Ying Huang

Position :	Assistant Professor
Faculty :	Faculty of Humanities and Arts, Academy of Film
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Teaching and Research Areas :

Film Industry，Film Art，New Media，AI and Film

Academic Qualifications

2017-2020   Ph.D / Management in Film Industry/ Macau University of Science and Technology

2008-2011   Master / Comparative and World Literature / Fujian Normal University

2004-2008   Fujian Normal University / Chinese Language and Literature / Bachelor's Degree

Teaching Experiences

2023-Present   Assistant Professor/Faculty of Humanities and Arts/ Macau University of Science and Technology

2020-2022   Postdoctoral/ School of Journalism and Communication / Tsinghua University

Representative Publications

Academic Monographs / Books

- Ying Huang. Ear Economy. Palgrave Macmillan, May 2024.
- DOI: 10.1007/978-981-97-2034-7
- S. Ruo, Ying Huang. Research on China's Online Film Industry. China Social Sciences Press, March 2024.
- S. Ruo, Ying Huang. Sound–Image Narration: The Logic and Application of Audiovisual Language. China International Broadcasting Press, April 2022.
- China Livestreaming E-commerce Industry Insights. Palgrave Macmillan. (Team member).DOI: 10.1007/978-981-16-5344-5
- Executive Editor (editorial team): S. Ruo, Chen Peng, Chen Rui, Li Xuemin, Ying Huang.
- Cultural Tourism Blue Book: China Cultural Tourism Industry Development Report (2019). China Social Sciences Academic Press, April 2019.

Journal Articles

- S. Ruo, Ying Huang. "The Changing Landscape of Film/TV Spectatorship." Chinese Landscape Architecture, 2025, Issue 11.

- Luo Yukun, Ying Huang. "A New Exploration of Horror-Comedy in Dead Talents Society." Movie Literature, 2025, Issue 14.

- Ying Huang, He Liqun. "Innovation in Chinese Series Forms in the Context of Artificial Intelligence." Modern Audio-Visual, 2025, Issue 12.

- Ying Huang. "Materiality, Posture, and Existence: AI Images as Hyperobjects." Journal of Beijing Film Academy, Nov 2024.

- Ying Huang. "From Digital Images to a Digital New World: Toward the Post-Anthropocene." Film Theory Research, 2024, Vol. 6(2), 11–20.

- S. Ruo, Ying Huang. "Baroquization and Cthulhufication: Development Paths for Documentary Audiovisual Content in the Web3.0 Era." Modern Communication, 2024, Issue 3.

- S. Ruo, Ying Huang. "Shaping, Imagining, and World-Building: The Emotional Impact of Film Music." Contemporary Cinema, 2024, Issue 3.

- Ying Huang. "Digital Baroque: Cinematic Landscapes Constructed Through the Fold." Contemporary Cinema, 2023, Issue 12.

- Ying Huang. "Human Material Granularity and Digital Bare Life: The Empowering and Disempowering Effects of AI on the Film & TV Industry." Journal of Beijing Film Academy, 2023, Issue 7. Reprinted in Renmin University's Reprint Series, Dec 2023.

- S. Ruo, Ying Huang. "Film3 as a Stereoscopic Ecosystem: What Web3 Means for the Film & TV Industry." Journal of Beijing Film Academy, 2023, Issue 2.

- Ying Huang. "Aesthetic Experience in European and American Cinema from a Neuroaesthetic Perspective—Meaning/Perception, Affective Appraisal, and Neuro-Images." Contemporary Cinema, 2022, Issue 12.

- Ying Huang. "Genre Hybridization and Multi-Node Highlight-Moment Design: Internet Dissemination of Main-Melody Dramas." Modern Audio-Visual, 2021, Issue 12.

- S. Ruo, Ying Huang. "Differentiated Supply, Low Cultural Discount, and Topic/Genre Choice: International Communication of Main-Melody Film & TV Works." Television Studies, 2021, Issue 9.

