

Qinran Li

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EDUCATION

University of Tennessee, Knoxville Knoxville, TN
Ph.D. in Communication & Information 2027 (Expected)

Boston University Boston, MA
Master of Science in Media Science: Marketing Communication Research Jan 2023
Graduate Certificate in Data Analytics

Communication University of China Beijing, China
Bachelor of Arts in Chinese Language and Literature Jun 2021
Bachelor of Management in Cultural Industry Management

RESEARCH INTERESTS

influencer advertising, social media, mental health

CONFERENCE

Li, Q., & Pittman, M. (2024, August). Processing fluency on instagram vs tiktok: Construal level influences green advertising outcomes on social media. Paper posted at the *2024 Association of Education in Journalism and Mass Communication (AEJMC) annual conference*. Philadelphia, PA

Li, Q., & Pittman, M. (2024, February). TikTok vs Instagram: Green advertising, construal level and platforms differences. Paper presented at the *2024(46th) Annual CCI Symposium*. Knoxville, TN

TEACHING EXPERIENCE

Teaching Assistant to Dr. Stan Li Fall 2024
ADPR 340R Advertising Research Method, University of Tennessee, Knoxville

Teaching Assistant/Co-Instructor to Dr. Michael Palenchar Spring 2024
ADPR 530 Advertising & Public Relation Research (graduate level), University of Tennessee, Knoxville

Teaching Assistant to Dr. Matthew Pittman Fall 2023
ADPR 365 Social Media Strategy, University of Tennessee, Knoxville

Teaching Assistant to Dr. Zlatko Vasilkoski Fall 2022
CS 688 Web Mining and Graph Analytics (graduate level), Boston University

HONORS & SCHOLARSHIPS

Ben Bates Fellowship, \$9000 2023
University of Tennessee, Knoxville

Emerging Leaders Scholarship, \$6000 2021-2022
Boston University

Merit Student 2018
Communication University of China

Third-grade Scholarship 2018
Communication University of China

Individual Scholarship for Science and Technology Competition 2018
Communication University of China

OTHER EXPERIENCE

BlueFocus Digital Marketing Agency Beijing, China
Account Executive Intern Jul - Sep 2020

Geomatics World (key magazine of China technology) Beijing, China
Editor Intern Nov 2019 - Feb 2020

SKILLS

Data analytics tools: SPSS, R, Google Analytics, Mplus

Languages: Mandarin Chinese (native), Japanese (intermediate)