

HUIRAN YI

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- EDUCATION**
- Ph.D. Student in Information Science** Ann Arbor, MI, USA
University of Michigan 2021 - 2026 (exp.)
Advisor: Silvia Lindtner
- M.A. in Media, Culture, and Communication** New York City, NY, USA
New York University 2016 - 2018
- M.A. in English Literature (Intercultural Communication)** Shanghai, China
Shanghai International Studies University 2015 - 2018
- LL.B. in International Politics** Shanghai, China
B.A. in English Literature
Shanghai International Studies University 2011 - 2015
- CONFERENCES & WORKSHOPS**
- Ankenbauer, S. A.* and **Yi, H.*** (November, 2024). “The Search for Paxlovid: Medication Acquisition as Anticipation Work After China’s Zero-COVID Policy.” Paper for Conference Proceedings of the ACM on Human-Computer Interaction. *CSCW 2024*. [Contributed Equally]
- Yi, H.**, and Lu, X. (Major revision & resubmit). “The Informal Labor of Content Creators: Situating Xiaohongshu’s Key Opinion Consumers in Relationships to Marketers, Consumer Brands, and the Platform.” Paper for the ACM on Human-Computer Interaction. *CSCW 2025*.
- Yi, H.** and Lindtner, S. (To be Submitted). “Reciprocal Governance of the ‘Good Life’: the Affective Dimension of Chinese State’s Governance on Social Media Platforms.” [TBD]. Paper for *The China Quarterly*.
- Li, N., Wu, C., Zhou, H., **Yi, H.**, Cai, J., and Carrol, J.M. (Submitted to 2025 CHI). A Room of One’s Own: Exploring the Interplay of Women’s Support and Online Commerce on the Women-Centric Platform Xiaohongshu. Paper for the ACM on Human-Computer Interaction. *CHI 2025*.
- Yi, H.** and Lu, X. (May, 2024). “Automating Content Creation with Gen-AI: The Interplay Between Labor of Content Creators and Gen-AI in Marketing Campaigns.” Paper accepted for presentation at for *Generative Ai In User-Generated Content* Workshop at *CHI*. Honolulu, Hawaii, USA.
- Yi, H.** (January, 2024). “Affective Platform: Xiaohongshu and Affective Governance in China.” Lightning Talk accepted for presentation at *Ensnaring Entanglements University of Michigan Science, Technology, and Society Program Symposium*. Ann Arbor, MI, USA.
- Yi, H.**, (November, 2023). “Negotiating the ‘Good Life’: The Affective Dimension of Chinese State’s Governance on Digital Platforms.” Paper accepted for presentation at the *American Anthropological Association Annual Meeting (AAA)*. Toronto, Canada.

Yi, H., (November, 2023). “Not-Labeling an ‘Independent Woman’ on social media: Chinese women and Xiaohongshu.” Abstract accepted for presentation at *Society for Social Studies of Science Annual Meeting (4S)*. Honolulu, HI, USA.

Yi, H., Xian, L. (November, 2023). “(Re)Making Side Hustle Labor with Social Media: Xiaohongshu and the Lifestyle of Young Chinese.” Abstract accepted for presentation at *Society for Social Studies of Science Annual Meeting (4S)*. Honolulu, HI, USA.

Yi, H., (April, 2023). “Living up to a ‘Good Life’: Xiaohongshu and its Key Opinion Consumers.” Paper accepted for presentation at *Building Credibility, Trust, and Safety on Video-Sharing Platforms Workshop at CHI*. Hamburg, Germany.

Yi, H., Lindtner, S. (December, 2022). “The ‘Natural’ Self: Constructing Chineseness Between State Policy, E-Commerce, And the Countryside.” Abstract accepted for presentation at *Society for Social Studies of Science Annual Meeting (4S)*. Cholula, Mexico.

Yi, H. (May, 2022). “Attending to Invisible Labor in Global Expansion of Chinese Platforms.” Paper accepted for presentation at *Triangulating Race, Capital, and Tech Workshop at CHI*. New Orleans, LA, USA.

