HUIRAN YI

School of Information, University of Michigan
105 S. State Street, Ann Arbor, MI, 48109
huiran@umich.edu

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., 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, 2021). "Gender and Identity." Undergraduate Seminar. *Media, Culture, and Communication, NYU.* Virtual due to COVID-19.

AWARDS & GRANTS		
	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 - 2022
Mentor: Professor Silvia Lindtner

- Researched and wrote article (draft-in-preparation) on Chinese TikTok (Douyin) e-commerce in rural China for "Rural Revitalization"

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

PROFESSIONAL EXPERIENCE **Brand Supervisor**   Shanghai, China
CLEAR, Unilever   2021 - 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 2022