

Xinyan (Eva) ZHAO

Assistant Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
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EDUCATION

- 2017 **Ph.D. in Communication**
Department of Communication, University of Maryland at College Park
- 2011 **M.Phil. in Journalism**
Hong Kong Baptist University, Hong Kong
- 2010 **Summer Institute in Political Journalism**
Georgetown University, Washington D.C.
- 2009 **B.A. in Journalism**
Fudan University, China (Graduation with the highest distinction)
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RESEARCH FOCUS

Computational Strategic Communication, Crisis & Health Communication, Emerging Media/AI

ACADEMIC APPOINTMENTS

- 2020-present *Tenure-Track Assistant Professor (Research-Track)*
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
- 2018-2020 *Tenure-Track Assistant Professor*
Department of Communication Studies, Hong Kong Baptist University
- 2015-2017 *Instructor*
Department of Communication, University of Maryland
- 2014-2015 *Research Assistant*
Center for Health & Risk Communication, University of Maryland
- 2013-2016 *Administrator*
Research Participant Pool, Department of Communication, University of Maryland
- 2011-2013 *Teaching Assistant*

Department of Communication, University of Maryland

ACADEMIC HONORS

- 2023 Top Paper Award, “*How gay and bisexual men respond to mpox messages through risk- versus identity-based mechanisms: An integrated model.*” Health Comm Division, National Communication Association (NCA) Annual Convention.
- 2021 Faculty Research Award, “*An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multiethnic Communities.*” Mass Comm & Society Division, Association for Education Journalism and Mass Communication (AEJMC).
- 2020 Top Faculty Papers, “*Organizational openness, public engagement, and organization-public relationships: A meta-analysis.*” Public Relations Division, International Communication Association (ICA) Annual Conference.
- 2020 Faculty Performance Award for Young Researcher, Hong Kong Baptist University
- 2018 Top Faculty Papers, “*Two routes to the boomerang effect: Proattitudinal versus counterattitudinal messages.*” Information System Division, International Communication Association (ICA) Annual Conference.
- 2017 Top Student Papers, “*Evolving publics, evolving messages: Analyzing publics’ information sharing network in a social-mediated crisis.*” Public Relations Division, International Communication Association (ICA) Annual Conference.
- 2017 The Chinese Government Award for Outstanding Students Abroad (\$6,000)
- 2012-2013 Research Fellowship (\$5,000 & \$3,000), University of Maryland
- 2010 US-China Education Trust Scholarship (\$3,000), Washington D.C.
- 2010 Commercial Radio 50th Anniversary Fellowship (HK\$10,000), Hong Kong Baptist University
- 2009-2011 M.Phil. Fellowship (HK\$120,000 per year), Hong Kong Baptist University
- 2006-2007 People’s Scholarship (First & Second Prizes) for outstanding students, Fudan University, China

SCHOLARLY PUBLICATIONS

Refereed Journal Articles

Note. * Corresponding Author; † Equal Contribution; # Graduate Student Co-author.

