

Xinyan ZHAO (Eva)
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EDUCATION

- Ph.D. Communication, University of Maryland, College Park, 2017
Dissertation: Testing a model of the boomerang effect – Proattitudinal versus counterattitudinal messages (Advisor: Prof. Edward L. Fink)
- M.Phil. Journalism, Hong Kong Baptist University, 2011
- B.A. Journalism, Fudan University, China, 2009
-

PROFESSIONAL EXPERIENCE

Assistant Professor
Husmann School of Media and Journalism, University of North Carolina at Chapel Hill
August 2020

Assistant Professor
Department of Communication Studies, Hong Kong Baptist University
Jan 2018 – July 2020

HONORS

Top Faculty Papers, Public Relations Division, 70th Annual Conference of International Communication Association (ICA), Golden Coast, 2020.

Faculty Performance Award for Young Researcher, Hong Kong Baptist University, 2020.

Top Faculty Papers, Information System Division, 68th Annual Conference of International Communication Association (ICA), Prague, 2018.

Top Student Papers, Public Relations Division, 67th Annual Conference of International Communication Association (ICA), San Diego, 2017.

The Chinese Government Award for Outstanding Students Abroad (\$6,000), 2016-2017.

Travel Grant (\$500), College of Arts & Humanities, University of Maryland, 2014 & 2015.

Research Fellowship (\$5,000 & \$3,000), University of Maryland, 2012 & 2013.

US-China Education Trust Scholarship (\$3,000), Washington D.C., 2010.

Commercial Radio 50th Anniversary Scholarship (HK\$10,000), HKBU, 2010.

MPhil Fellowship (HK\$120,000), Hong Kong Baptist University, 2009-2011.

First and Second Prize of People's Scholarship (the most competitive undergraduate scholarship in China; RMB 5,000 & 3,000), Fudan University, 2006 & 2007.

Third Prize of Top News Report, School of Journalism, Fudan University, China, 2008

SCHOLARLY PUBLICATIONS

Referred Papers/Articles

Zhao, X., & Fink, E. L. (Accepted). Proattitudinal versus counterattitudinal messages: Message discrepancy, reactance, and the boomerang effect. *Communication Monographs*.
<https://doi.org/10.1080/03637751.2020.1813317>

Zhao, X., Zhan, M., & Ma, L. (2020). How publics react to situational and renewing organizational responses across crises: Examining SCCT and DOR in social-mediated crises. *Public Relations Review*, 46(4), advanced online publication.
<https://doi.org/10.1016/j.pubrev.2020.101944>

Zhao, X., Zhan, M., & Liu, B. F. (2019). Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influentials and followers. *Journal of Contingency and Crisis Management*, 27, 387-399. doi:10.1111/1468-5973.12279

Zhao, X., & Zhan, M. (2019). Appealing to the heart: How social media communication characteristics affect audiences' message favorability during Manchester terrorist attack. *International Journal of Communication*, 13, 3826–3847.

Zhao, X., Zhan, M., & Liu, B. F. (2018). Disentangling social media influence in crises: Testing a four-factor model of social media influence with large data. *Public Relations Review*, 44, 549-561. doi: 10.1016/j.pubrev.2018.08.002

Zhao, X., Zhan, M., & Jie, C. (2018). Examining multiplicity and dynamics of publics' crisis narratives with large-scale Twitter data. *Public Relations Review*, 44, 619-632.
doi:10.1016/j.pubrev.2018.07.004

Zhao, X., Yang, B., & Wong, C.-W. (2018). Analyzing trend for immigrants' e-health engagement from 2008 to 2013. *Health Communication*, 16, 1-11.
doi:10.1080/10410236.2018.1475999

Yang, B., & **Zhao, X.** (2018). TV, social media, and college students' binge drinking intentions: Moderated mediation models. *Journal of Health Communication*, 1, 61-71.
doi:10.1080/10810730.2017.1411995

