

WeiMing YE

Ph.D.

Associate Professor, Peking University

Financial Media Program, Coordinator

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Research Interests: ICTs (Information & Communication Technologies) and Society, Platform Society, Data Journalism and Information Visualization

EDUCATION:

2009-2013, Ph.D. in Communication, Peking University, China.

2006-2009, M.A. in Sociology, Beijing Normal University, China.

2002-2006, B.A. in Sociology, Beijing Normal University, China.

VISITING EXPERIENCE:

2012-2013, Udine University, Italy Joint-cultivated doctoral student,
Computer-Mediated Communication

2007-2008, Baylor University, U.S.A. Visiting scholar, Sociology of Religion,
"Science, Philosophy & Belief" project

PUBLICATIONS:

- Peer-reviewed publications:

1. Fortunati, L., Edwards, A. P., Ye, WM., Manganelli, A. M., Edwards, C., Caballero, S., Mukhongo, L., Ferrin, G. (2025). Making Sense of the Role

- of ChatGPT in Education: An Examination of Student Views in China, Italy, Kenya, Uruguay, and the U.S. Human-Machine Communication, forthcoming ...
2. Bai, M., Zhao, L. & Ye, W. (2025). Using Emojis To Build Luxury Brands: Why Scenario Matters. *International Journal of Advertising*, forthcoming ...
 3. Yu, Y., Ye, W.*, & Zhang, K. (2025). Faster? Softer? Or More Formal? A Study on the Methods of Enterprises' Crisis Response on Social Media. *Mathematics*, 13(10), 1582. <https://doi.org/10.3390/math13101582> (SCIE)
 4. Ye, W. & Zhao, L. (2024). Knowledge Workers of the AI World, Unite! Knowledge Workers' Meaning of Work and Hidden Transcripts in China. *International Journal of Communication*. 18, 3163-3184. <https://ijoc.org/index.php/ijoc/article/view/21369> (SSCI)
 5. Huang, Y., & Ye, W.* (2024). 'Traffic rewards', 'algorithmic visibility', and 'advertiser satisfaction': How Chinese short-video platforms cultivate creators in stages. *Convergence*, 30(1), 659-682. <https://doi.org/10.1177/13548565231211117> (SSCI)
 6. Zhao, L., & Ye, W.* (2023). Making Laughter: How Chinese Official Media Produce News on the Douyin (TikTok). *Journalism Practice*, <https://doi.org/10.1080/17512786.2023.2199720> (SSCI)
 7. Ye, W., & Zhao, L. (2023). "I know it's sensitive": Internet censorship, recoding, and the sensitive word culture in China. *Discourse, Context & Media*, 51, 100666. <https://doi.org/10.1016/j.dcm.2022.100666> (SSCI)
 8. Zhao, L., & Ye, W.* (2022). Visualization as infrastructure: China's data visualization politics during COVID-19 and their implications for public health emergencies. *Convergence*, 28(1), 13–34. <https://doi.org/10.1177/13548565211069872> (SSCI)
 9. WeiMing Ye and Yidan Jin. (2021). Platforms, Guilds, Livestreamers: Production Organization in Uncertain Digital Industry. *Chinese Journal of Journalism & Communication*, 43(12): 96-119. (CSSCI, in Chinese)

10. Ye, W., Chen, W., & Fortunati, L. (2021). Mobile Payment in China: A Study from a Sociological Perspective. *Journal of Communication Inquiry*, 47(3), 222-248. <https://doi.org/10.1177/01968599211052965> (ESCI)
11. WeiMing Ye, Qian Li, and Shubin Yu. (2021). Persuasive Effects of Message Framing and Narrative Format on Promoting COVID-19 Vaccination: A Study on Chinese College Students. *International Journal of Environmental Research and Public Health*, 18(18): 9485. (SSCI)
12. WeiMing Ye and Ning Ding. (2021). Research on Social Capital and Family Life-cycle of Wechat Business Mothers' Communities. *Journal of Minzu University of China (Philosophy and Social Sciences Edition)*, 48(05): 125-133. (CSSCI, in Chinese)
13. WeiMing YE and Xinyu Hou. (2021). The McDonaldization and Gamification of Intimacy: A Netnography Study on an Online Intimate Relationship Learning Community. *Zhejiang Academic Journal*, 3: 143-152. (CSSCI, in Chinese)
14. WeiMing YE and Rongxin Ouyang. (2020). Reshaping Time and Space: A Study on Algorithm-mediated Platform Labor. *Zhejiang Academic Journal*, 2: 167-176. (CSSCI, in Chinese)
15. WeiMing YE and Shubin Yu. (2019). Content, Attitude and Knowledge Construction: Interaction in Chinese Online Learning Community. *Research in Educational Development*, 17: 59-63. (CSSCI, in Chinese)
16. WeiMing YE and JingWei GAO. (2019). The Effect of Education on Trust: Analysis of Internet Use and Social Trust Based on CGSS2015. *China Computer-Mediated Communication Studies*, 1: 131-146. (CSSCI, in Chinese)
17. WeiMing YE and Xue Chen. (2019). Learning Alone Together: A Comparison of Online Learning Communities. *Journalism Lover*, 5: 13-18. (PKU core journals, In Chinese)
18. Hu, Y., & Ye, W. M*. (2019). Mobile work: Ride- hailing drivers' working hours, working spaces, and social relations in Shenzhen. *Communication &*

