Jingyi Gu

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EDUCATION

2023   **Ph.D. in Media and Communications**
Institute of Communications Research, University of Illinois Urbana-Champaign
Minor: Gender and Women's Studies & Criticism and Interpretive Theory
Dissertation: Scalable Intimacy: Gender, Sexuality, and Labor in Chinese Live Streaming
Committee: James Hay (Chair), Anita Say Chan, Angharad N. Valdivia, Jeffrey Martin

2017   **M.A. in Communication, Culture and Technology (with Distinction)**
Georgetown University
Graduate Certificate in Asian Studies

2015   **B.A. in Communication, B.B.A. in Business Administration**
Shanghai Jiao Tong University

2014   Exchange Student in Cultural Studies and Media Studies
Stockholm University

PUBLICATIONS

Gu, J. (Forthcoming, 2023). Making Nüzhubo: Commodified Intimacy and Gendered Labor in Chinese Live/Life Streaming. In Tomsett, Ellie, Weidhase, Nathalie, and Wilde, Poppy Eds. *Working Women on Screen*. Palgrave Macmillan.

Gu, J. (2021). Regulating Obscenity in Chinese Livestreaming: An Ongoing Mediation between the Private and the Public, the Nation and the Market. *Asiascape: Digital Asia*, 8 (1-2), 71-92.

Gu, J. (2016). Why Can't We Have a Captain China? Superhero Film and Its Chinese Audiences. *Georgetown Journal of Communication, Culture, and Technology*, 17 (1), 13-24.

MANUSCRIPTS IN PROGRESS

Gu, J. and Pyo, J. (2023). Platforms as Cultural Infrastructures: Transnational Subjects and Their Uses of WeChat and KakaoTalk. (Revise & Resubmit, *International Journal of Communication*)

Gu, J. Sisters Who Hustle: Inspirational Labor and Platformed Community of TikTok Live Shopping Streamers on *Xiaohongshu*. (In Preparation)

Gu, J. Chinese Boss and His African Assistants: The Intersection of Digital Nationalism, Racism, and Misogyny on *Douyin*. (In Preparation)

Gu, J. Confused and Furious: Encountering Algorithmic Bias Against LGBTQIA Content on YouTube. (In Preparation)

Gu, J. Cheering for the Queerly Masculine: The Practices of Fan Video and Live Comment on the Chinese Video Sharing Platform Bilibili. (In Preparation)

OTHER PUBLICATIONS

Wong, A., Malo, G., & **Gu, J**. (2022). Enacting Just Infrastructures as a Design Principle. *Backchannel of Society for Social Studies of Science*. https://www.4sonline.org/enacting-just-infrastructures-as-a-design-principle/.

Gu, J. (2021). Nüzhubo and Her "Brothers": Streaming Life and Mediating Intimacy at Scale. *AoIR Selected Papers of Internet Research*, *2021*. https://doi.org/10.5210/spir.v2021i0.11928

FELLOWSHIPS, GRANTS & AWARDS

2022	List of Teachers Ranked as Excellent, Center of Innovation in Teaching and Learning, University of Illinois Urbana-Champaign.
2022	Dissertation Completion Fellowship, Graduate College, University of Illinois Urbana-Champaign. $20,000
2021	ICR Graduate Research Block Grant, College of Media, University of Illinois Urbana-Champaign. $4,300
2021	Smalley Graduate Research Fellowship, Department of Gender and Women's Studies, University of Illinois Urbana-Champaign. $12,000
2020	Global Intersections: Student Research and Project Grant, Center for Global Studies, University of Illinois Urbana-Champaign. $3,000
2019	ICR Conference Travel Funding Award, College of Media, University of Illinois Urbana-Champaign. $750 & $600
2019	ICR Summer Research Award, College of Media, University of Illinois Urbana-Champaign. $425
2018	ICR Summer Research Award, College of Media, University of Illinois Urbana-Champaign. $1,000
2016	Graduate Student Foreign Language Scholarship, Graduate School of Arts and Sciences, Georgetown University. $13,200
2015	Undergraduate Student Merit Scholarship, Shanghai Jiao Tong University. $200
2014	Undergraduate Student Merit Scholarship, Shanghai Jiao Tong University. $200

CONFERENCE PRESENTATIONS

Sisters Who Hustle: Inspirational Labor and Platformed Community of TikTok Live Shopping Streamers on *Xiaohongshu*. Institute of Communications Research Graduate Student Conference, University of Illinois Urbana-Champaign, USA, 03/2023.

Making Nüzhubo: Commodified Intimacy and Gendered Labor in Chinese Live/Life Streaming, Society for Social Studies of Science/ESOCITE 2nd Joint Annual Meeting 2022, Cholula, Mexico, 12/2022.

From Curating Content to Producing Intimacy: Commodifying Gender and Sexuality in Chinese Live/Life Streaming, Global Perspectives on Platforms & Cultural Production, University of Amsterdam, Netherlands, 06/2022.

Nüzhubo and Her "Brothers": Streaming Life and Mediating Intimacy at Scale, the 22nd Annual Meeting of the Association of Internet Researchers, Virtual, 10/2021.

Mediating Intimacy and Performing Labor: Gender and Sexuality in Chinese Live/Life Streaming, the 71st Annual International Communication Association Conference, Virtual, 05/2021.

All-in-one Apps: Formation of Transnational Cultural Identity on WeChat and KakaoTalk, with Jane Yeahin Pyo, the 71st Annual International Communication Association Conference, Virtual, 05/2021.

