

# Xubin Zhang

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## EDUCATION

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### Jinan University

Guangdong, China

B.A. in International Journalism, GPA:90.07/100

Jun. 2022 - Sept. 2026

- Coursework: New Media Research, Frontiers of Communication Theory, Research Methods in Social Sciences, Mass Communication, International Communication, Media Economics

## RESEARCH PAPERS

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- Xu, X., & Zhang, X. (2024, November). *Integrating Civilizational Landscapes: Globalized Cultural Narratives in Game Worlds — A Case Study of Genshin Impact's Overseas Omni-Media Communication* [Conference presentation, in Chinese]. 16th Annual Conference of the Chinese Communication Society. (To be published in official conference proceedings)
- Zhang, X. (n.d.). *Delegating Pleasure: Interpassivity in Desktop Cozy-Idle Games*. Manuscript in preparation. (Extended abstract submitted to DiGRA 2026)
- Zhang, X., & Wang, S. (n.d.). *How Social Media Information Shapes Competitive Behavior in Chinese College Students: The Mediating Roles of Upward Comparison and Anxiety*. Manuscript submitted for publication.
- Park, C. S., & Zhang, X. (n.d.). *Algorithm literacy, misinformation, and diverse viewpoints*. Manuscript in preparation.

## RESEARCH EXPERIENCE

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### Revisiting Field Theory in the Overseas Omni-Media Dissemination of Games

May 2024 – Present

Second author

- Conducted rigorous multi-source data analysis, including platform metrics, cross-platform user reviews, and industry revenue data, to map the game's global cultural communication patterns
- Designed and executed a cross-national survey (N=94; participants from 30+ countries) to examine player entry pathways, narrative engagement, and transplatform participation
- Conducted 14 in-depth semi-structured interviews with international players, content creators, and streamers; applied interpretive thematic analysis to identify how players produce emotional and social capital that circulates within game ecologies
- Integrated Bourdieu's field theory with omni-media communication to develop a three-field analytical model (Game Universe Field, Game Dissemination Field, Game Ecosystem Field), explaining how Genshin Impact constructs and circulates cultural, symbolic, emotional, and economic capitals in global game dissemination

### How Social Media Information Shapes Competitive Behavior in Chinese College Students: The Mediating Roles of Upward Comparison and Anxiety

Jan. 2025 – Present

Co-author

- Designed the theoretical model and survey instrument integrating Cultivation Theory and Social Comparison Theory; conducted a questionnaire survey (N = 437) by convenience sampling via Chinese social media
- Performed quantitative analysis in SPSS, including Pearson correlations, regression analysis, and serial mediation testing using PROCESS Macro 4.3 (Model 6)
- Identified a context-dependent suppression effect of anxiety that it reduced the positive impact of information acquisition on competitive behavior, but this suppression weakened when users processed information as useful content rather than as a basis for comparison, revealing a flexible cognition-emotion mechanism

## Algorithm Literacy, Misinformation and Diverse Viewpoints

Sept. 2024 – Sept. 2025

Second author

- Conducted 19 semistructured in-depth interviews with Chinese social media users (ages 18–30), focusing on participants' educational backgrounds, media literacy exposure, and news consumption habits
- Conducted thematic analysis of a nearly 40,000-word interview corpus to identify and integrate verbatim participant quotations aligned with the study's conceptual categories, strengthening thematic claims regarding personalization, algorithmic risk, and credibility judgments

## PROJECT EXPERIENCE

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### Silent Struggle: Exploring the Status and Pathways for Women with Mental Illnesses in Rural China

Sept. 2024 – Nov. 2024

Team leader

- Led a mixed-methods data-journalism project examining the structural challenges faced by rural women with mental illness in China; received the top evaluation in the course
- Processed multi-source datasets (news corpora, national health statistics, policy data) and produced 10+ data visualizations illustrating media-attention trends, urban–rural disparities in mental-illness prevalence, and the distribution of mental-health resources across China
- Collected and synthesized 20,000+ words of materials and co-authored core analytical sections, integrating insights from interviews with an NGO representative and a legal expert
- Independently designed and built *an interactive report website*, incorporating narrative structure, data visualizations, and custom graphics to present project findings effectively

## INTERNSHIP EXPERIENCE

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### 37 Interactive Entertainment, Strategic Management Center

Mar. 2025 - Aug. 2025

Indie Game Publishing & Marketing Intern

- Contributed to publishing of three indie games (Furry Company, Retrace the Light, Sweet's Devil)
- Built and managed Furry Company's X and Discord communities from scratch; released 90+ posts and gained 150+ followers in one month
- Collaborated with 100+ KOLs across international social media; supported expo events including Shenzhen Animation Expo and ChinaJoy

### TEC-Do 2.0 Technology Co., Limited, Influencer Delivery Department

Jan. 2024 - Mar. 2025

KOL Operations Intern

- Supported three gaming and two e-commerce campaigns; independently managed the Indonesia game promotion campaign
- Secured 80+ KOL partnerships, 50+ signed collaborations, 1.5M+ video impressions, and 6.3% average engagement rate

## AWARDS AND PRIZES

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|--------------------------------------------------------------------------------------------|------|
| Provincial-level 2 <sup>nd</sup> Award, "FLTRP·ETIC Cup" National English Writing Contest  | 2023 |
| Provincial-level 3 <sup>rd</sup> Award, "Challenge Cup" National Business Plan Competition | 2023 |
| University-level 2 <sup>nd</sup> Prize, Comprehensive Scholarship                          | 2023 |
| University-level 3 <sup>rd</sup> Prize, Comprehensive Scholarship                          | 2024 |
| University-level 3 <sup>rd</sup> Prize, Comprehensive Scholarship                          | 2025 |

## SKILLS

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**Languages:** Mandarin (Native), English (C1)

**Design:** RPG Maker MV, Figma, Readymag

**Software:** SPSS, Python, NVivo, Octoparse