Jing Zeng, PhD

Senior Research and Teaching Associate, University of Zurich
Andreasstrasse 15, 8050 Zürich, Switzerland
j.zeng@ikmz.uzh.ch

Employment History

Employer: University of Zurich
Date started and finished: August 2018 – present
Position: Senior research and teaching associate

Employer: Hans-Bredow-Institut, Germany
Date started and finished: September 2017 – April 2018
Position: Visiting post-doc research fellow

Employer: Queensland University of Technology, Australia
Date started and finished: May 2014 – August 2017
Position: PhD Candidate and teaching academic

Education

Apr. 2014 – Sep. 2017   Queensland University of Technology
PhD Media and Communication
Supervisors: Prof. Jean Burgess, Prof. Axel Bruns

Sep. 2012 – Aug. 2013   Oxford Internet Institute (OII), University of Oxford
MSc Social Science of the Internet
Supervisor: Prof. Ralph Schroeder

Sep. 2008 – Aug. 2012   University of Nottingham
BA (first-class honours) International Communications

Awards & Scholarship

2020   ICA Communication & Technology Division Top Extended Abstract award
2020   ICA Computational Methods Interest Group Top Paper award 2020
2017   "Algorithmed Public Sphere" Fellowship, Hans-Bredow-Institut
2014   QUT Postgraduate Award Scholarship, Queensland University of Technology
2012   Hoare's Family Scholarship, China Oxford Scholarship Fund
2009-2011   Provost's Scholarship, University of Nottingham

Research Project

Project name: Science-related Conspiracy Theories Online [link]
Duration: 2020-2023
Funding body: Swiss National Science Foundation

Project name: Imaginaries of Artificial Intelligence [link]
Duration   2021-2014
Funding body: Swiss National Science Foundation & German Science Foundation

Peer-reviewed Journal Articles & Conference Proceedings

Zeng, J., Schäfer, M. S., & Allgaier, J. (forthcoming). Reposting "till Albert Einstein is TikTok famous": The Memetic Construction of Science on TikTok. *International Journal of Communication.* (Preprint)

Zeng, J. and Chan, CH. (2021), "A cross-national diagnosis of infodemics: comparing the topical and temporal features of misinformation around COVID-19 in China, India, the US, Germany and France", Online Information Review, ahead-of-print. https://doi.org/10.1108/OIR-09-2020-0417

Zeng, J., Chan, CH., Schäfer, M. S. (2020). Contested Chinese Dreams of AI? Public discourse about Artificial intelligence on WeChat and People's Daily Online. *Information, Communication & Society.* https://doi.org/10.1080/1369118X.2020.1776372

Chan, CH., **Zeng, J.,** Wessler, H., Jungblut, M., Welbers, K., Bajjalieh, J. W., ... & Althaus, S. L. (2020). Reproducible Extraction of Cross-lingual Topics (rectr). *Communication Methods and Measure*s, 14 (4): 285-3051. https://doi.org/10.1080/19312458.2020.1812555

Abidin, C., & **Zeng, J**. (2020). Feeling Asian Together: Coping With #COVIDRacism on Subtle Asian Traits. Social Media + Society. https://doi.org/10.1177/2056305120948223

Kaye, D. B. V., Chen, X., & **Zeng, J.** (2020). The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok. Mobile Media & Communication. https://doi.org/10.1177/2050157920952120

Chen, X., Kay, D.B.V. & **Zeng, J.** (2020) #PositiveEnergy Douyin: constructing "playful patriotism" in a Chinese short-video application. *Chinese Journal of Communication.* https://doi.org/10.1080/17544750.2020.1761848

Persaud, C. J., Guarriello, N. B., Maris, E., Abidin, C., & **Zeng, J.** (2020). Racing the platform/platforming race. *AoIR Selected Papers of Internet Research.* https://doi.org/10.5210/spir.v2020i0.11144

Xu, K., Liu, F., Mou, Y., , Wu, Y., **Zeng, J.,** & Schäfer, M. S. (2020) Using Machine Learning to Learn Machines: A Cross-Cultural Study of Users' Responses to Machine-Generated Artworks, Journal of Broadcasting & Electronic Media. https://doi.org/10.1080/08838151.2020.1835136