- [1] **Zhao, X.***, Sun, Y., Liu, W., & Wong, C.-W. (forthcoming). Tailoring generative AI chatbots for multiethnic communities in disaster preparedness communication: Extending the CASA Paradigm. *Journal of Computer-Mediated Communication*. <https://doi.org/10.1093/jcmc/zmac022>
- [2] **Zhao, X.***, Ma, Z., & Ma, R. (2024). Analyzing narrative contagion through user storytelling in social media conversations: An AI-powered computational approach. *New Media & Society*. <https://doi.org/10.1177/14614448241285445>
- [3] Liu, W., **Zhao, X.***, Zhan, M., & Hernandez, S. (2024). Streaming disasters on TikTok: Examining social mediated crisis communication, public engagement, and emotional responses during the 2023 Maui Wildfire. *Public Relations Review*, 50(5), 1-11. <https://doi.org/10.1016/j.pubrev.2024.102512>
- [4] **Zhao, X.***, Shaw, J.#, & Ma, Z. (2024). How individuals cope with anger- and sadness-induced narrative health misinformation: Roles of transportation and correction. *Online Media and Global Communication*. Advanced online publication. <https://doi.org/10.1515/omgc-2024-0021>
- [5] You, L.* , **Zhao, X.**, & Xu, S. (2024). How political ideology affects the communication of organizational relations: A social network approach. *Public Relations Review*, 50(2). <https://doi.org/10.1016/j.pubrev.2024.102451>
- [6] **Zhao, X.***, Cheng, Y., Lee, J.#, & Shaw, J.# (2024). Situating deep learning in a relating management approach: Examining the dynamics and outcomes of contingent organization-public relationships (COPRs) in crisis. *Public Relations Review*, 50(2). <https://doi.org/10.1016/j.pubrev.2024.102437>
- [7] Xu, S.* , **Zhao, X.**, & Chen, J.# (2024). A temporal approach to online discussion during disasters: Applying SIR infectious disease model to predict topic growth and examining effects of temporal distance. *Public Relations Review*, 50(2). <https://doi.org/10.1016/j.pubrev.2024.102430>
- [8] Ma, Z.* , Lu, Y., & **Zhao, X.** (2024). Impact of emotional awareness on responses to vaccine-related narrative misinformation. *Journal of Broadcasting & Electronic Media*, 68(3), <https://doi.org/10.1080/08838151.2024.2337866>
- [9] **Zhao, X.***, & Liu, W. (2023). Examining the dynamics of interpersonal communication network for disaster coping among a multiethnic community. *Communication Monograph*, 91(3), 351–372. <https://doi.org/10.1080/03637751.2023.2290681>
- [10] Ma, R.* & **Zhao, X.** (2023). How gay and bisexual men respond to mpox messages through risk- versus identity-based mechanisms: An integrated model. *Communication Monograph*, 91(2), 301–324. <https://doi.org/10.1080/03637751.2023.2289491>
- [11] **Zhao, X.***, & Wong, C.-W. (2023). Automated measures of sentiment via transformer- and lexicon-based sentiment analysis (TLSA). *Journal of Computational Social Science*. <https://doi.org/10.1007/s42001-023-00233-8>

- [12] Ma, Z.* , Ma, R., **Zhao, X.**, & Wang, X. (2023). Stories that engage the audience: An investigation of popular breast cancer narratives on social media. *Telematics & Informatics*, 85. <https://doi.org/10.1016/j.tele.2023.102048>
- [13] **Zhao, X.*** & Tsang, S. J. (2023). How people process different types of health misinformation: Roles of content falsity and evidence type. *Health Communication*, 1-13. Advanced online publication. <https://doi.org/10.1080/10410236.2023.2184452>
- [14] Zhan, M.* & **Zhao, X.** (2023). Fostering organization-public relationships through organizational openness and engagement: A meta-analysis. *Journal of Public Relations Research*, 1-27. Advanced online publication. <https://doi.org/10.1080/1062726X.2022.2160335>
- [15] Rohde, J. A.* , Saffer, A. J., & **Zhao, X.** (2023). Health discussion network characteristics among a sample of people with inflammatory bowel disease. *Chronic Illness*. Advanced online publication. <https://doi.org/10.1177/17423953231164794>
- [16] Zhan, M., **Zhao, X.*** & Ma, L. (2023). Interplay of message features and source: Predicting twitter users' engagement behaviors following a terrorist attack. *Communication Research Report*, 1-14. Advanced online publication. <https://doi.org/10.1080/08824096.2023.2171380>
- [17] **Zhao, X.***, Ma, Z., Xu, S., & Austin, L. (2022). How information repertoire affects vaccine hesitancy: Processes of information verification and cognitive elaboration. *Health Communication*. Advanced online publication. <https://doi.org/10.1080/10410236.2022.2154017>
- [18] **Zhao, X.***, Wang, X., Ma, Z., & Ma, R. (2022). Primacy effect of emotions in social stories: User engagement behaviors with breast cancer narratives on Facebook. *Computers in Human Behavior*, 137, 1-10. <https://doi.org/10.1016/j.chb.2022.107405>
- [19] Liu, W., & **Zhao, X.*** (2022). How communication ecology impacts disaster coping in multiethnic communities: The roles of disaster communication network size, heterogeneity, and localness. *Mass Communication & Society*. Advanced online publication. <https://doi.org/10.1080/15205436.2022.2129390>
- [20] **Zhao, X.***, Xu, S. & Austin, L. (2022). Medium and source convergence in crisis information acquisition: Patterns, antecedents, and outcomes. *New Media & Society*. Advanced online publication. <https://doi.org/10.1177/14614448221088866>
- [21] **Zhao, X.***, Tsang, S. J., & Xu, S. (2022). Motivated responsibility attribution in a pandemic: Roles of political orientation, perceived severity, and construal level. *International Journal of Communication*, 16, 2260–2282. <https://ijoc.org/index.php/ijoc/article/view/17832/3760>
- [22] **Zhao, X.*** (2022). A multilevel perspective to social media influentials' frame building across crises. *Social Science Computer Review*, 41(4). <https://doi.org/10.1177/08944393211073746>
- [23] **Zhao, X.** & Wang, X.* (2022). Dynamics of networked framing: Automated frame analysis of government media and the public on Weibo with pandemic big data. *Journalism & Mass*

