

Jinqian Li

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EDUCATION

University of Cambridge

Cambridge, United Kingdom

MPhil in Sociology (Media and Culture) | High Pass Grade (GPA: 71%)

September 2023 – May 2025

- **Key Courses:** Advanced Sociological Theory; Media, Culture, and Society; Social Science Research Methods; Social Network Analysis; Open Source Investigations for Academics
- **Research Focus:** Investigated the role of social media and emerging AI technologies in shaping individual expression, information verification, and dissemination. Examined challenges faced by professional journalists in verifying information and advocated for collaborative public-journalist efforts in fact-checking and truth dissemination.
- **Publications:** (1) Presented a peer-reviewed paper, "How Emerging Technologies Are Reshaping Our Modes of Witnessing", at the 13th Young Sociologists' Conference, Jagiellonian University (2024); (2) Published "Why the UK Must Ban Police Use of Facial Recognition Technology" in *AI & Society* (Springer Nature); (3) Co-authored "AI Tools and Strategies to Counter Disinformation in the 21st Century: A Comparative Analysis" in collaboration with *AI & Society* and the Cambridge Disinformation Summit, analysing AI-driven anti-disinformation measures in China and Europe to propose policy solutions; (4) Exhibited research on "Investigative Journalism Information Verification Practices in China's New Era" at the Cambridge Student Union, exploring fact-checking innovations by investigative journalists under China's socialist framework to enhance reporting authenticity.

University College London (UCL)

London, United Kingdom

MPA in Digital Technologies and Policy | Distinction (GPA: 70%)

September 2022 – September 2023

- **Key Courses:** Foundations of Digital Technologies and Policy; Public Management (Ranked 1st/130); Policy Making; Policy Analysis Methods; Emerging Dilemmas in Digital Technology Policy; Risk Assessment and Governance
- **Project:** Partnered with the UK Information Commissioner's Office (ICO) to author a 20,000-word report, "Privacy Standards in IoT for Independent and Assisted Living", employing mixed-methods research to audit privacy practices across 60+ smart assistive devices. Analysed regulatory frameworks in the EU, China, and Japan, proposing design guidelines and policy recommendations. Findings exhibited at the 2024 PETRAS IoT Summit in London.
- **Awards:** Secured 2nd place in the IEEE International Conference on Robotics and Automation (ICRA) Ethics Competition (2023) for coding a privacy-preserving retrieval robot framework tailored for elderly care facilities.

University of Sheffield

Sheffield, United Kingdom

BA in Journalism Studies | First-Class Honours (GPA: 70%)

September 2019 – June 2022

- **Key Courses:** Fundamentals of Journalism; Media Law (Ranked 1st/98); Free Speech and Censorship; Live News Production; Data-Driven Storytelling; Court Reporting; Magazine Journalism; News Project
- **Dissertations:** (1) Conducted an investigative project, "True Lies: The Scourge of Online Impersonators", exposing tactics used by cybercriminals to commit fraud crimes during COVID-19 and proposing countermeasures. Recognised as "Highly Commended" (top 1%) in the 2022 Student Data Journalism Awards by the UK National Council for the Training of Journalists (NCTJ); (2) Analysed 1.3 million user reactions to 1.2 million COVID-19 news articles across 12 countries in "Compassion Fatigue and Objective Reporting", presented at the 2021 British Conference of Undergraduate Research.
- **Awards:** University of Sheffield International Student Scholarship (2020&2021) for academic excellence; NCTJ Level 3 Gold Standard Diploma in Journalism after passing multiple professional exams with high marks

PROFESSIONAL EXPERIENCE

Center for AI and Digital Policy (NGO)

Washington, D.C., USA

Research Group Leader

September 2023 – April 2024

- Led a 30-member international team in evaluating AI governance frameworks across China, the U.S., and the EU. Authored a policy analysis report on Hong Kong's AI regulatory landscape, proposing actionable recommendations for alignment with global democratic values.
- Report published in the NGO's flagship publication, *2023 AI & Democratic Values Index*, and

recognised with an *Outstanding Contributor Award*.

