

LINWEI DING

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Updated: November 2024

RESEARCH INTERESTS

Artistic Communication and Media Studies Musicology and Sound Studies Gender Politics and Digital Platforms

EDUCATION

Nanjing University

2022 - 2025

M.A. in Theory of Art & Culture (Artistic Communication concentration)

Nanjing, China

GPA: 4.555/5.0

Thesis: *Aesthetic Taste Under Implicit Manipulation: Youth Distinction Based on the Music Streaming Platform*

Xiamen University

2018 - 2022

B.A. in Musicology (Graduated with honors)

Xiamen, China

B.A. Minor in Accounting

GPA: 3.82/4.0

University of Wisconsin-Madison

2024

Certificate in Visiting International Student Program (VISP)

Madison, WI

GPA: 3.833/4.0

PEER-REVIEWED PUBLICATIONS

[3] **Ding, L.** (2023). Framework Breakthrough, Media Empowerment, and Practical Concerns: Museum Aesthetic Education Practice Based on Douyin Platform, *New Media Research*(03), 21-25. (In Chinese)

[2] **Ding, L.** (2023). Cultural Potential of Urban Creative Industry: Symbolic Production and Originality Communication, *Industrial Innovation*(07), 92-94. (In Chinese)

[1] **Ding, L.** (2021). A Reflection of Ideology Conflicts Between Hsiung-nu and China during the Han Dynasty, *International Journal of Social Science and Education Research* 4(2), 253-257.

CONFERENCE PRESENTATIONS

• **Ding, L.** (2024 July). *Music Streaming Platform as a "Symbolic Space": Research of Youth Aesthetic Taste and Distinction Based on Digital Platforms*. Presented at the 2024 Annual Conference of the International Association for Media and Communication Research (IAMCR), Christchurch, New Zealand.

• **Ding, L.** (2023 November). *Artistic Interventions for Urban Renewal: Logic of Spatial Turn, Collective Memory, and Affective Communication*. Presented at the 17th Shanghai Graduate Academic Conference, Shanghai, China.

• **Ding, L.** (2023 July). *From Sound Cultural Techniques to Double Speed Playback Technology: Time Manipulation from the Perspective of Friedrich Kittler's Media Theories*. Presented at the 2023 Annual Conference of the Musicology and Sound Professional Committee of the Chinese Collegial Association For Visual Art (CCAVA), Beijing, China.

• **Ding, L.** (2023 July). *Narrative Breakthrough, Media Empowerment, and Dilemma Relief: Museum Aesthetic Education Practice on Chinese and International TikTok*. Presented at the 2023 Annual Conference of the International Association for Media and Communication Research (IAMCR), Lyon, France.

• **Ding, L.** (2023 April). *Communication and Negotiation Between Technology and Art: Contextual Extension of Marshall McLuhan's Media Theories*. Presented at the 2023 Council Meeting of the Media Culture Professional Committee of the Chinese Collegial Association For Visual Art (CCAVA), Shaoxing, China.

- **Ding, L.** (2023 March). *Intermedium Studies of Richard Wagner's Concept of "Gesamtkunstwerk": Case Study Based on Lohengrin*. Presented at the 7th Graduate Academic Forum in Humanities and Social Sciences of Beijing Language and Culture University, Beijing, China.

RESEARCH PROJECTS

Research Assistant

Global Communication of Chinese Science Fiction Art Spring 2023

School of Arts, Nanjing University

Instructor: Professor Lin Qi

- Assisted literature review and digital ethnography, crawled and collated online book reviews and comments on the representative Chinese science fiction novel *The Three-Body Problem* based on Facebook and X.

Study Habits Among College Students Spring 2024

Department of Communication Arts, University of Wisconsin-Madison

Researcher: Ryna Yeoh; Instructor: Professor Catalina Toma

- Assisted literature review and lab research on the correlation between studying habits (Study alone, FtF, and Live-streaming) and academic performance among college students.

TEACHING

Teaching Assistant

Media Humanities, Nanjing University Spring 2022-2023

Instructor: Professor Lin Qi Spring 2023-2024

- Managed online quizzes, exams, and grading on MOOC platform.

Creative Writing, Nanjing University Fall 2023-2024

Instructor: Professor Mengqian Yuan Fall 2024-2025

- Organized lectures and trans-media storytelling workshops for undergraduate students.

AWARDS, PRIZES AND FELLOWSHIPS

- **Top Academic Paper Award** of the Humanities and Social Sciences Graduate Academic Forum, BLCU 2023
- **Outstanding Graduate Student**, Nanjing University. 2023
- **Excellent Award for Public Service**, Nanjing University. 2023
- **Merit Undergraduate Student**, Xiamen University. 2019, 2020, 2021
- **Master's Elite Fellowship**, Nanjing University. 2024
- **Graduate Academic Fellowship**, Nanjing University. 2022, 2023, 2024
- **Yanan Fellowship**, Xiamen University. (Highest undergraduate honors of XMU) 2022
- **National Academic Scholarship**, Ministry of Education, China. 2019, 2020, 2021

PROFESSIONAL EXPERIENCE

Netease Cloud Music Streaming Platform July-Nov, 2023

Content Operation Intern (AI Music Creation Platform)

SKILLS

- **Languages:** Mandarin (Native), English (Bilingual), Korean (Elementary)
- **Statistical Programming:** Stata, Python, SPSS, NVivo, MAXQDA, LATEX
- **Applications:** Ableton Live, Adobe Creative Suite
- **Music:** Piano (Level 10 Certificate), Classical Guitar

REFERENCES

Lin Qi (Master's Advisor)

Professor of Art Communication
School of Arts, Nanjing University
Email: qilin@nju.edu.cn

Gabrielle Cornish

Assistant Professor of Musicology
Mead Witter School of Music, University of Wisconsin-Madison
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Mikhail Sokolov

Professor of Practice of Sociology
Department of Sociology, University of Wisconsin-Madison
Email: msokolov@wisc.edu

Mengqian Yuan

Assistant Professor of Art Communication
School of Arts, Nanjing University
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Xin Gao

Associate Professor of Art History and Cultural Studies
School of Arts, Nanjing University
Email: gaoxin@nju.edu.cn