- Communication Quarterly*. Advanced online publication.
<https://doi.org/10.1177/10776990211072508>
- [24] **Zhao, X.*** & Chen, Y. R. (2022). How brand-stakeholder dialogue drives brand-hosted community engagement on social media: A mixed-methods approach. *Computers in Human Behavior*, 131, Article e107208. <https://doi.org/10.1016/j.chb.2022.107208>
- [25] Tsang, S. J. *, **Zhao, X.**, & Chen, Y. R. (2021). Assessing mechanisms underlying the sharing of official versus nonofficial information during a pandemic. *International Journal of Environmental Research and Public Health*, 18(24), Article e13298. <https://doi.org/10.3390/ijerph182413298>
- [26] **Zhao, X.*** & Tsang, S. J. (2021). Self-protection by fact-checking: How pandemic information seeking and verifying affect preventive behaviors. *Journal of Contingencies and Crisis Management*, 30(2), 171–184. <https://doi.org/10.1111/1468-5973.12372>
- Wiley **Top Cited Article 2021-2022**
- [27] **Zhao, X.***, & Oh, H. J. (2021). What fosters interorganizational frame convergence: Examining a semantic network during the opioid crisis. *Public Relations Review*, 47(3), 1–13, Article e102042. <https://doi.org/10.1016/j.pubrev.2021.102042>
- [28] Zhan, M. *, & **Zhao, X.** (2021). How publics react to issues with risk implications: Extending a relational perspective of issues management. *Journal of Contingencies and Crisis Management*, 29(4), 385–398. <https://doi.org/10.1111/1468-5973.12359>
- [29] Chen, Y. R.⁺ & **Zhao, X.⁺** (2021). Digital dialogue in online brand communities: Examining the social network outcomes of brands' dialogue with Facebook users. *Telematics & Informatics*, 57(1), Article e101507. <https://doi.org/10.1016/j.tele.2020.101507>
- [30] **Zhao, X.***, & Fink, E. L. (2020). Proattitudinal versus counterattitudinal messages: Message discrepancy, reactance, and the boomerang effect. *Communication Monographs*, 88(3), 286–305. <https://doi.org/10.1080/03637751.2020.1813317>
- [31] **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), 1–10. <https://doi.org/10.1016/j.pubrev.2020.101944>
- [32] **Zhao, X.***, Zhan, M., & Liu, B. F. (2019). Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influencers and followers. *Journal of Contingencies and Crisis Management*, 27(4), 387–399. <https://doi.org/10.1111/1468-5973.12279>
- [33] **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. <https://ijoc.org/index.php/ijoc/article/view/11816>
- [34] **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(4), 549–561. <https://doi.org/10.1016/j.pubrev.2018.08.002>
- [35] **Zhao, X.** *, Zhan, M., & Jie, C. (2018). Examining multiplicity and dynamics of publics' crisis narratives with large-scale Twitter data. *Public Relations Review*, 44(4), 619–632. <https://doi.org/10.1016/j.pubrev.2018.07.004>
- [36] **Zhao, X.** *, Yang, B., & Wong, C.-W. (2018). Analyzing trend for immigrants' e-health engagement from 2008 to 2013. *Health Communication*, 34(11), 1259–1269. <https://doi.org/10.1080/10410236.2018.1475999>
- [37] Yang, B. *, & **Zhao, X.** (2018). TV, social media, and college students' binge drinking intentions: Moderated mediation models. *Journal of Health Communication*, 23(1), 61–71. <https://doi.org/10.1080/10810730.2017.1411995>
- [38] **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(1), 25–45. <https://doi.org/10.1080/1553118X.2017.1379013>
- [39] Yang, B. *, Nan, X., & **Zhao, X.** (2017). Persuasiveness of anti-smoking messages: Self-construal and message framing. *Health Education*, 117(4), 398–413. <https://doi.org/10.1108/HE-12-2016-0064>
- [40] **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(1), 100–108. <https://doi.org/10.1080/10810730.2015.1033114>
- [41] **Zhao, X.** * (2016). Effects of perceived media diversity and media reliance on public opinion expression. *International Journal of Public Opinion Research*, 28(3), 355–375. <https://doi.org/10.1093/ijpor/edv015>

