

YICHEN MA

Social Anthropologist | Academic Communication & Public Scholarship

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PROFILE

Social anthropologist trained at the London School of Economics and incoming doctoral researcher at East China Normal University. Experienced in public-facing anthropology, research-led audio publishing, curriculum development, and constructive academic feedback across international humanities and social-science programmes. Research interests connect ordinary ethics, care, medical sociology and STS with broader questions of scholarly infrastructure, open access, and the cross-regional production of anthropological theory.

RELEVANT ACADEMIC COMMUNICATION EXPERIENCE

Anthropology Presenter & Curriculum Development Lead

Apr 2023-Aug 2024

Disagreement (Qiyi), Xiaoyuzhou Podcast | China

- Co-developed the programme's editorial direction and planned more than 30 public-facing episodes connecting anthropological and social-theoretical concepts with contemporary cultural questions.
- Created 20-40 minute research-led audio courses, supporting readings, audience Q&A and monthly community discussions, translating specialist debates into accessible formats without flattening conceptual disagreement.
- Used audience feedback to refine topics and formats; followers grew from 10,000 to 35,000 and average listens increased from 2,000+ to 5,000+ during the project period.

Academic Tutor & Curriculum Developer

Mar 2026-Present

Lumist (Beijing) Education Technology Co., Ltd. Shanghai Branch | Remote / Shanghai

- Provide individual and small-group academic support in anthropology, sociology, cultural studies, religion, public policy and research methods for students on UK, Australian and US university programmes.
- Review course materials, assessment criteria, essays and dissertation chapters; translate conceptual, methodological and structural problems into clear revision plans while maintaining academic-integrity boundaries.
- Design bilingual teaching briefs and assessment-aligned workshops on literature review, evidence use, qualitative, quantitative and theoretical argumentation, and paragraph-level revision.
- Coordinate multiple concurrent projects across disciplines, deadlines and time zones; more than 500 cumulative hours of teaching and academic consultation.

EDUCATION

East China Normal University

From Autumn 2026

Incoming Doctoral Researcher, Shanghai

- Research focus: care, medical sociology and sociotechnical infrastructures, with fieldwork planned in Shanghai and the wider Jiangnan region.

London School of Economics and Political Science

2023-2024

MSc Social Anthropology

- Research on temple organisations and vernacular ritual practice in southeast China, examining ordinary ethical life, institutional contingency and embodied practice.
- Relevant study included anthropological theory and ethnography, religion in the contemporary world, kinship, gender and research-led comparative analysis.

EDUCATION (CONTINUED)

Nanjing Normal University

2018-2022

BA Sociology (top 10%)

- Training in qualitative and quantitative research, including participant observation, interviewing, survey analysis and SPSS.

RESEARCH & MULTIMODAL SCHOLARSHIP

Project Lead - Jiangnan Folk Ritual Research

Jun 2020-Jun 2021

National Undergraduate Innovation Project: Historical Development and Modern Transformation | Jiangsu, China

- Designed the research framework and fieldwork plan, later refining the project around vernacular ritual as an everyday practice rather than a static form of heritage.
- Led participant observation and in-depth interviews with more than 20 ritual practitioners; assembled a 300,000-character Chinese-language research archive and produced several extended research reports.
- Developed the research into the 25-minute documentary Xuanjuan Families, coordinating script development and video-editing workflow to communicate ethnographic findings beyond the written report.
- Received an outstanding national-level final evaluation.

SELECTED ADDITIONAL EXPERIENCE

International Social Media Operations Manager

2025-2026

China Health Trip | Shanghai

- Built multilingual content workflows across TikTok, Facebook, Instagram and YouTube, coordinating research, scripting, design, video production and audience communication.
- Developed standard operating procedures and coordinated cross-functional contributors, balancing subject-matter accuracy, public accessibility and publication schedules.

RESEARCH & EDITORIAL INTERESTS

Ordinary ethics and care; medical anthropology and sociology; religion and ritual; STS and infrastructures; scholarly publishing and editorial labour; open-access models; public anthropology; the relation between ethnographic specificity and cross-regional theory production.

METHODS, LANGUAGES & DIGITAL SKILLS

- Research: participant observation, semi-structured and in-depth interviewing, oral history, literature synthesis, archival work, survey analysis and mixed-method research design.
- Academic communication: developmental feedback, curriculum design, bilingual teaching materials, public-facing research translation, audio scripting and editorial planning.
- Languages: Mandarin Chinese (native); English (IELTS 7.0; professional academic and cross-cultural communication).
- Digital: Microsoft Office, SPSS, audio and video production workflows, social-media publishing and audience analytics.