

Yuxian (Yuki) Lin

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Research Interests:

Emotion and motivation, entertainment media, interactive narrative, Virtual Reality, Augmented Reality, user choice & decision making, psychophysiological measures, HCI, Artificial Intelligence

Education

Boston University College of Communication

Master of Science

Major Concentration: *Public relations*

Relevant coursework: Communication Research; Communication Theory; Introduction to Emerging Media Studies; Measuring Media Effects: Experimental Design & Measurement

Boston, MA

May 2020

Colorado State University

Bachelor of Liberal Art

Concentration: Journalism and Media Communication

Relevant coursework: Computer-Mediated Visual Communication; New Communication Technologies and Society; Evaluating Contemporary Film

Fort Collins, CO

Dec 2018

Research Project

Exploring the Effects of Interactive Choices on Enjoyment in Interactive Video

Supervisor: Prof. James Cummings

- Lead the project
- Read materials, did literature review, wrote evaluation paper and extended abstract
- Edited stimuli, designed lab-based and online questionnaire experiment
- Recruited participants, collected experiment data.

Boston University

Jan. 2020 - present

Research Assistant of Excitation Transfer in Journalism Consumption in Mixed Immersive Environments Project

Supervisor: Prof. James Cummings

- Conducted manipulation check for immersive level
- Tested experiment stimuli, designed the experiment environment
- Recruited participants, collected lab-based experiment data.

Boston University

Jan. 2020 - May. 2020

The Current Situation and Development Trend of Automated Journalism in China

Supervisor: Prof. Xiaohong Wang

- Read materials about current global AI regulations
- Conducted literature review

Communication University of China

Aug. 2019 – present

Publication

Xiaohong W. & Yuxian L. (2020) Observation on the Short Video Transmission of Traditional Media in U.S. *Broadcasting Realm*. 60-64 DOI:10.13994/j.cnki.stj.2020.01.011

Relevant Experience

Hill+Knowlton Strategies

Public relations freelancer

- Participated in pitch research of “Vitamin World” project, lead the focus group research
- Planned World Cup strategic campaign for Haier Group
- Planned cooperation television documentary projects campaign for Haier Group and their corporation with documentary

Beijing, China

Apr. 2018 - Aug. 2018

Once Upon A Bite

- Monitored the competitor current PR events and analyzed tactic example for Haier Group.

Public relations intern

May 2017 - Jul. 2017

- Planned "Blossom with Health" activity at 2017 brand debut of Sino-Ocean Group, and assisted in on-site work
- Participated in preliminary bidding research of "Orenda" project and put forward the creation orientation of Orenda psychosomatic documentary
- Participated in media contact strategies, media visit planning and cross-promote tactic with "Tuzki" during the trial operation of Grand Canal Place of Sino-Ocean
- Monitored the media and public opinions on Sino-Ocean and responded to crisis public relations

Technical

Statistic-SPSS

Modeling- Maya, Unreal Engine 4

Python

Research Software- Qualtrics, Survey Monkey, SONA system

Web- WordPress

Language Skills: English, Mandarin, Cantonese