Zeng, J. (2019). # MeToo as connective action: a study of the anti-sexual violence and anti-sexual harassment campaign on Chinese social media in 2018. *Journalism practice*, 1-20. https://doi.org/10.1080/17512786.2019.1706622

Zeng, J., Burgess, J., & Bruns, A. (2019). Is citizen journalism better than professional journalism for fact-checking rumours in China? How Weibo users verified information following the 2015 Tianjin blasts. *Global Media and China*, 4(1), 13–35. https://doi.org/10.1177/20594364198341

Zeng, J., Chan, CH, and Fu, KW. (2017). How social media construct "truth" around crisis events: Weibo's rumour management strategies after the 2015 Tianjin Blasts. *Policy & Internet.* 9 (3), 297-320. https://doi.org/10.1002/poi3.155

Fung, I., **Zeng J.**, Chan CH, Liang H, Yin J, Liu Z, Tse ZTH, Fu KW (2017). Twitter and Middle East Respiratory Syndrome, South Korea, 2015: a multi-lingual study. *Infection, Disease & Health,* 23(1), 10-16. https://doi.org/10.1016/j.idh.2017.08.005

Zeng, J. (2015). How does information around acute events come into being on social media? *JeDEM-eJournal of eDemocracy and Open Government,* 7(1), 72-98. https://doi.org/10.29379/jedem.v7i1.375

Zeng, J. (2014). Can Microblog based Political Discussion contribute to Public Deliberation in China? In CeDEM Asia 2014: *Proceedings of Conference for E-Democracy and Open Government*, 97-114.

Zeng, J. (2014). Information construction in crisis communication: Applying ANT to digital media environments. In CeDEM Asia 2014: proceedings of Conference for E-Democracy and Open Government Conference for E-Democracy and Open Government, 261-266.

Edited Volumes, Research monograph & Book Chapters

Zeng, Jing, Mike S. Schäfer & Thaiane Oliveira (Eds., in preparation). Conspiracy Theories in Digital Environments. In *Convergence.*

Zeng, Jing, Mike S. Schäfer & Crystal Abidin (Eds., in preparation): 15 Seconds of Fame: Global Perspectives on the Emerging Short-Video Culture. In *International Journal of Communication*.
Kaye, D.B.V., **Zeng, J.,** & Wikström, P. (Contracted). TikTok: Creativity and Culture in Short Video. Cambridge: Polity Press.
Zeng, J. (forthcoming). Researching conspiracy theories using content analysis in the digital media environment. In F. Oehmer, S. H. Kessler, E. Humprecht, K. Sommer, & L. Castro Herrero (in preparation). Handbook of Standardized Content Analysis: Applied Designs to Research Fields of Communication Science. Wiesbaden: Springer.

Zeng, J. (2020). 'Smart is the Nü (boshi) Sexy': How China's PhD women are fighting stereotypes using social media. In Warfield, K., Abidin C., and Cambre C. (eds). *Mediated Interfaces: The Body on Social Medi*a (pp. 159-173). London: Bloomsbury Academic

Zeng, J. (2019). You Say# MeToo, I Say# MiTu: China's Online Campaigns Against Sexual Abuse. In Fileborn B., Loney-Howes R. (eds) *# MeToo and the Politics of Social Change* (pp. 71-83). Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-15213-0_5

Zeng, J. (2018). *Contesting rumours on social media during acute events: The 2014 Sydney siege and 2015 Tianjin blasts* (Doctoral dissertation, Queensland University of Technology). https://eprints.qut.edu.au/115786/

Conference Presentations

Zeng, J., & Schäfer MS (2020) Teaching or trolling? A content analysis of science and pseudoscience memes on TikTok. Paper presented at 70th International Communication Association Annual Conference.

Chan CH, **Zeng J**, Wessler H, Jungblut M, Welbers K, Bajjalieh J, van Atteveldt W, Althaus S (2020) Reproducible Extraction of Cross-Lingual Topics Using R. Paper presented at 70th Annual International Communication Association Conference, Virtual Conference [Top Paper, Computational Methods Interest Group]

Chan CH, **Zeng J**, Schäfer MS (2020). Whose research benefits more from Twitter? A study of Twitter-worthiness of communication research. Paper presented at 70th Annual International Communication Association Conference, Virtual Conference [Top extended abstract, Communication and Technology Division]

Zeng, J., Keller, T. R., Schäfer, Mike S. (2019). Prevalence, Activity and Impact of Social Bots in Twitter Communication about Conspiracy Theories. Presented at AoIR conference 2019. Brisbane, Australia.

