

# Peiyi Guan

<https://peiyiguan03.github.io/>

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## EDUCATION

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- **Hokkaido University** Hokkaido, Japan  
*Master of Arts with a major in International Media and Public Relations* *Apr.2023 – Mar.2025*
- **Communication University of China** Beijing, China  
*Bachelor of Arts with a major in Data Journalism* *Sep. 2017 – June. 2021*

## SKILL

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- **Languages:** Japanese(Professional working proficiency), English(Professional working proficiency)
- **Technical Skills:** Microsoft Office Suite, SPSS, SmartPLS, Vscode, Adobe Premiere

## EXPERIENCE

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- **Research** Hokkaido, Japan  
*Impact of perceived risk from overtourism on travel intention* *Oct 2023 - Present*
  - **Content:** A qualitative study on how Chinese tourists make decision on whether to travel to Kyoto
  - **Purpose:** To understand how perceived risk, destination image, and perceived behavior control influence decision-making processes for visiting destinations.
- **Research** Beijing, China  
*The Generation of Urban Communicative Space Based on GeoMedia* *Oct 2019 - Apr 2021*
  - **Content:** An Investigation of Social Bookstores in Beijing : Exploring how bookstores contribute to the Urban Communicative Space
  - **Data Collection:** Collected 14,185 reviews from 6 bookstores using Python, saved them as ANSI-encoded files, and generated a semantic network graph to identify consensus evaluation elements using ROST CM6 text mining software.
  - **Finding:** The bookstore on the digital platform embodies the experience of the physical space, extending the urban experience into cyberspace. Communication around the bookstore, characterized by loose connections based on shared interests, enables individuals to maintain their independence while fostering a sense of belonging.
- **Survey** Beijing, China  
*Field Investigation* *June 2018 - Jan 2021*
  - **Urbanization Study:** Farmers' Willingness for Local Urbanization from the Perspective of Rural Revitalization
  - **Policy Study:** Social Participation in Water Governance under the "Hezhangzhi" policy

## PUBLICATION

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- **Report:** Why was such a popular package replaced : About the Kirin Brewery Company's marketing strategy for the product 'Namacha' and its packaging change.
- **Manga:** Harajuku is full of rainbows! : Created a draft for a manga depicting the culture of Harajuku in Japan.