

Ziyue FENG (Jacky)

[HKUST Emotion & Personality Research Group](#)

Division of Social Science, The Hong Kong University of Science and Technology

Clear Water Bay, Kowloon, Hong Kong

Email: zfengau@connect.ust.hk

EDUCATION

The Hong Kong University of Science and Technology, Hong Kong Master of Philosophy in Social Science Supervisor: Professor Michelle Yik	2024-2026
The Hong Kong University of Science and Technology, Hong Kong Master of Arts in Social Science, with psychology concentration	2023-2024
University of St Andrews, Scotland Bachelor of Science with Honours of the First Class in Economics (one-year transfer to College of William & Mary, US)	2019-2023

FELLOWSHIPS AND AWARDS

Dean's List, University of St Andrews, 2022/3
Dean's List Fall Semester, College of William & Mary, 2020/1
Dean's List Spring Semester, College of William & Mary, 2020/1

RESEARCH INTERESTS

Emotion and happiness
Personality
Anime fandom psychology
Belief and perceptions

RESEARCH EXPERIENCE

In Search of Happy Souls <i>Objective:</i> To understand who the happy people are and how everyday life constructs a happy belief. <i>Duties:</i> <ul style="list-style-type: none">- Conducted statistical analyses using linear regression and machine learning.- Drafted and revised the paper.	Since 2025
What do students care about: A topic analysis built upon public online student evaluations on RateMyProfessors <i>Objective:</i> To investigate students' interest and concerns regarding professors and their teaching quality, in an online community context. <i>Duties:</i> <ul style="list-style-type: none">- Collected online data by web scraping, preprocessed and analyzed the data using Latent Dirichlet Allocation (LDA) and lexicon-based sentiment analysis.- Drafted and revised the paper.	2025
A Reality Aspect of Fantasy Involvement of Anime Fans: 2.5D Manifestation and its Motivation (A preliminary study) <i>Objective:</i> To investigate the concepts of 2.5D manifestation and escapism, and the manifestation of fandom and fanship in the context of anime fans.	2025

Duties:

- Designed the interview, conducted a field research and 10 short field interviews with anime cosplayers in Shenzhen, China.
- Recorded the interview, analyzed and coded the text materials.
- Drafted a research proposal based on this preliminary study.

TEACHING EXPERIENCE

The Hong Kong University of Science and Technology, Hong Kong
Graduate Teaching Assistant

2024-2025

- SOSC 1420 Poverty: in-class assistance, assignment and exam grading, communication with students, exam invigilation.
- SOSC 2980 Personality Psychology: in-class briefing, assignment and exam design and grading, communication with students, exam invigilation, consultation.
- MASS 5980 Understanding Personality: Assignment grading, exam invigilation.

INTERNSHIP EXPERIENCE

Aon Enterprise Solutions (Shanghai) Co., Ltd., Shenzhen
Human Solutions Counselling Assistant

Jun.2022-Sep.2022

Duties:

- Search and presentation of industrial information regarding finance and policies.
- Coordination of senior management meeting and internal reviews with Human Solutions Consultants.
- Design of questionnaires and professional reports (e.g. Talents Analysis Report).

SKILLS

Programming (Statistics): R/RStudio, Jamovi, Python, Stata
Language: Mandarin (native), English (fluent)