Yi, H. (October, 2017). “The Meaning of Internships: A Cross-cultural Comparison of Communication and Media Organizational Work between China and the U.S.” Paper accepted for presentation at *New York State Communication Association Annual Meeting*. Callicoon, NY, USA.

**INVITED
TALKS**

Invited guest speaker (November, 2023). “Communication Processes: Gender, Race & Cultural Identity.”

Graduate Seminar. *Media, Culture, and Communication, NYU*.

“Communicating Gender & Identity.”

Undergraduate Seminar. *Media, Culture, and Communication, NYU*.

Invited guest speaker (November, 2021). “Gender and Identity.”

Undergraduate Seminar. *Media, Culture, and Communication, NYU*.

**AWARDS
&
GRANTS**

UMSI Travel Grant (\$2500) 2024
School of Information, University of Michigan

UMSI Travel Grant (\$2000) 2023
School of Information, University of Michigan

UMSI Travel Grant (\$700) 2022
School of Information, University of Michigan

Mitchell Leaska Scholarship (\$1,000) 2017
Department of Media, Culture, and Communication, New York University

Scholarship for International Research and Studies (¥50,000) 2016
Shanghai International Studies University

1st Class Scholarship for Graduate Students (¥30,000) 2015 - 2018
Shanghai International Studies University

1st Class Scholarship for Undergraduate Students (¥12,000) 2011 - 2015
Shanghai International Studies University

China National Scholarship (¥8,000) 2013
China Ministry of Education

**RESEARCH
EXPERIENCE**

Graduate Student Research Assistant Ann Arbor, MI, USA
School of Information, University of Michigan 2021, Fall 2023
Mentor: Professor Silvia Lindtner

- Researched and conducted critical discourse analysis; wrote article draft on Chinese TikTok (Douyin) e-commerce in rural China for “Rural Revitalization”
- Conducted ethnographic research on Chinese social media platforms (Xiaohongshu) and wrote article draft on affective and technopolitical governance in China

Research Assistant Shanghai, China
Social Development & Public Policy School, School of Journalism, Fudan University 2015 - 2016
Mentor: Professor Ronggui Huang, Professor Wen Zheng

- Using content analysis to study how Chinese use Weibo (social media) to participate in public discussions
- Analyzed the Weibo postings by content analysis; proposed themes of “Rule of Law” “Reform & Opening up”
- Labeled 1000+ Weibo to form a database via API tools; studies people’s posting topic preferences trends
- Contributed to social trend analysis & modeling; formed weekly reports on public attitudes on chosen topics

Research Assistant Shanghai, China
School of Journalism & Communication, Shanghai International Studies University 2015 - 2016
Mentor: Professor Weijia Deng

- Analyzed audience’s national identities and identification building through discourses in BBC, CNN, CCTV, 24 Hours (FR), Today (RU) news reports
- Studied discourses on nationality in state-media CCTV’s postings on Twitter, Facebook, YouTube
- Formed reports with discourse and content analysis methods; organized weekly research meeting

**TEACHING
EXPERIENCE**

Graduate Student Instructor Winter 2023
SI 658: Information Architecture
School of Information, University of Michigan
Primary Instructor: Professor Dan Klyn

Graduate Student Instructor
SI 388: Putting the H in HCI
School of Information, University of Michigan
Primary Instructor: Professor Julie Hui

Fall 2022

SERVICES

Center for Ethics, Society, and Computing
School of Information, University of Michigan
Research Operations Lead

Peer Review
Science, Technology, & Human Values (ST&HV Journal)
The Ethics of Peace and Peacemaking: Critical Perspectives (Edited Volume)
ACM CSCW 2024/2025
ACM CHI 2024
ACM DIS 2023/2024

**PROFESSIONAL
EXPERIENCE**

Brand Supervisor Shanghai, China
CLEAR, Unilever 2020 - 2021

Product Marketing Executive Shanghai, China
Kiehl's, Management Trainee, L'Oréal 2019 - 2020

Market Research Executive Shanghai, China
Kantar Millward Brown 2018 - 2019

SKILLS

Languages
Mandarin (Native)
English (Proficient)
French (Intermediate)
Data Analysis & Visualization
Python
Tableau
RStudio

Updated September 2024