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## Siqi Liu

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### Personal Statement

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I have recently completed my PhD programme. I hold 2:1 degrees of master's in management and Bachelor of Journalism. With diverse practical experiences in teaching, public relations, management and media, I am a communications expert in theory and practice. I underwent 4 years rigorous thinking training during my PhD, which gave me a strong knack for open and deep thinking and increased my resilience. I have various research and analytical skills. Meanwhile, I have both a humanity and social sciences mindset, which gives me an advantage in solving problems efficiently and flexibly. I was the captain of the football teams for 957 days and enjoyed the teamwork and the challenge. In general, different emergent issues are always unpredictable, I believe I am qualified to always be able to calculate the best possible response, like an AI. But I'm an empathetic AI.

### Education and Qualifications

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**Ph.D. (Under Examination): Interactive Media, University of York, UK. Oct 2020 - Dec 2024**

*Thesis Title: 'Sports Commentary in the Digital Age: Analyzing Sports Commentaries on Live Streams, Live-Text Websites, and by Artificial Intelligence'*

**MSc (Classification 2:1): Sports Business and Management, Management School, University of Liverpool, UK. Oct 2019 - Oct 2020**

*Dissertation: 'Crisis Communication: A Content Analysis of the English Premier League's Facebook During the Suspension Period Affected by COVID-19'*

**BA (Classification 2:1): Journalism, School of Journalism and Communication, Chengdu Sport University, China. Oct 2015 - Jun 2019**

### Placements and Internships

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**Graduate Teaching Assistant, Digital Culture, Aesthetics and Storytelling for BSc. Students, University of York, UK. Dec 2021 - May 2022**

Hosted seminar, and Co-ordinated the operation of interact media's practical activities

**Management associate, Secretary, General Administration of Sport of China, Beijing, China. July 2018 - Nov 2018**

Performed English translator; Managed the athlete's daily media events; Operated athlete performance analysis; Executed 3 major competition events; and Arranged press conferences and other media receptions

**Journalist, Sichuan Football Association, Chengdu, China. April 2017 - July 2018**

Carried the association's interviews, news editing and production; Managed the association's official social media contents

**Media presenter, Commentator, Chengdu, China. April 2017 - June 2019**

Appeared over 30 times as media presenter and commentator

### Skills & Software

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**Qualitative research design, Survey and questionnaire design, Interview, Experimental design, Thematic analysis, Content analysis, and Document analysis, etc; Proficient in Microsoft Office (Word, PowerPoint, and Excel), Photoshop, NVivo, etc.**

### Academic Activities

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**Conference, ECREA (European Communication Research and Education Association), Charles University, Czechia. Nov 2023**

Presented the study, '*Analyzing sports commentary and storytelling in the age of Artificial Intelligence (AI)*'

**Conference, ECREA, Aarhus University, Denmark. Oct 2022**

Introduced the study '*Sports commentary on live-blogging websites: A case study of The Guardian's live-blogging on the 2021-22 Ashes series*'

**Conference, IACS (International Association for Communication and Sport), Paris. May 2022**

Explained the study '*Sports commentary on live-blogging websites: A case study of The Guardian's live-blogging on the 2021-22 Ashes series*'

**Conference, ECREA, Aarhus University, online. Sept 2021**

illustrated the study '*Sports Commentary on Digital Live Streams: A Case Study of 6 England Football Clubs' Online TV Channels*'