Wijermars, M., Puschmann C., **Zeng J**. (2019). News recommendation and source diversity on Russian news aggregators: Google News as the better alternative? Paper presented at 69th International Communication Association Annual Conference

Slechten, L., & **Zeng, J.** (2018). Global diversity in search results: a socio-technical examination of Google, Baidu, and Yandex' geopolitical search query results in the US, Western EU, India, China, and Russia. European Communication Research and Education Association (ECREA) 2018 Conference. Lugano, Switzerland.

Zeng, J. (2016) How is misinformation regulated on Chinese Social media. Presented in Crossroads in Cultural Studies 2018, Sydney, Australia.

Zeng, J., Chan, CH., and Fu, KW. (2016). Can online rumour be a social good in an authoritarian state? Presented at Internet Research Conference 2016, Berlin, Germany.

Zeng, J, Burgess, J., Bruns, A. (2015). The challenges of Weibo for data-driven digital media research. Presented in Internet Research Conference 2015, Phoenix, Arizona, USA.

Invited talk and keynote

Zeng J. (forthcoming) The good, the bad, and the uncertain: rethink 'truth' and 'falsity' on digital media. Keynote at Women in Big Data 2020 conference. Zurich, Switzerland. (due to COVID-19 pandemic, it is rescheduled to July 2021)

Zeng, J. (2021, February 2). Contested Chinese Dreams of AI. Keynote at 'AI Narratives in China' organised by the Berggruen Center at Peking University & the Leverhulme Centre for the Future of Intelligence at the University of Cambridge (CFI). Online.

Zeng J. (2018, December 11). The impact of the Social Credit System in China on non-Chinese societies. Invited talk at University of Oldenburg, Germany.

Zeng J. (2018, March 9). Ethics and dataveillance. Invited Talk at Aalborg University, Denmark.

Zeng J. (2018, March 7). Big data, big surveillance: China's social credit system. Invited talk at IT University, Denmark.

Zeng J. (2018, January 17). Distributed Surveillance: China's rumour governance on social media. Invited talk at Hans Bredow Institute, Germany.

Media commentaries

Zeng, J. (2020). Twitter has become a new battleground for China's wolf-warrior diplomats. *The Guardian.* [link]

Baker, A., Rodrigues, U., & **Zeng, J.** (2020). The J Word: Can News Stop Sexual Violence? [link]

Schäfer, M. S. & **Zeng, J.** (2020). 5G and the Virus: How science communication can challenge conspiracy theories in times of Covid-19. *Elephant in the Lab*. [link]

Zeng, J. (2020). Sensationalist media is exacerbating racist coronavirus fears. We need to combat it. *The Guardian.* [link]

Zeng, J. (2018). From #MeToo to #RiceBunny: how social media users are campaigning in China. *The Conversation.* [link]

Zeng, J. (2017) LGBTQ rights in mainland China looking gloomy after Taiwan's new ruling on same-sex marriage. *The Conversation.* [link]

Zeng, J. (2017) Thinking of taking up WeChat? Here's what you need to know. *The Conversation.* [link]

Zeng. J. (2016) Do moves against Hangzhou G20 'rumours' help show China at its best or worst? [link]

Press Interviews

Washington Post (2020/06/18) Video evidence of anti-black discrimination in China over coronavirus fears. [link]

Wired (2019/01/21) The complicated truth about China's social credit system. [link]

The Guardian (2018/06/27) China's social credit system 'could interfere in other nations' sovereignty'. [link]

Wired (2018/03/20) How Feminists in China Are Using Emoji to Avoid Censorship. [link]

Teaching

Platforms and society
Duration: 2021 Spring semester
Course ID: 254d003a
Course Type: Bachelor Lecture, IKMZ

Researching Misinformation on Digital Platforms
Duration: 2020 Fall semester
Course ID: 248-701a
Course Type: Master Programme, IKMZ

Social Media Analytics
Duration: 2019, 2020 Spring semester
Course ID: 248b659a
Course Type: Master Programme, IKMZ

Digital platforms and society
Duration: 2019 Fall semester
Course ID: 254a654a
Course Type: Master Programme, IKMZ