Book Chapter

- [1] **Zhao, X.** (2022). Toward more valid and transparent research: A methodological review of social media and crisis communication. In Y. Jin & L. Austin (Eds.), *Social Media and Crisis Communication* (2nd ed., pp. 386–397). Taylor & Francis.

Open-Source Code/Software

- [1] **Zhao, X.**, Sun, Y., Liu, W., & Wong, C.-W. (forthcoming). Generative AI Chatbot for Disaster Preparedness Communication. *Chatbot source code and user instructions available at: https://bitbucket.org/leecwong/ai_chatbot/*
- [2] **Zhao, X.** (2024). Chain-of-thought-based AI chatbot for healthcare image generation. *Source code available at: https://github.com/everyl12/streamlit_chatbot_CoT*
- [3] **Zhao, X.**, Wong, C.-W. (2023). Automated Measures of Sentiment via Transformer- and Lexicon-Based Sentiment Analysis (TLISA). Source code is accessible at:

https://bitbucket.org/leecwwong/tlsa_webservice_public/ Software available at: <http://tlsa-service.ddns.net:5000/> [TLSA has been visited for **6885** times and executed **119** times as of Jan. 1st, 2024.]

- [4] **Zhao, X.** (2022). Crisis emotion classification with a fine-tuned RoBERTa. Source code available at https://huggingface.co/everyl12/crisis_emotion_roberta [Total downloads: **342**]
- [5] **Zhao, X.** (2022). Crisis sentiment classification with a fine-tuned RoBERTa. Source code available at https://huggingface.co/everyl12/crisis_sentiment_roberta [Total downloads: **588**]

Refereed Conference Papers & Posters (# graduate students)

- [1] **Zhao, X.**, Sun, Y., Liu, W., & Wong, C.-W. (2024). Tailoring generative AI chatbots for multiethnic communities in disaster preparedness communication. Paper presented at AEJMC 2024 Conference (SHER Division).
- [2] **Zhao, X.**, & Wong, C.-W. (2024). TikTok engagement traces over time and health risky behaviors: A data linkage approach. Paper presented at AEJMC 2024 Conference (Comm Theory and Methodology Division).
- [3] Xu, S. & **Zhao, X.** (2024). Convergence and social media use in risk perception: An investigation on both central tendency and dispersion. Paper presented at AEJMC 2024 Conference (Communicating Science, Health, Environment, and Risk [SHER] Division).
- [4] Lake, S.#, **Zhao, X.**, & Ma, R. (2024). Sexual identity-related shame as a barrier to mpox prevention among gay and bisexual men. Poster presented at to AEJMC 2024 Conference (LGBT Division).
- [5] **Zhao, X.**, Ma, Z., & Ma, R. (2024). Analyzing narrative contagion through user storytelling in social media conversations: An AI-powered computational approach. Paper presented at the 74th Annual Conference of International Communication Association, Info Sys Division.
- [6] Liu, W., **Zhao, X.**, Zhan, M., & Hernandez, S.# (2024). Streaming about disasters on TikTok: Examining digital storytelling and public engagement during the 2023 Maui wildfire. Paper presented at the International Communication Association, Public Relations Division.
- [7] Ma, R. & **Zhao, X.** (2024). The intergroup implications of mpox risk messaging: How message-induced prejudice toward gay and bisexual men generalizes to other LGBTQ+ communities. Extended abstract presented at the International Communication Association, Intergroup Communication Division.
- [8] Eslam, H.#, Ganti, A.#, Wilson, S., Ma, Z., & **Zhao, X.** (2023). Narrative style and the spread of health misinformation on Twitter. In Findings of the Association for Computational Linguistics: EMNLP 2023, Singapore. Association for Computational Linguistics.
- [9] Ma, R. & **Zhao, X.** (2023). How gay and bisexual men respond to mpox messages through risk- versus identity-based mechanisms: An integrated model. Paper presented at the annual conference of National Communication Association (**Top Paper Award, Health Communication Division**), National Harbor, MD.

