Alumni Spotlight

Song, April
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Alumni Spotlight
April Song
Michigan Library Scholars
Capstone Presentation
July 29, 2016
Project Overview

- My project spotlights the intellectual influence of Chinese and Taiwanese University of Michigan alumni who returned to China and published primarily in Chinese.
Objectives

- Research across the U-M Library collections and databases to obtain biographical information and investigate the influence of Chinese and Taiwanese alumni.
- Feature alumni works from the U-M Library collections.
- Conduct interviews with several chosen contemporary alumni.
- Create a website to spotlight the alumni and feature their works.
Challenges

- Names
- Scaling
- Timeframe

Solutions

- Carefully track name iterations and search for every one
- Narrowly defining intellectual influence and sticking to it
- Prioritizing tasks and meeting more frequently
The Alumni Spotlight features notable alumni of the University of Michigan who originally come from the Greater China region (Mainland China, Hong Kong, Macau, and Taiwan). It highlights the intellectual influence of University of Michigan alumni who returned to the Greater China region after completing their education and continued to publish their works in Chinese. The alumni profiles present biographical information, photographs, and several interviews with contemporary alumni. The book showcase window to the right of the biographical information on each profile page features a three dimensional representation of the alumnus' works which opens to a formal citation of the work and a link to the item in Mirlyn, the University of Michigan Library's catalog.

An accessible version of this homepage is available on the Alumni page.
INTERVIEWS

Yong Cheng 永城

"Every life is a mirror that allows us to find ourselves. My works come from my experiences; they are those mirrors."

YONG'S INTERVIEW YONG'S PROFILE

Image Courtesy of Yong Cheng

Wu Hao 吳皓

Interviewed by April Song on July 6, 2016

"My upcoming film, "People's Republic of China," continues my interest in Chinese youths by focusing on China's popular online showrooms; here kids in their late teens and early twenties can attract millions of fans by singing karaoke live online, and become multi-millionaires in the process."

WU'S INTERVIEW WU'S PROFILE

Image Courtesy of Wu Hao
ALUMNI SPOTLIGHT

Wu Hao

INDEPENDENT FILMMAKER AND BLOGGER

MBA 2000

GO TO WU'S INTERVIEW

BIOGRAPHY

Originally trained as a molecular biologist, Hao Wu is a Chinese independent filmmaker and blogger. He holds an Master of Science from Brandeis University, and received his Master’s in Business Administration from the University of Michigan Ross School of Business in 2000. Wu is currently a fellow at the New America Foundation.

INTELLECTUAL INFLUENCE

Hao's documentary work works to break stereotypes about China and show the complexity and richness of Chinese culture, history, and society.
Wu Hao 吴皓

INDEPENDENT FILMMAKER AND BLOGGER

MBA 2000

GO TO WU'S PROFILE

TALK ABOUT YOUR EXPERIENCE AT THE UNIVERSITY OF MICHIGAN.

I spent two years at the University of Michigan Ross School of Business for my MBA. It was an eye-opening experience for an ex-molecular biologist who had spent many years in various laboratories -- the diverse student body, the friendly atmosphere, and the great learning opportunities. Quite transformative. I felt like a different person -- more curious and more confident -- after those two years.

HOW DID THE UNIVERSITY INFLUENCE YOUR CAREER?

I discovered my interest in product management in the technology sector at Ross. After graduation, I worked for Internet companies like Excite.com and Earthlink in the Silicon Valley, and later moved back to China and continued my career at Alibaba and TripAdvisor. In 2008-2011 I was TripAdvisor's China Country Manager. As my career progressed, so did my passion in more artistic and creative endeavors. In 2012 I decided to take some time off to pursue documentary filmmaking full time. Now four years later, I am still making, and enjoying making, documentaries.

WHAT INSPIRED YOU TO FILM DOCUMENTARIES SUCH AS “BEIJING OR BUST”? HOW DID YOU CHOOSE THE TOPIC FOR “NOWHERE TO CALL HOME,” YOUR MOST RECENT WORK?