The Deceptive Beauty and the Contested Realness: What Happens When the Filters Glitch During Live Streaming, Algorithms for Her? Feminist Approaches to Digital Infrastructures, Cultures and Economies, King's College London, UK, 01/2020.

Mediating Desire, Connectivity, and Intimacy: The Formation of Gender Dynamics on Chinese Live Streaming Platforms, Solidarities of Difference: Keywords in Feminist, Queer, and Trans Studies, University of Illinois Urbana-Champaign, USA, 09/2019.

Regulating the Chinese Livestreaming Mania: A Mediation Between the National and the Market, ASIA.LIVE Virtual Workshop: Locating Livestreaming in East Asia, Leiden University, Netherlands, 09/2019.

Confused and Furious: Encountering Algorithmic Bias Against LGBTQIA Content on YouTube, Society for Social Studies of Science Annual Meeting 2019, New Orleans, USA, 09/2019.

Cheering for the Queerly Masculine: Hollywood Superheroes Reimagined in Fan Videos on Chinese Barrage Video Websites, International Association for Media and Communication Research Annual Conference 2019, Universidad Complutense de Madrid, Spain, 07/2019.

From Banning Eating Banana to Penalizing Insulting National Anthem: Chinese Government's Intervention in Regulating Live Streaming, Media in Transition 10 "Democracy and Digital Media", Massachusetts Institute of Technology, USA, 05/2019.

"Fanchuan" on TV and "Drag" in Dance Hall: Gender Impersonation and The Legibility of Chinese Queer Identities, Narratives of (Il)Legibility in East Asia, 5th Annual SEAS Graduate Student

Symposium, University of Illinois Urbana-Champaign, USA, 05/2018; Re-Envisioning Gender in China, China Academic Network on Gender, Université libre de Bruxelles, Belgium, 02/2019.

TEACHING

University of Illinois Urbana-Champaign

Introduction to Media Studies
Instructor of Record   Fall 2021, Spring 2022

Introduction to Popular Film and Television
Teaching Assistant   Fall 2017, Spring/Fall 2018, Spring/Fall 2019, Spring/Fall 2020

Georgetown University

Fundamentals of Technology
Graduate Teaching Assistant   Spring 2017

Introduction to Communication, Culture and Technology
Graduate Teaching Assistant   Fall 2016

SERVICE AND VOLUNTARY WORK

Ad-Hoc Reviewer
New Media & Society, *International Journal of Communication*, *Media International Australia*
Association of Internet Researchers Annual Conference
International Communication Association Annual Conference

Conference & Workshop
Organizing Committee Member, Institute of Communications Research Graduate Conference, University of Illinois Urbana-Champaign, 2023
Organizer, Global Platforms and Infrastructures Symposium, University of Illinois Urbana-Champaign, 2021
Discussant, Against Platform Determinism Workshop, Data & Society Research Institute & McGill University, 2021
Moderator, Just Infrastructures Speaker Series, University of Illinois Urbana-Champaign, 2020-2021
Organizing Committee Member, Narratives of (Il)Legibility in East Asia, 5th Annual SEAS Graduate Student Symposium, University of Illinois Urbana-Champaign, 2018

Other
Graduate Student Representative, Institute of Communications Research, University of Illinois Urbana-Champaign, 2017 to present
Steward, Graduate Employees' Organization AFT/IFT Local 6300, AFL-CIO at UIUC, 2017-2022
Co-Director, New Media in Asia Research Cluster, Georgetown University, 2016-2017
Graduate Student Representative, Master's in Communication, Culture & Technology, Georgetown University, 2015-2017

MEDIA INTERVIEWS AND APPEARANCES

MIT Tech Review, China wants to control how its famous livestreamers act, speak, and even dress, 07/04/2022. link

Protocol, China's TMZ comes for politics, then censors come for it, 10/04/2021. link

Protocol, How Intel got blindsided by China's culture wars, 03/26/2021. link

Protocol, China's culture wars, now playing on Bilibili, 02/25/2021. link

ACADEMIC AFFILIATIONS

International Communication Association
Society for Social Studies of Science
Association of Internet Researchers

PROFESSIONAL EXPERIENCE

Freelance Technology Policy Research Analyst   2022— present
- Work with a multidisciplinary research team (University of Oxford internet studies research spinout) for projects commissioned by civil society organizations, government offices, and platform companies
- Provide research-based policy consultancy regarding online disinformation, platform & AI governance

Graduate Research Associate   2020— present
UIUC Community Data Clinic
- Conduct community-centered research on data policy in the public sector and develop actionable recommendations for the local government
- Facilitate public-facing events featuring interdisciplinary and collaborative research

Communications Assistant   2016
Berkley Center for Religion, Peace and World Affairs, Georgetown University
- In charge of the social media accounts of the center including content creation and managing the center's online interaction with the public

Program Research Assistant   2016
Vice President Office of Global Engagement, Georgetown University
- Conduct archival research for creating the timeline of historical exchanges between Georgetown and China for the Initiative for U.S.-China Dialogue on Global Issues

RESEARCH, LANGUAGE, AND OTHER SKILLS

Ethnography; Interview; Focus Group; Discourse Analysis; Content Analysis; Policy Analysis; NVivo, ATLAS.ai (Qualitative Data Analysis); SPSS (Quantitative Data Analysis)

Language: Chinese, English, Korean (Basic), Spanish (Basic), HTML, JavaScript

Adobe Illustrator, InDesign, Premiere Pro; Final Cut Pro; Sketch