- Ying Huang. "What Streaming-Platform Animation Teaches Tradit

Chapters in Monographs

- Ying Huang, Qiao Zuohan. "A 'True Comedy' of the Human World." In China Film & TV Industry Development Report (2025).

- Ying Huang, Zhang Man. "China Theme Park Tourism Development Report (2024)." In China Cultural Tourism Industry Development Report (2025).

- Ying Huang, Xu Zhiqiao. "Online Film Industry Development Report (2024)." In China Internet Audiovisual Industry Development Report (2025).

- Ying Huang, Tang Weichao. "Applications of AI in the Film & TV Industry (2023)." In China Film & TV Industry Development Report (2024).
- Ying Huang, Li Ruolin, Han. "Implications of Korean Webtoon Adaptation for China's 'Man-Gai' Adaptations." In China Film & TV Industry Development Report (2024).
- Ying Huang, Bai Xufei. "China Theme Park Development Report (2023)." In China Cultural Tourism Industry Development Report (2024).
- Ying Huang. "Online Film Industry Development Report (2022)." In China Internet Audiovisual Industry Development Report (2023).
- Ying Huang. "Theme Park Development Report (2022)." In China Cultural Tourism Industry Development Report (2023).
- Ying Huang. "China Film & TV Technology Development Report (2022)." In China Film & TV Industry Development Report (2023).
- Ying Huang. "Online Film Industry Development Report (2021)." In China Online Audiovisual Industry Development Report (2022).
- "Research on the 'Xiamen University' Industry–Academia–Research Training Model: Geographical Advantages, Awards, and City Co-empowerment." In China Film & TV Industry Development Report (2022).
- "The Status Quo and Trends of Virtual Production in China—Interview with Base FX." In China Film & TV Industry Development Report (2022).
- "Changes and Trends in China's Film Industry (2020)." In Film & TV Blue Book: China Film & TV Industry Development Report (2021).
- "Online Film Industry Development Report (2020)." In Online Audiovisual Blue Book: China Online Audiovisual Development Report (2021).
- Li Xuemin, Ying Huang. "Film/TV Empowering Tourism: Innovative Development—Oriental Movie Metropolis & Pingyao International Film Fest

Major Newspaper & Web Articles
- Ying Huang. "Challenging Traditional Boundaries and Confronting the Forbidden Zones of Human Nature: True-Crime Adaptations in the Streaming Era." Guangming Online, Dec 27, 2024.
- Ying Huang. "Emotional Resonance: Macau Polishes Its 'City of Performing Arts' Calling Card." Huanqiu, Dec 19, 2024.
- Ying Huang. "When Life Gives You Tangerines Tops the Period-Drama Charts: Cultural Memory Codes in Spectacular Narration." Guangming Online, Mar 7, 2025.
- Ying Huang. "The Cool, Calm 'Madness' of Myth-Off: A Contemporary Revelation of Greek Mythology." Guangming Online, Oct 18, 2024.
- Ying Huang. "Why Inside No. 9 Always Succeeds in Stealing the Audience's Heart." Guangming Online, Jul 1, 2024.
- Ying Huang. "Datafication and Reshaping of Story Elements: IP Adaptation in the Streaming Era." Apr 29, 2024.