I did “Beijing or Bust” on the side as a part-time project when I first moved back to China in 2004. Having been away from China for 12 years, it was mind-boggling to observe how China had changed and to make sense my own migration experience from China to the US and then back. “Beijing or Bust” tells the experience of six American-born-Chinese (ABC) as they migrated from the US to China to search for identity, career and purpose in life. In some way, making the film was a way for me to understand China again.

I produced “Nowhere to Call Home” so I wouldn’t call it my work. Documentary films are truly directors’ babies. The last film I directed, “The Road to Fame,” was about China’s one-child generation. It tells the story of students at China’s top drama academy staging the American musical “Fame” as their graduation
AN INTERVIEW WITH

Yong Cheng

BUSINESS CONSULTANT AND
BESTSELLING MYSTERY NOVELIST

BS 1997
MBA 2000

GO TO YONG'S PROFILE

TALK ABOUT YOUR EXPERIENCE AT THE UNIVERSITY OF MICHIGAN.

- 请简要谈谈您在密歇根大学的学习生涯。

这个问题的答案，大概不那么容易简单。1995-1997年，我在密歇根大学工程学院攻读机械工程硕士学位。虽然只有短短两年，却非常令我难忘。作为留学的留学生，陌生的语言、生活的压力和紧张的经济状况都带给我很大压力。但其中最大的压力还是来自经济。我曾每天早上四点四十五到校上课。下午两点多回到宿舍。下午五点再回餐厅，然后一直工作到夜里十点。回到宿舍才开始念书，要到凌晨三四点睡觉。这样忙碌的日子，除了把初到美国的疲倦和烦闷都抛掉，我在这里也找到了一种与自己潜能的合作方式。每天晚上，我都要在图书馆工作到凌晨，在那里我才能找到一种生活的方式。这样忙碌的日子，让我重新发现生活的意义。理解生活的意义并非只是学习，而是为了生存，不仅是为了生存，还有未完的生存。

It is not easy to answer this question briefly. From 1995 to 1997, I was studying Mechanical Engineering at the University of Michigan College of Engineering for my Bachelor's Degree. Although it was only a little more than two years, it is still fresh in my mind. As a transfer student studying abroad, I was under a lot of pressure from the new environment, unfamiliar language, academic pressure, and tight economic situation. But among these, strongest pressure was from my economic situation. At one point in time, I worked up to four jobs: a Chinese restaurant, a fast food restaurant, a laboratory, and a research center. I remembered my daily schedule as follows: I arrived at eight in the morning to class; after leaving class, I went to work the lunch shift at the restaurant; at two in the afternoon I rushed back to school to go to class; after five, I had to be at the cafeteria again. Then, I worked until ten at night; only after I returned to my dormitory, did I begin to study. I would not be able to sleep until three or four in the morning. I was so busy that I did not have time for the loneliness and homesickness most people feel they first go to the United States. I remember that I lived in the basement of a small house at the edge of Ann Arbor; my monthly rent was $150. Ridding a used bicycle that I bought for $20, it took forty minutes to get to North Campus. In the ice and snow, riding the bicycle to and from school every day was an experience that is hard to forget. It was from this difficult time that began to taste the bitterness of life; I came to understand that the meaning of working hard is not to get icing onto the cake, but to survive. Survival not only for the present, but for the future.

WHAT INSPIRED YOU TO WRITE YOUR MYSTERY NOVEL SERIES?
Lessons Learned

- An understanding of the organization, scale, services, and work within itself in the U-M Library.
- How to efficiently find everything from books to articles to microfilms in the U-M collections and databases and outside them.
- The alumni stories are inspirational because they show influence and movement across fields and around the world.
Next Steps

- Research was originally conducted on 49 individuals.
- We narrowed down the scope the number of people because of time.
- Adding alumni to the site through the WordPress interface is easy.
Thank You!