

## 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**
- 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.** and Lindtner, S. (To be Submitted). "Negotiating the 'Good Life': Affective Dimension of Chinese State's Governance on Social Media Platforms." [TBD]. Paper for *China Information*.
- Yi, H.**, and Lu, X. (Major revision & resubmit). "Creating Content, Claiming Power: Informal Labor of Key Opinion Consumers on Xiaohongshu (RED) in the Time of China's "Flexible Employment"" Paper for the ACM on Human-Computer Interaction. *CSCW 2024*.
- Ankenbaur, S. A.\* and **Yi, H.\*** (Acceptance with minor revision). "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.** (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 (\$2000) <i>School of Information, University of Michigan</i>	2023
UMSI Travel Grant (\$700) <i>School of Information, University of Michigan</i>	2022
Mitchell Leaska Scholarship (\$1,000) <i>Department of Media, Culture, and Communication, New York University</i>	2017
Scholarship for International Research and Studies (¥50,000) <i>Shanghai International Studies University</i>	2016
1 <sup>st</sup> Class Scholarship for Graduate Students (¥30,000) <i>Shanghai International Studies University</i>	2015 - 2018
1 <sup>st</sup> Class Scholarship for Undergraduate Students (¥12,000) <i>Shanghai International Studies University</i>	2011 - 2015

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** Fall 2022  
SI 388: Putting the H in HCI  
*School of Information, University of Michigan*  
Primary Instructor: Professor Julie Hui

**SERVICES**

**Peer Review**  
ACM CHI 2024  
ACM DIS 2023

**PROFESSIONAL  
EXPERIENCE**

**Brand Supervisor**  
*CLEAR, Unilever*

Shanghai, China  
2021 - 2021

**Product Marketing Executive**  
*Kiehl's, Management Trainee, L'Oréal*

Shanghai, China  
2019 - 2020

**Market Research Executive**  
*Kantar Millward Brown*

Shanghai, China  
2018 - 2019

**SKILLS**

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

Updated May 2024