Y Education

Co-Founder & Media Lead

Sheffield, United Kingdom

October 2020 – January 2022

- Co-founded a bilingual (English/Mandarin) educational nonprofit, spearheading cross-platform social media strategy (Facebook, Instagram, TikTok, LinkedIn, WeChat, Little Red Book) to grow a 120,000+ follower base. Produced viral short-form content and authored 13 performance analysis reports.
- Designed and launched the organization's brand identity "Y", inspired by traditional Chinese ink aesthetics.
- Managed an 8-member team across content creation, multi-platform distribution, and analytics. Pioneered the "Talk to Me" initiative, leveraging mixed-methods research to optimise lessons design and audience engagement.

Southwest News Service

Trainee Journalist

Bristol, United Kingdom

July 2021 – October 2021

- Covered social affairs, contributing to editorial meetings and investigative reporting. Produced 15+ multimedia stories (print/digital) with an average of 6,000+ views per online article.
- Enhanced storytelling through Adobe Premiere Pro/Photoshop and SEO-driven content optimisation.
- Supervised a 10-member trainee team in topic ideation, content development, and traffic analysis. Authored institutional best-practice guidelines adopted post-internship.

Shanxi Broadcasting New Media Co.

New Media Intern

Taiyuan, China

June 2020 – September 2020

- Managed Douyin (TikTok China) and WeChat Official Accounts, increasing news coverage reach by 40% through trending topic curation and short-video campaigns.
- Utilised Adobe InDesign for layout design and SEO analytics to refine content strategy. Supported social affairs reporting with real-time data tracking and editorial coordination.

CAMPUS LEADERSHIP & ENGAGEMENT

Student Journalist & Representative

United Kingdom

September 2019 – June 2024

- Founded "Nosey", a digital magazine empowering women's voices, leading market research, website design, and editorial operations. Authored 100+ multimedia stories for university publications (e.g., *Varsity* for the University of Cambridge) and UK media outlets as a writer and editor, mentoring junior journalists in writing and layout design.
- Elected as departmental representative across undergraduate and postgraduate studies, organising 10+ academic conferences and forums.
- Led Cambridge University's *Digital Verification Team* (15 members), training peers in digital forensics and collaborating with international NGOs on fact-checking projects, culminating in a 10,000-word investigative report.
- Founded an AI Image Integrity Collective, creating an open-access e-library with BBC R&D team to promote authentic AI-generated imagery. Published interviews with AI developers and organised expert lectures to advance public understanding of ethical AI.

Head of External Relations of Chinese Students' Association

Sheffield, United Kingdom

February 2020 – February 2022

- Published 20+ bilingual articles on Sino-British cultural exchange across global platforms.
- Partnered with the Student Union and local council to launch the "*Confucius Institute Project*", hosting 10+ large-scale cultural events (e.g., Chinese Lunar New Year Gala, Mid-Autumn Festival). Produced 50+ viral short videos (English/Mandarin) and interactive online content, driving record-breaking engagement (e.g., 50,000+ views for live-streamed events).

SKILLS & CERTIFICATIONS

Languages: English (Proficient – IELTS 7.5), Mandarin (Native - Test level 2-A with a score of 90.8), Italiano (Beginner)

Technical Skills: Adobe Creative Cloud, Google Workspace, Microsoft Office, Infogram, Flourish, Semrush, Canva, Stata, Python, R

Certifications: Shortlisted for *Best Student Journalist* at the Amnesty Media Awards (top 2% of candidates, 2022); Google Digital Marketing Fundamentals Certificate (2022); Municipal Outstanding Communist Youth League Member Award, Huairan City, Shanxi Province (2018); Grade 10 Certifications: Chinese Traditional Dance, *Hulusi* (gourd flute)

Portfolio: <https://lijinqian.wixsite.com/mysite>