Zhao, X., Zhan, M., & Wong, C.-W. (2018). Segmenting and understanding publics in a social media information sharing network: An interactional and dynamic approach. *International*

Journal of Strategic Communication, 12, 25-45. doi:10.1080/1553118X.2017.1379013

Yang, B., Nan, X., & **Zhao, X.** (2017). Persuasiveness of anti-smoking messages: Self-construal and message framing. *Health Education*, 117, 398-413. doi:10.1108/HE-12-2016-0064

Zhao, X., & Nan, X. (2016). Influence of absolute and comparative risk perceptions on cancer screening behaviors and the mediating role of cancer worry. *Journal of Health Communication*, 21, 100-108. doi:10.1080/10810730.2015.1033114

Zhao, X. (2016). Effects of perceived media diversity and media reliance on public opinion expression. *International Journal of Public Opinion Research*, 28, 355-375. doi:10.1093/ijpor/edv015

Referred Conference Papers & Posters

Zhao, X., & Chen, Y. [equal authors] (2020, May). Social-mediated organization-public dialogue and organization's community structure: A network approach. Paper to be presented at the 70th Annual Conference of International Communication Association (Public Relations Division), Australia.

Zhan, M., & **Zhao, X.** (2020, May). Organizational openness, public engagement, and organization-public relationships: A meta-analysis. Paper to be presented at 70th Annual Conference of International Communication Association (**Top Faculty Papers**, Public Relations Division), Australia.

Zhao, X., Zhan, M., Ma, L. (2020, May). Interplay of content and source: Examining predictors of users' engagement on social media during disasters. Paper to be presented at the 70th Annual Conference of International Communication Association (Comm & Tech Division), Australia.

Zhao, X., & Zhan, M. (2019). Effects of different message appeals on publics' message favorability on social media during disasters. Paper to be presented the 69th Annual Conference of International Communication Association (Public Relations Division), Washington D.C.

Zhao, X., & Fink, E. L. (2018, May). Two routes to the boomerang effect: Proattitudinal versus counterattitudinal messages. Paper to be presented at the 68th Annual Conference of International Communication Association (**Top Faculty Papers**, Information System Division), Prague.

Yang, B., & **Zhao, X.** (2018, May). How acculturation to U.S. and Hispanic cultures is related to U.S. Hispanics' health information seeking and source trust: Findings from Annenberg National Health Communication Survey. Paper to be presented at the 68th Annual Conference of International Communication Association (Ethnicity & Race in Communication Division), Prague.

Zhao, X., Zhan, M., Lim, J. & Liu, B. F. (2018, March). How do social media influentials gain influence in different types of crises? Examining influentials in eight organizational crises with twitter big data. Paper presented at the International Public Relations Research Conference,

Orlando, FL.

Zhao, X., Zhan, M., Ma, L., & Wong, C.-W. (2017, November). We like the future more: Examining the influence of crisis response strategies on public sentiment from a big data perspective. Paper presented at 103th Annual Conference of National Communication Association (Public Relations Division), Dallas, TX.

Zhao, X., Jie, C., & Zhan, M. (2017, November). Toward a social-mediated crisis theory (SCARE): Modeling topics from big data for Chipotle E. coli crisis. Paper presented at 103th Annual Conference of National Communication Association (Public Relations Division), Dallas, TX.

Zhan, M., **Zhao, X.**, Guo, S., & Anderson, L. (2017, November). When anger becomes helpful: An exploration of emotion dissent and its receptivity. Paper presented at 103rd Annual Conference of National Communication Association (Organizational Communication Division), Dallas, TX.

Yang, B., & **Zhao, X.** (2017, August). The influence of television, social media, and sensation seeking on college students' normative perceptions, binge drinking attitudes and intentions. Paper presented at 103rd Annual Conference of AEJMC (Science, Health, Environment, and Risk Communication Division), Chicago, IL.

Zhao, X., Zhan, M., & Wong, C.-W. (2017, May). Evolving publics, evolving messages: Analyzing publics' information sharing network in a social-mediated crisis. Paper presented at the 67th Annual Conference of International Communication Association (**Top Student Papers**, Public Relations Division), San Diego, CA.