- [10] Zhan, M. & **Zhao, X.** (2023). Crisis coping in a socially mediated era: A meta-analysis of publics' social media use and crisis responses. Paper presented at the annual conference of National Communication Association (Public Relations Division), National Harbor, MD.
- [11] Ma, Z., Lu, Y., & **Zhao, X.** (2023). Impact of emotional awareness on responses to vaccine-related narrative misinformation. Paper presented at the annual conference of National Communication Association (Health Communication Division), National Harbor, MD.
- [12] **Zhao, X.**, Wang, X., Dai, Y.#, & Wang, L.# (2023). Unveiling the impact of network structure on misinformation diffusion among bots and human users. Paper presented at AEJMC 2023 Conference (Mass Communication & Society Division).
- [13] You, L., **Zhao, X.**, & Xu, S. (2023). How political ideology affects the communication of organizational relations: A social network approach. Paper presented at AEJMC 2023 Conference (Public Relations Division).
- [14] **Zhao, X.**, & Wong, C.-W. (2023). Transformer- and Lexicon-based Sentiment Analysis as a Web Service. Paper presented at the 73rd Annual Conference of International Communication Association (Computational Methods Division).
- [15] **Zhao, X.**, & Liu, W. (2023). Examining the dynamics of interpersonal communication networks for disaster coping among a multiethnic community. Paper presented at the 73rd Annual Conference of International Communication Association (Interpersonal Communication Division).
- [16] **Zhao, X.**, Shaw, J.#, & Ma, Z. (2023). How discrete emotions affect the processing of narrative misinformation: Roles of anger and sadness. Extended abstract presented at the 73rd Annual Conference of International Communication Association (InfoSys Division).
- [17] Xu, S., **Zhao, X.**, & Chen, J.# (2023). A temporal approach to online discussion during disasters: Applying SIR infectious disease model to predict topic growth and examining Effects of temporal distance. Paper presented at the 73rd Annual Conference of International Communication Association (Computational Methods Division).
- [18] Tsang, S. J. & **Zhao, X.** (2023). What drives believing, verifying, and sharing fake news: Motivated reasoning, analytical thinking disposition, and conspiracy mentality. Paper presented at the 73rd Annual Conference of International Communication Association (Journalism Studies Division).
- [19] Fang, S., Fontaine, P., You, L., & **Zhao, X.** (2023). Explore evacuation communication and experiences during a flood emergency in Canada: A qualitative study with an extension of the STOPS model. Paper presented at the 73rd Annual Conference of International Communication Association (Public Relations Division).
- [20] Rohde, J. A.#, Saffer, A. J., & **Zhao, X.** (2023). Health discussion network characteristics among a sample of people with inflammatory bowel disease. Paper presented at the Annual Conference of D.C. Health Communication Conference.
- [21] Ma, Z., Ma, R., **Zhao, X.**, Wang, X. (2022). Stories that engage the audience: An

