

Wanyan WU

E-mail: w.wu@zju.edu.cn
wanyan.wu@asc.upenn.edu

RESEARCH INTERESTS

Human machine relations, Digital Culture, Gender and Media

EDUCATION

2024-now **University of Pennsylvania, US**

Visiting at Annenberg for Communication

2022-now **Zhejiang University, China**

Ph.D. in Media and Communication

2020-2021 **The London School of Economics and Political Science, UK**

M.S. in Gender, Media and Culture

PUBLICATIONS

Journal Articles

- Yupei Zhao, **Wanyan Wu**, Zhongxuan Lin* (2023) Surviving or Thriving? Examining the impact of digital connective politics in primary-level cadres' live-streaming ecommerce in China. *International Journal of Communication*. 17:1-20.
- Yupei Zhao, **Wanyan Wu** & Yuxin Wang. (2023). Competitions as memory, circles, and profession: A study on reconstructing the identity and self-categorization of esports live-streamers [赛事作为记忆、圈层与专业：重构电竞主播的身份认同与自我分类研究]. *China Youth Study*[中国青年研究], 2023(10):63-73+11. DOI:10.19633/j.cnki.11-2579/d.2023.0133.
- Yupei Zhao, **Wanyan Wu** & Hong Zhang*. (Under review). Entanglements of human-technology: experimenting multi-interactivity through digital-human themed TV program.
- **Wanyan Wu** & Yupei Zhao*. (Under review). Breaking new ground: An examination of the sensory culture of digital humans on China's social media platforms.

Conference Presentations

- **Wanyan Wu**. (2025). Liminal space or traffic game? The gender performance of rural youth creators on Douyin. *75th International Communication Association (ICA)*. Denver.
- **Wanyan Wu** & Jessa Lingel*. (2025). "I Am Neuro, Who Are You?": The Performativity of Authenticity in an Experimental AI Livestream. *Encoding Realities, Decoding Power: Exploring New Formations of Gender, Race, and Sexuality within Artificial Identities*. University of Texas at Austin. Austin.
- **Wanyan Wu** & Yupei Zhao*. (2024). Imagined affordance in digital human: Lessons from self-presentation from designers and audiences on short video platforms. *International Association for Media and Communication Research (IAMCR)*. Christchurch.
- Yupei Zhao, **Wanyan Wu** & Hong Zhang*. (2024). Entanglements of human-technology: experimenting multi-interactivity through digital-human themed TV program. *International*

Association for Media and Communication Research (IAMCR). Christchurch.

- Yupei Zhao & **Wanyan Wu**. (2023). Technicians-centered Metaverse or not? Pioneering examination for tech-mediated practices in China. *LSE Media Futures conference*. London School of Economics and Political Science. London.
- Yupei Zhao, **Wanyan Wu**, Yu Zhao* & Jiaxin Duan. (2022). Actual or virtual-dominated self of authenticity? Lessons from Virtual live-streamers on Bilibili. *Connected Life: Designing Digital Futures*. Oxford Internet Institute. London.

Books

- Yupei Zhao, **Wanyan Wu** & Yi Zhang. (in press). *Co-evolution Communication: A New Paradigm of Intelligent Human-Machine Interaction* [共演传播论：人机智能交互新范式]. Zhejiang, China: Zhejiang University Press.

Invited Talks and Engagement Scholarship

- 2023** Present a talk titled “ChatGPT Goes to Campus: Reflections on Digital Transformation of Higher Education” and participate the roundtable salon “What ChatGPT Can and Cannot Do”, organized by Organization Department of Hangzhou Government and Bureau of Science and Technology.

RESEARCH EXPERIENCES

- 2024** Participated in the provincial-level project “**Pioneering Research on MetaTalk Virtual Social Product**”
- 2023** Participated in the provincial-level project “**Digital Culture and Globalization**”.
- 2022** Participated in the sub-project “**Societal Scenarios of Human-avatar Symbiosis and Ethics**” of National-level project “Integration of Digital Culture Technologies and Innovation in Typical Scenario Services”.

HONORS AND AWARDS (Recent five years)

- 2023-2024 Zhejiang University First-Class Scholarship
- 2022-2023 Zhejiang University First-Class Scholarship
- 2022 Hangzhou Marathon Excellent Volunteer