transparency and trust in data journalism in non-Western journalism contexts. Secondly, critically analyzing the impact of transparency on journalism can provide valuable suggestions for developing appropriate transparency standards in the future.

Research on data journalism in China: the current state of development and shortcomings of data journalism in China.

Investigator

Dec. 2021 – Sep. 2022

- Reviewed and summarized studies on the current state of research on the development of data journalism in China in recent years. In addition, review relevant literature on the development of data journalism in other countries and regions.
- Summarized and analyzed the data in 2018 and 2021 for the data news segment under different Chinese news organizations. (a) Through screening, a traditional official news media and an emerging Internet news media were selected as samples for analysis. (b) All data news items published by two news media in two years, 2018 and 2021, were selected separately (Beautiful-Soup and Pandas).
- Extracted news types, number of authors, number of charts used and number of accessible links to metadata from the data as a dimension for analysis and comparison (Pandas and Excel).
- Analyzed data news from two different types of Chinese news media in two different years to understand the development of data journalism in China over the year. The study revealed where data journalism in China has progressed, such as more sophisticated use of interactive technology and more in-depth and professional data analysis and mining. However, it also reveals where Chinese data journalism still has problems, such as the lack of metadata accessibility, data transparency issues, and the homogeneity of data sources.

A study and analysis of the content and format of food programs on Chinese internet media platforms and their impact on traditional food TV programs.

Team leader

Sep. 2018

- Collected and analyzed the videos of popular food programs on the Bilibili platform to compare their format, hosting style and camera language with those of traditional food programs.
- Analyzed the selected food programs on the Bilibili platform using content analysis. (a) A selection of videos from three of the

most viewed and commented-on food programs on the popular Bilibili platform, documenting their camera language, format, pacing, selection type and hosting style (Word and Excel). (b) The three most recent traditional television food programs were selected to record relevant information in the same dimension of analysis (Word and Excel). (c) A comparative analysis to help understand the underlying reasons for the greater popularity of emerging Internet media videos.

- Proofed the new elements that have emerged in food programs on emerging internet media platforms and the changes that have occurred in the planning and filming of the programs. The study finds that the new Internet media platforms are not restricted by government content censorship and TV station censorship rules and that the format of the programs is becoming more diverse, and the themes and hosting styles are closer to the aesthetic preferences of young people. The decline of traditional food programs is not only due to the decline of the television medium but also to the loss of younger viewers due to stricter, more restrictive programming formats.

AWARDS & HONORS

- Outstanding graduates, Sichuan Conservatory of Music *Jun. 2020*
- Outstanding student, Sichuan Conservatory of Music (¥ 2,000= USD 280) *Sep. 2019, 2018*
- Outstanding student leaders, Sichuan Conservatory of Music *Sep. 2019, 2018*
- The second prize of Sichuan province host rookie contest *Sep. 2018*
- TV host rookie competition in East China, Third place *Aug. 2017*

INTERNSHIP EXPERIENCE

Wanyu Integrated Marketing

Apr. 2023

- Social media platform account operation. Collect and analyze hotspots on overseas TikTok and YouTube platforms. Develop account content strategy and operation strategy based on product characteristics and user group characteristics. Regularly monitor and analyze background data. Adjust and optimize account operation strategy and content according to regular data statistics.
- Overseas team coordination. Develop localized operation strategies according to the local social media market and user behavior. Collaborate with overseas teams in Southeast Asia (Thailand, Philippines, Vietnam, etc.) and North America for localized online and offline content promotion and event planning.

Sichuan News Net

Mar. 2021

- Supervised daily reviewing news content and audio/video and reviewing and monitoring comments in the comments section. Followed the rules and regulations for the review and handling of sensitive words, removed and downgraded non-compliant content with sensitive information.
- Audited data and monitored back-office data within traditional Chinese official media. Protected data privacy and platform data management in the era of big data. For example, the effectiveness of platform data governance, the protection of personal data privacy and the risk of privacy breaches arising from data monitoring.

Host of 2019 The Voice of China Sichuan Final

May. 2019

- Hosted the Sichuan final of The Voice of China designed the program flow and wrote the host speech.
- Planned the flow of a variety show and worked with other online media platforms through actual participation in a well-known large-scale entertainment variety show.
- Designed a television program's production process and understood why television programs face more constraints and frameworks. For example, the content of a program needs to be positive, and more trade-offs need to be made in terms of the program's interactive flow and the hosts' speech writing for post-production editing and review.

SKILLS

- Technical: Interviewing, Recording, Audio and Video Post-Editing, Dubbing, Film and TV Post-Effects Sound Production, Questionnaires, Photography
- Computational: Python, NVivo, Proficiency in Microsoft Office, Adobe Premiere, Adobe Audition, Adobe After Effects
- Language: Chinese, English

REFERENCES

Available on request.