- Society, 47: 135–165. (TSSCI, In Chinese)
19. WeiMing YE and Ting YUE. (2016). Social Science and Computer-mediated Story-Telling: An Inquiry into the Logic of Data Journalism Pedagogy. *Journalism Revolution*, 4: 57-61. (In Chinese)
 20. WeiMing YE. (2016). Robot Journalism: Development Pathway and Social Impact. *China Publishing Journal*, 10: 16-20. (CSSCI, In Chinese)
 21. WeiMing YE, Sarrica Mauro, and Fortunati Leopoldina. (2014). Two selves and online forums in China. *Asian Journal of Social Psychology*, 17 (1): 1-11. (SSCI)
 22. WeiMing YE, Mauro Sarrica, and Leopoldina Fortunati. (2014). A study on Chinese bulletin board system forums: how Internet users contribute to set up the contemporary notions of family and marriage. *Information, Communication & Society*, 17 (7): 889-905. (SSCI)
 23. WeiMing YE. (2013). Civilization on the Internet. *New Media*, 4: 33-35. (In Chinese)
 24. WeiMing YE, JunWei Gu, Bo Yin, and Boxu Yang. (2010). From “Vegetable Stealing” to the Development of Gaming: Qualitative Research on a Social Media Webgame. *Editors Monthly*, 3: 37-41. (CSSCI, In Chinese)
 25. WeiMing YE. (2005). A Far-bygone Memory: An Anthropological Study on the Tradition on Spring Festival in Pinghe County of the Minnan Region of Fujian. *Journal of Zhangzhou Teachers College*, 3: 125-130. (In Chinese)

- Business Cases:

Chen, Q., Gao, X., & Ye, W. (2022). 8BitDo: Forward with nostalgia. In *SAGE Business Cases*. SAGE Publications, Ltd., <https://dx.doi.org/10.4135/9781529797930>

- Book Chapters:

1. WeiMing YE and YinYan Liang. (2018). 2017 Data Organizations and Enterprises Development Report. In Qiong Wang, HongYuan Su (eds) "2016-2017 China Data News Development Report", Social Sciences

Academic Press: 123-142. (In Chinese)

2. WeiMing YE. (2017). Mapping: Using Netnography to Study Community and People Online. In XuDong Zhao, Qian Liu (eds) "Netnography of WeChat: Knowledge Production and Cultural Practice in the Era of We-Media", China Social Sciences Publishing House: 197-209. (In Chinese)

PATENT:

- 2024, "A method and system for quantifying the emotional situation of online public opinion", publication number CN118885870A.

TRANSLATIONS:

- 罗伯特·V·库兹奈特著，叶韦明译：《如何研究网络人群和社区：网络民族志方法实践指导》，重庆大学出版社，2016年。
- Kozinets, R. V. (2016). Netnography: Doing ethnographic research online. Translated by WeiMing YE. Chongqing University Press.