Zhao, X., Yang, B., & Wong, C.-W. (2017, May). Toward a Multilevel E-health Engagement Model: Analyzing trend for immigrants' e-health engagement from 2008 to 2013. Paper presented at the 67th Annual Conference of International Communication Association (Health Communication Division), San Diego, CA.

Zhao, X. (2016, November). Influence of Risk Perception and Internet Trust on Cancer Information Seeking and Scanning Online. Paper presented at 102th Annual Conference of National Communication Association (Health Communication Division), Philadelphia, PA.

Nan, X., Verrill, L., Kim, J., & **Zhao, X.** (2016, March). Food Safety Information in the U.S.: Trends on Sources and Information Seeking/Sharing Behaviors. Paper presented at the Annual Symposium of Joint Institute for Food Safety and Applied Nutrition, University of Maryland.

Nan, X., Verrill, L., & **Zhao, X.** (2015, November). Risk perception and fatalistic belief as predictors of information seeking and sharing related to a food recall. Paper presented at the annual conference of the National Communication Association (Health Communication Division), Las Vegas, NV.

Yang, B., & **Zhao, X.** (2015, May). An Examination of the Moderating Role of Group-Identification in Peer Norm-Mediated Media Influence. Paper presented at 65th Annual Conference of International Communication Association (Health Communication Division),

Puerto Rico.

Zhao, X., & Nan, X. (2014). Risk Perceptions, Fatalistic Beliefs, and Cervical Cancer Screening. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.

Zhao, X., Yang, B. & Fink, E. (2014). Big Gulp or Just a Sip? The Effect of Self-Efficacy, Goal Progress, and Gender on Multiple Goal Pursuit. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.

Yang, B., **Zhao, X.,** & Nan, X. (2014). Are Matched Messages More Persuasive Than Mismatched Messages? Exploring the Role of Self-Construal and Personal/Relational Message Frame in Nonsmokers' Responses to Anti-Smoking Messages. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.

Zhao, X., & Nan, X. (2014). Influence of Absolute and Comparative Risk Perceptions on Cancer Screening Behaviors and the Mediating Role of Cancer Worry. Paper presented at 64th Annual Conference of International Communication Association, Seattle.

Zhao, X. (2013). A self-created spiral of silence?: Modeling the effects of media reliance and perceived media diversity on opinion expression. Paper presented at 99th Annual Conference of AEJMC, Washington, D.C.

Madden, K., **Zhao, X.,** Iles, I. A., Yang, B., & Nan, X. (2013). Perceived bias in neutral news coverage of health policies: The role of group difference and anxiety. Panelist, Annual Convention of National Communication Association, Washington, D.C.

Zhao, X. (2011). Are people empowered by Internet? The impact of social-psychological factors and Communication setting on opinion expression in China. Paper presented at 9th Annual International Conference on Communication and Mass Media, Athens, Greece.

Invited Lectures

Zhao, X. (2019). Computational methods to communication. School of Communication, Hong Kong Baptist University.

Zhao, X. (2017). Big data in digital public relations. University of Maryland, College Park.

Non-Refereed Works

Zhao, X. (2017). Testing a dual path framework of the boomerang effect: Proattitudinal versus counterattitudinal messages (Doctoral dissertation). Retrieved from DRUM at the University of Maryland (URI: <http://hdl.handle.net/1903/19926>).

TEACHING RECORD

Courses at the Hong Kong Baptist University

Spring 2020

PRAD 3017 Strategic Communication and Emerging Media Technologies, 36 students.

Fall 2019

COMD 7020 Research Methods in Communication, 8 postgraduate students.

ORGC 4045 Advanced Quantitative Communication Research, 15 students.

Spring 2019

PRAD 3017 Digital Public Relations, 40 students.

PRAD 4006 Research Practices in Public Relations and Advertising, 38 students.