- investigation of breast cancer narratives on social media. Paper presented at the Annual Conference of American Public Health Association.
- [22] Ganti, A. #, Wilson, S., Ma, Z., **Zhao, X.**, & Ma, R. (2022). Narrative detection and feature analysis in online health communities. In Proceedings of the 4th Workshop of Narrative Understanding (WNU2022), pages 57–65, Seattle, United States. Association for Computational Linguistics. <https://aclanthology.org/2022.wnu-1.7>
- [23] **Zhao, X.**, Ma, Z., Xu, S., & Austin, L. (2022). How information repertoire affects vaccine hesitancy: Processes of information verification and cognitive elaboration. Paper presented at the 72nd Annual Conference of International Communication Association (Information Systems Division).
- [24] **Zhao, X.**, Wang, X., Ma, Z., & Ma, R. (2022). Sequence of emotions in social stories: Examining user engagement with breast cancer narratives on Facebook. Paper presented at the 72nd Annual Conference of International Communication Association (Health Communication Division).
- [25] **Zhao, X.**, Xu, S., & Austin, L. (2022). Medium and source convergence in crisis information acquisition: Patterns, antecedents, and outcomes. Paper presented at the 72nd Annual Conference of International Communication Association (Mass Communication Division).
- [26] **Zhao, X.** & Chen, Y. R. (2021). Mechanisms of digital dialogue in driving online brand community engagement. Paper presented at the 107th Annual Conference of National Communication Association (Public Relations Division), Seattle, WA.
- [27] Xu, S. & **Zhao, X.** (2021). An ecological and dynamic convergence framework for disaster and emergency communication. Paper presented at the 107th Annual Conference of National Communication Association (Mass Communication Division), Seattle, WA.
- [28] Wu, J. #, Wong, C.-W., **Zhao, X.**, & Liu, X. # (2021). Toward effective automated content analysis via crowdsourcing. Paper presented at the IEEE International Conference on Multimedia and Expo (ICME). <https://doi.org/10.1109/ICME51207.2021.9428220>
- [29] **Zhao, X.** & Wang, X. (2021). Dynamics of networked framing: Automated frame analysis of elite media and public on Weibo with pandemic big data. Paper presented at the 71st Annual Conference of International Communication Association (Mass Communication Division), Virtual Conference (COV-19).
- [30] **Zhao, X.**, Tsang, S. J., & Xu, S. (2021). Motivated responsibility attribution in pandemic: An integrated framework of antecedents, processes and outcomes. Paper presented at the 71st Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19).
- [31] **Zhao, X.** (2021). Examining social media influencers' frame building across crisis clusters: A multilevel perspective. Paper presented at the 71st Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19).
- [32] **Zhao, X.** & Zhan, M. (2021). Fostering social media influence across crises: Examining the

- communicative and user-specific antecedents. Paper presented at the 24th International Public Relations Research Conference (IPRRC), Virtual Conference (COV-19).
- [33] **Zhao, X.***, & Chen, Y. R.* (2020). Social-mediated organization-public dialogue and organization's community structure: A network approach. Paper presented at the 70th Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19). (***equal authors**)
- [34] Zhan, M., & **Zhao, X.** (2020, May). Organizational openness, public engagement, and organization-public relationships: A meta-analysis. Paper presented at 70th Annual Conference of International Communication Association (**Top Faculty Papers, Public Relations Division**), Virtual Conference (COV-19).
- [35] **Zhao, X.**, Zhan, M., Ma, L. (2020, May). Interplay of content and source: Examining predictors of users' engagement on social media during disasters. Paper presented at the 70th Annual Conference of International Communication Association (Comm & Tech Division), Virtual Conference (COV-19).
- [36] **Zhao, X.**, & Zhan, M. (2019). Effects of different message appeals on publics' message favorability on social media during disasters. Paper presented the 69th Annual Conference of International Communication Association (Public Relations Division), Washington D.C.
- [37] **Zhao, X.**, & Fink, E. L. (2018, May). Two routes to the boomerang effect: Proattitudinal versus counterattitudinal messages. Paper presented at the 68th Annual Conference of International Communication Association (**Top Faculty Papers, Information System Division**), Prague.
- [38] 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 presented at the 68th Annual Conference of International Communication Association (Ethnicity & Race in Communication Division), Prague.
- [39] **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.
- [40] **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.
- [41] **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.
- [42] 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.
- [43] 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.
- [44] **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.
- [45] **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.
- [46] **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.
- [47] 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.
- [48] 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.
- [49] 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.
- [50] **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.
- [51] **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.
- [52] 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.

- [53] **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.
- [54] **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.
- [55] 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.
- [56] **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.