CONFERENCES:

- Weiming Ye and Shuangze Dai. "When News Agencies Meet Platform Content Moderation," Association for Education in Journalism and Mass Communication, AEJMC, Philadelphia, U.S., August 2024.
- Weiming Ye and Fenju Fu. "Does Cultural Discounting Theory Work in the Mobile Gaming Sector?" Association for Education in Journalism and Mass Communication, AEJMC, Philadelphia, U.S., August 2024.
- Weiming Ye and Shuangze Dai. "Platform's Rule and Media Agencies' Strategies under the Short Video Content Moderation Policy," the ninth conference of The International Journal of Press/Politics, University of Edinburgh, October 2023.
- Weiming Ye, Shubin Yu, and Yangjuan Hu, "How a gamified system influences gig workers' job satisfaction and performance?," The 83rd Annual Meeting of the Academy of Management, Boston, Massachusetts, August 2023.

- Weiming Ye, Tong Wang and Yi Li. "Defining Beauty: The Platformized Creation of Beauty Filters and Beauty Standards," the China Internet Research Conference, Chiang Mai, Thailand, July 2023.
- Weiming Ye and Huanming Chen, "Out of copycat and into Africa: - Research on China's mobile phone export from the perspective of legitimacy theory," "Digital Civilization and the New Order of Global Communication", online and Peking University, November 26, 2022.
- Weiming Ye, Yi Luo and Debin Liu, "The Eastern and Western Entrepreneurial Heros' Journey: A textual analysis of the emotional arc and narrative themes of biographies of Fortune 500 companies," Biographical Data in a Digital World Workshop 2022, Japan and online, July 25th, 2022.
- Weiming Ye, and Luming Zhao, "'I Know It's Sensitive': Internet Filtering, Recoding, and 'Sensitive-word Culture' in China", Association for Education in Journalism and Mass Communication (AEJMC) 2021 Conference, online, August 4-7, 2021.
- Weiming Ye, and Luming Zhao, "Visualization as Infrastructure: Using Data Visualization to Mobilize Chinese Society during the COVID-19 Pandemic", International Association for Media and Communication Research (IAMCR) 2021 Conference, online, July 11-15, 2021.
- Weiming Ye, Luming Zhao, and Ruifu Lin, "The Information Have-More: Understanding the Working Class in the Platformization of the Chinese Network Society", (1) International Association for Media and Communication Research (IAMCR) 2021 Conference, online, July 11-15, 2021. (2) the 18th Chinese Internet Research Conference (CIRC), online, June 25-27, 2021.
- Weiming Ye, Shubin Yu, and Changxu Li, "Internal Marketing under the Platform Era: The Influence of Gamification App Design on Mobile Service Providers' Performance", (1) the 2021 American Marketing Association (AMA) Winter Academic Conference, Feb 17-19, 2021. (2) the 71st Annual

- International Communication Association (ICA) Conference, online, May 27-31, 2021.
- Weiming Ye, Shubin Yu, and Yangjuan Hu, "Gotta Deliver Them All: How Gamification in Delivery Platforms Affects Deliverymen's Motivation, Stress, Anxiety and Job Satisfaction", the 70th Annual International Communication Association (ICA) Conference, Gold Coast, Australia and online, May 21-25, 2020.
 - Weiming Ye and Rongxin Ouyang, "Inequality of Online Social Capital: Evidence from GitHub in China", IAMCR 2020 Conference, in Tampere, Finland, and online, July 12-16, 2020.
 - Yangjuan Hu, Shubin Yu, Liselot Hudders, and WeiMing Ye, "The Dark Side of Retargeting", 2020 American Marketing Association (AMA) Summer Academic Conference, August 21-23, San Francisco and online.

RESEARCH PROJECTS:

- November 2024–May 2025, Principal Investigator, "Brand Crisis Management Project for Chinese Enterprises Going Global." Nanjing Zhiwei Fuli Information Technology Co., Ltd.
- March 2024–February 2025, Principal Investigator, "China Cross-Border E-Commerce Blue Book Project." Nanjing Zhiwei Fuli Information Technology Co., Ltd.
- March 2023 - June 2023, Principal Investigator, "Hangzhou New Economy Talent Migration Report". Joint research project between Peking University Shenzhen Graduate School and MaiMai Technology.
- December 2021 – December 2024, Principal Investigator, "Research on the Ideological Risks in Social Media". Joint research project between Peking University Shenzhen Graduate School and Zhiwei Data.
- December 2019 – December 2021, Principal Investigator, "Research on Online Public Opinion". Joint research project between Peking University Shenzhen Graduate School and Tencent (Shenzhen) Limited.

