

XIE Yungeng

PROFILE

Name: XIE Yungeng

Title: Associate Dean, Professor, Ph.D. Supervisor, Institute of Arts and Humanities, SJTU

Chief Expert of the National Social Science Fund Decision-making Advisory Point

Chief Expert of the Development Research Center of Shanghai Municipal People's Government

Director of Public Opinion Research Laboratory

Winner of the Program for New Century Excellent Talents in University by MOE

EDUCATION

Associate Dean	Institute of Arts and Humanities, SJTU	2008 - Present
Research Fellow	Business Administration, Fudan University	2006 - 2009
Research Fellow	Journalism, Fudan University	2002 - 2004
Senior Editor	Shanghai Dragon TV	2001 - 2008
Ph.D., Literature	Central China Normal University	1999 - 2002
Chief Reporter	Hubei People's Broadcasting Station	1987 - 2001

RESEARCH GRANTS

1. Warning Index System of Network Public Opinion of Emergent Events, Key Project of National Social Science Fund, 2010 (600,000CNY).
2. Warning Index System of Public Events on Microblogs and Wechat, Key Project of National Social Science Fund, 2013 (300,000CNY).
3. Morning Star Young Scholar Research Fund, 2010 (240,000CNY).
4. Program for New Century Excellent Talents in University, Ministry of Education, 2010 (200,000CNY).
5. Communication Management of Emergent Events in the New Media Context, Social Science Planning Project of Ministry of Education, 2009 (70,000CNY).
6. Network Mobilization Effects and Countermeasures, Shanghai Government Decision Consulting Fund, 2012 (30,000CNY).
7. Government Microblog Developing Strategies in China and Countermeasures in Shanghai, Shanghai Government Decision Consulting Fund, 2012 (30,000CNY).
8. Evolution Law of the Network Public Opinion of Emergent Public Events, Shanghai Government Decision Consulting Fund, 2011 (30,000).
9. Information Release and Management of Emergent Public Events, Shanghai Government Decision Consulting Fund , 2009 (30,000CNY).

SELECTED PUBLICATIONS

• Research Articles

1. An Empirical Study of Network Rumor Spreading in Public Events. *Journal of SJTU*, 2014, 3.
2. Microblog Communication Key Nodes and Influencing Factors: An Empirical Study Based on the Hottest Posts about the 30 Major Public Events. *Journalism and Communication*, 2013, 1.
3. The Role Transition of Media in Public Events: An Empirical Study of 1420 Public Events from 2007 to 2011. *Modern Communication*, 2012, 11.
4. Research on the Management of Internet and the Guide of Public Opinion, *Scientific Development*, 2012, 8.
5. Government Microblog Operation Situation, Problems, and Countermeasures in China. *Editorial Friend*, 2012, 7.
6. 2011 Report of Government Microblog in China. *Press Circles*, 2012, 5.
7. Retrospection and Introspection on the Study of Network Public Opinions in China: Based on an Observation of Highly Cited Papers in CSSCI and CNKI. *Journal of SJTU*, 2012, 4.
8. An Empirical Study of Microblog Opinion Leaders in Emergent Public Events: A Case Study of the Wenzhou Motor Car Accident. *Modern Communication*, 2012, 3.
9. The Evolution Mechanisms and Guidance Strategies of Public Opinions on Microblogs. *Modern Communication*, 2011, 5.
10. History, Current Situation, and Development of Microblog. *Modern Communication*, 2011, 4.
11. A Study on the Information Source Management of Public Emergency in the New Media Environment. *Journalism and Communication*, 2011, 4.

• Books

1. Blue Book of Public Opinion Survey: Annual Report on the People's Livelihood Survey in China Social Sciences Academic Press (CHINA), 2014.
2. Blue Book of Social Opinion: The Report on Chinese Social Opinion and Crisis Management. Social Sciences Academic Press (CHINA), 2014.
3. Blue Book of Social Opinion: The Report on Chinese Social Opinion and Crisis Management. Social Sciences Academic Press (CHINA), 2013.
4. Blue Book of Social Opinion: The Report on Chinese Social Opinion and Crisis Management. Social Sciences Academic Press (CHINA), 2012.
5. Blue Book of Social Opinion: The Report on Chinese Social Opinion and Crisis Management. Social Sciences Academic Press (CHINA), 2011.

6. New Media and Society. Social Sciences Academic Press (CHINA), 2011-2014.
7. Reports on the Emergent Events. Shanghai Jiao Tong University Press, 2009.
8. Reality Shows: Theories, Forms, and Innovation. Fudan University Press, 2007.
9. Media Capital Operation. Fudan University Press, 2006.