WeiMing YE

Ph.D.

Assosiate Professor, Peking University

Financial Media Program, Coordinator

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Personal Homepage: https://english.phbs.pku.edu.cn/2016/fulltime_0904/85.html

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. 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)

2. 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)

3. 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)

4. 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)

5. 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)

6. 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)

7. 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)

8. 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)

9. 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)

10. 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)

11. 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)

12. 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)

13. 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)

14. 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)

15. 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)

16. 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)

17. WeiMing YE. (2016). Robot Journalism: Development Pathway and Social Impact. China Publishing Journal, 10: 16-20. (CSSCI, In Chinese)

18. 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)

19. 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)

20. WeiMing YE. (2013). Civilization on the Internet. New Media, 4: 33-35. (In Chinese)

21. 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)

22. 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)

TRANSLANTIONS:

- 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:

- March 2023 - June 2023, Project Lead, "Hangzhou New Economy Talent Migration Report". Joint research project between Peking University Shenzhen Graduate School and MaiMai Technology.
- December 2021 – now, Project Lead, "Research on the Ideological Risks in Social Media". Joint research project between Peking University Shenzhen Graduate School and Zhiwei Data.
- December 2019 – now, Project Lead, "Research on Online Public Opinion". Joint research project between Peking University Shenzhen Graduate School and Tencent (Shenzhen) Limited.
- July 2019 - now, Project Lead, "Research on Algorithm-mediated Internet Platform Labor". The National Social Science Fund of China. Project reference: 19BXW098.
- 2018 - 2019, Project Lead, "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, Project Lead, "'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 - now, Project Lead, "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, Project Lead, "Data journalism". A curriculum development project under Peking University.
- 2014-2020, Project Lead, "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:

- August 2024, Association for Education in Journalism and Mass Communication, AEJMC, "Top Debut Faculty Paper Award".
- 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", Bonze 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; Mobile Media & Communication; Social Media + Society; 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
- 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