- July 2019 - September 2024, Principal Investigator, "Research on Algorithm-mediated Internet Platform Labor".
The National Social Science Fund of China. Project reference: 19BXW098. Outstanding Project (Top 5%).
- 2018 - 2019, Principal Investigator, "A Study on Cross-straits Social and Cultural Cognition of Young People in Taiwan", "Cultural Symbols and Network Communication Program of Pingtan Island".
- May 2017 - January 2019, Principal Investigator, "'Birth' in the perspective of Digital Humanism: Analysis of Content and Network of Female Healthcare Communication based on Gale Original History Archive".
Digital Humanities Research Project, Shenzhen Science & Technology Library. Project reference: UTSZ2017DHA03.
- November 2016 - October 2019, Principal Investigator, "Joint project for improving the technology of invention algorithm or public algorithm". Joint research project between Peking University Shenzhen Graduate School and Tencent (Shenzhen) Limited.
- 2016-2017, Principal Investigator, "Data journalism". A curriculum development project under Peking University.
- 2014-2020, Principal Investigator, "Research on Social Network and Online Learning Community in MOOC". Social Science Fund for Junior Researcher under the Ministry of Education. Project reference: 14YJC860035.

AWARDS:

- November 2024, Association for Chinese Communication Studies at the National Communication Association, "Xiao Award for Outstanding Rhetorical Research".
- August 2024, Association for Education in Journalism and Mass Communication (AEJMC), "Top Debut Faculty Paper Award" and "Top Faculty Paper Award" in "Law and Policy Division", "Top Faculty Paper Award" in "Media Management, Economics & Entrepreneurship Division".

- 2023-2024, Faculty Award of Excellence, HSBC Business School, Peking University.
- December 2023, The 8th Chinese Data Journalism Competition. “Outstanding Instructor Award”, students instructed received 2nd class award.
- October 2023, Weiming Ye's cover article, "The Overtime Society," won the Harvard Business Review (Chinese Edition) 2023 Star Contributor Special Award.
- 2022-2023, Faculty Award of Excellence, HSBC Business School, Peking University.
- November 2022, The 7th Chinese Data Journalism Competition. “Outstanding Instructor Award”, students instructed received 3rd class awards.
- September 2022, The 3rd China Student Campus Media Competition. “Outstanding Instructor Award”, students instructed received Data Journalism award.
- November 2021, The 6th Chinese Data Journalism Competition. “Outstanding Instructor Award”, students instructed received 2nd class awards.
- December 2020, WeiMing YE and Rongxin Ouyang’s paper, “Reshaping Time and Space: A Study on Algorithm Mediated Platform Labor,” was awarded the “Excellent Academic Award” by the “3rd New Media Youth Academic Research ‘QIHAO Award’”.
- December 2020, China Data Content Competition, students instructed won the Gold award for “Best Data Journalism”, Bronze award for “Best Data Video”.
- June 2019, China DataViz Competition, students instructed won the Gold award for “Best Data Journalism”.

- June 2018, The 3rd Chinese Data Journalism Competition. “Outstanding Instructor Award”, students instructed received 1st class award.
- January 2017, Reserved Talent, Shenzhen City’s High-level Professionals.
- December 2016, Third class award, social science stream, the 16th Peking University teaching award for young scholar.

TEACHING:

- New Media & Society
- Methodology of Social Research
- Data Journalism and Information Visualization
- Web Product Development and Management
- Business Anthropology

ACADEMIC SERVICES:

- Editorial board: Human Behavior and New Technologies
- Reviewer: Communication Research; Information, Communication and Society; Nature Humanities and Social Sciences Communications; Mobile Media & Communication; Social Media + Society; Journalism; Journal of European Public Policy; International Journal of Communication; The Journal of Chinese Sociology; Journal of Occupational and Organizational Psychology; Discourse & Society; Chinese Journal of Communication; Teknokultura. Journal of Digital Culture and Social Movements; Association for Education in Journalism and Mass Communication; 国际新闻界; 南京社会科学; 教育传媒研究
- Expert of Development Centre for Degree and Postgraduate Education, Ministry of Education; Expert of Shenzhen Philosophy and Social Science Planning Subject System; Member of “Shenzhen Social Science Senior Professional and Technical Qualification Review Committee”; Key Discipline Reviewer, Guangdong Provincial Education Department;

Reviewer for “The National Occupational Skills Standard for Media
Convergence Operators”, State Administration of Radio and Television