

MA, Jiayi

MPhil Student

B.A. in

Wuhan University, Wuhan, China

☎ (+852) 84905662

✉ 26480050@life.hkbu.edu.hk

Research Interests:

- Big-data-based new media studies
- Public opinion
- Consumer behavior

Conference Paper Presentation:

Jia, Y., **Ma, J. Y.**, Li, Y. H., & Ding, Y. (2025, July 13-17). *Unveiling the Magic of Word-of-Mouth: How Different Types of Word-of-Mouth Influence Consumers' Willingness to Pay for News?* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Singapore.

Xu, L. M., Jia, S. R., **Ma, J. Y.**, & Liang, X. H. (2025, July 13-17). *Constructing National Identity of Naturalized Athletes from the Perspective of Fandom Online Discursive Activism in China* [Paper presentation]. International Association for Media and Communication Research (IAMCR), Singapore.