- Ying Huang, Han. "What Can We Learn from the Love–Hate Relationship Between 'Streaming' and Netflix?" Global Times, Mar 18, 2024.
- Ying Huang. "What Did Korean Webtoons Get Right in Screen Adaptation?" Guangming Online, Feb 6, 2024.
- Ying Huang, Qiao Zuohan. "Understanding the Era's Tonality in TV Drama Through Blossoms Shanghai." Global Times, Jan 18, 2024.
- Ying Huang. "From American Historical 'Big-Female-Lead' Feel-Good Dramas to Diverse Feminist Storytelling." Guangming Online, Jan 3, 2024.
- Ying Huang. "An Orientalized Sci-Fi Legend Series: The Fine-Grained Character-Interwoven Narration of Moving." Oct 8, 2023.
- Ying Huang, Bai Xufei. "The 'Traffic Code' of Realist TV Dramas." Global Times, Sep 1, 2023.
- Ying Huang. "The 0.5 Man: An Office-Worker Metamorphosis in a Burnout Society." Guangming Online, Jul 14, 2023.
- Ying Huang. "Global Fusion and Reconstruction of Asian Cultural Elements: Cultural Flows in American Born Chinese." Guangming Online, Jun 15, 2023.
- Ying Huang. "Paying Tribute to the Animacy of All Things with Slice-of-Life Comedy." Guangming Online, Apr 11, 2023.
- Ying Huang. "Ant-Man 3: Film–TV Convergence and Series–Film Convergence in the Disney Universe." Mar 10, 2023.
- S. Ruo, Ying Huang. "Short Videos Enter the Game and Trigger Creative Transformation in Film/TV." Guangming Daily (Arts Page), May 8, 2019.
- Ying Huang. "Nolan: A Dream-Maker of Contemporary Viewing Experiences." Financial Times (Chinese Edition), Sep 25, 2020.
- Ruo, Ying Huang. "Improving Quality, Reducing Quantity, Genre Diversification, and Cinema–Platform Cooperation." Literary Gazette, Aug 23, 2021

.Academic and Professional Membership
- Member of the China Higher Education Film and Television Association.
- secretariat secretary of Film and Television Industry and Management Committee of Chinese Collegial Association for Visual Art

Professional Certifications and Awards

Awards for Supervised AI Video Works

AI Video: *Deer Leaps at the Nine Grottoes*

- China Innovative Imaging Competition (AIGC Track) — Second Prize
- 2025 University Student AI Art Festival — Vidu AI "Guofeng" Special Unit — Second Class Honor

- 2025 Global Digital Economy Innovation Competition — AIGC Creation Competition (Xinmei Track: Short Video Content Creation) — Second Prize
- "Ancient & Modern Flying Apsaras" AIGC Innovation Design Competition — Feitian Award
- 2025 Alipay AIGC Video Design Innovation Competition (University Group) — Excellence Award

AI Video: *Sunbird: A Tapestry of Space-Time*

- The 7th Hong Kong New Contemporary Design Award — Bronze Award
- The 7th Hong Kong New Contemporary Design Award — Outstanding Supervisor Award
- University Student AI Season (2024) — Best Supervisor Honor
- The 8th Diaoyucheng University Student Film Criticism Competition — Best Supervisor Honor

AI Video: *Blue-and-White Porcelain Memory*

- National University Digital Media Technology & Creative Competition (MOE-recognized national competition) — National Finals First Prize; Macau Division First Prize
- Outstanding Supervisor Award (National Finals)

AI Video: *Genesis Tour*

- 2025 Beijing International Film Festival — ASUS "e-Create" Public Welfare Film Unit — Excellence Honor
- 2024 National University Sci-Tech Art & Design Innovation Works Competition — Tech Imaging Category — First Prize
- 2024 MUST Chinese Youth Film Festival & Golden Rooster Macau Screening — EDA New Audiovisual Creation Competition — Second Prize
- 2024 12th National University Digital Media Technology & Creative Competition — National Third Prize; Provincial Second Prize
- 2024 China Computer Federation (CCF) — AIGC Video Group — Third Prize
- 2024 University Student AI Art Festival — AI Imaging Creation Unit — Nomination Honor
- HKUST First AMC AI Film Festival — Quarterfinalist
- "Light & Shadow Show" Huaxia First AIGC Film/TV Creation Competition — Excellence Award

Paper/Article Awards

- "Three Practical Approaches: Deterritorialized Formation of Mainland–Hong Kong Co-productions" — Second Prize, 2nd China Dynamic Image Visual Art Outstanding Paper Selection (organized by the China Television Artists Association)
- "China's Online Film Development Trajectory and Future Trends" — Beijing Literary Review 2021 Outstanding Paper Award