Fall 2018

PRAD 4006 Research Practices in Public Relations and Advertising, 33 students.

PRAD 3035 Public Relations Writing, 30 students.

Spring 2018

PRAD 3017 Digital Public Relations, 39 students.

PRAD 3035 Public Relations Writing, 38 students.

Courses at the University of Maryland

Spring 2017, Fall 2016, Spring 2016, Fall 2015, Fall 2014

Instructor, COMM 107 Oral Communication: Principles and Practices, 20 students.

Spring 2014, Fall 2013

Teaching Assistant, COMM 250, Introduction to Communication Inquiry, 80 students.

Spring 2013, Spring 2015

Teaching Assistant, COMM 400, Research Methods in Communication, 70 students.

Dissertations and Theses

Co-supervisor of

Qiongyao HUANG, Ph.D. student

Haoyang CHEN, M.Phil. student

Committee Member for

Mengyu QIAN, M.A. student, University of North Carolina-Chapel Hill

Thesis Proposal Title: Framing political issues: A content analysis of Chinese Weibo posts about Hong Kong demonstrations

Liping LIU, Ph.D.

Graduation: May 2018

Dissertation Topic: Different media use and multimodal connectedness: The role of personal networks in Chinese migrant workers' mental health

Undergraduate Honors Projects

Supervisor of

Minghua XIE

Graduation: May 2019

Thesis Title: Examining consumers' responses to negative electronic word-of-mouth on

social media: The effect of perceived credibility on brand attitude and purchase intention (Top Honor's Project Award)

Kei Wa LAM & Yet Ching CHEUNG

Graduation: May 2019

Campaign Client: Mother's Choice (Top Honor's Project Award)

Meng YUAN & Suet Ying YU

Graduation: May 2019

Campaign Client: The Samaritan Befrienders Hong Kong

Cho Yan CHAN & Ka Fai LEUNG

Graduation: May 2018

Campaign Client: AIR Fitness

Pui Faat YEUNG & Wing Tung Wong

Graduation: May 2018

Campaign Client: Pure Fitness

GRANTS

Funded

Zhao, X. (May 2019). Automatically classifying discrete emotions in crises and disasters combining deep learning and graphic models using crowdsourcing data. [Principal Investigator]. \$7,640.00 (HK\$ 60,000), Faculty Research Grant, HKBU School of Communication.

Zhao, X. (July 2020*). Social media convergence during emergencies: Hong Kong people's information choices, perceptions, and actions given multi-platform emergency communication. [Principal Investigator]. \$50,207 (HK\$389,124), Early Career Scheme of General Research Grant (No.: 22610120), Hong Kong Research Grant Council.

* The received grant was returned due to the institution change.

Zhao, X. & Wong, C.-W. (under preparation). A news recommendation system for depolarization based on a multidimensional model of belief dynamics.

PROFESSIONAL SERVICE

Discipline Specific

Ad-hoc Reviewer

Communication Monographs;

Journal of Computer-mediated Communication;

Journalism & Mass Communication Quarterly;

Journal of Health Communication;

Health Communication;

Public Relations Review;
Telematics and Informatics;
Journal of International Crisis and Risk Communication Research;
Journal of Applied Communication;
Journal of Consumer Affairs;
Asian Journal of Communication.

Reviewer, Public Relations Division, Health Communication Division, Computational Methods Interest Group, Communication & Technology Division, Annual Conference of International Communication Association (ICA).

Reviewer, Social Cognition, Health Communication, & Chinese Communication Divisions, Annual Conference of National Communication Association (NCA).

Respondent, Panel of Healthcare Connections: The Role of Communication in the Policy Process, 99th Annual Convention of National Communication Association, D.C., 2013.

Service at the Hong Kong Baptist University

Associate Director, Artificial Intelligence and Communication Lab, HKBU School of Communication.

Postgraduate Admission Committee, HKBU School of Communication.

Undergraduate Admission Committee, HKBU School of Communication.

Research Development Team, Department of Communication Studies, HKBU.