Guest Lectures/Invited Talks

Zhao, X. (Nov, 2024). AI and Computational Methods to Measure Social Media Content and Influential Actors. Bowling Green State University, Global Social Media Influencer Research Lab.

Zhao, X. (Oct, 2024). The Role of Generative AI in Advancing Strategic Communication Research. UNC Hussman School of Media and Journalism (VIS Workshop).

Zhao, X. (2023). Computational Methods to Communication. Department of Communication Studies, North Carolina State University.

Zhao, X. (2023). Application of Computational Methods to Strategic Communication. School of Communication, University of Miami.

Zhao, X. (2022). Computational Methods for Communication Research. UNC Hussman School of Media and Journalism (MEJO 703 Research Methods).

Zhao, X. (2022). “Power of Public Relations” Panel. UNC Hussman School of Media and Journalism (MEJO 101 The Media Revolution).

Zhao, X. (2021). Social media crisis communication model: A public centric perspective. School of Communication Studies, James Madison University.

Zhao, X. (2021). “Power of Public Relations” Panel. UNC Hussman School of Media and Journalism (MEJO 101 The Media Revolution).

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

Zhao, X. (2017). Big data in digital public relations. Department of Communication Studies, University of Maryland.

Zhao, X. (2017). Big data and social computing. School of Information Studies, University of Maryland.

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 Taught: University of North Carolina at Chapel Hill

Spring 2025 *Parental Leave*

Fall 2024 MEJO 379 Advertising and Public Relations Research (*Integration of Generative AI in Curriculum funded by CFE/Lenovo Teaching Grants*), 24 students.
MEJO 670H Digital Advertising & Marketing (*Community Service learning*), 12 students.

Spring 2024 MEJO 379 Advertising and Public Relations Research, 23 students.
MEJO 713 Digital Data and Analytics (*online*), 17 postgraduate students.

Fall 2023 *Pre-tenure Sabbatical Leave*

Spring 2023 MEJO 819 Advanced Statistics for Social Science, 4 postgraduate students.
MEJO 713 Digital Data and Analytics (*online, re-designed*), 14 postgraduate students.

Fall 2022 MEJO 701 Strategic Comm Research Methods, 11 postgraduate students.
MEJO 670H-001 Digital Advertising & Marketing (*Community Service learning*), 9 students.

Spring 2022 MEJO 670H-001 Digital Advertising & Marketing, 12 students.
MEJO 670H-002 Digital Advertising & Marketing, 11 students.

Fall 2021 MEJO 379 Advertising and Public Relations Research, 16 students.
MEJO 670H Digital Advertising and Marketing, 16 students.

Spring 2021 MEJO 379 Advertising and Public Relations Research, 35 students.
MEJO 670H Digital Advertising and Marketing (*Re-designed*), 14 students.

Fall 2020 MEJO 379 Advertising and Public Relations Research, 25 students.
MEJO 141 Media Ethics, 44 students.

CFE/Pedagogy Development: University of North Carolina at Chapel Hill

- 2024 CFE Pedagogy Reading Circles (4-5 meetings, Fall semester): Teaching with AI
 2024 CFE/Lenovo Instructional Innovation Grant: Generative AI Grants - Curricular Development, Principal Investigator (Total amount: \$4,900)
 2024 CFE Workshop: Copyright and Ethical Considerations with Generative AI
 2022 Summer Course Design Workshop (4 weeks): Developing inclusive pedagogy for MEJO670H
 2021 CFE Workshop: Teaching with higher-order prompts

Courses Taught: Hong Kong Baptist University

- Spring 2020 Strategic Communication and Emerging Media Technologies, 36 students.
 Fall 2019 Research Methods in Communication, 8 postgraduate students.
 Advanced Quantitative Communication Research, 15 students.
 Spring 2019 Digital Public Relations, 40 students.
 Research Practices in Public Relations and Advertising, 38 students.
 Fall 2018 Research Practices in Public Relations and Advertising, 33 students.
 Public Relations Writing, 30 students.
 Spring 2018 Digital Public Relations, 39 students.
 Public Relations Writing, 38 students.

Courses Taught/Assisted: University of Maryland

- 2011-2017 Oral Communication: Principles and Practices, 20 students.
 2013-2014 Introduction to Communication Inquiry, 80 students.
 2014-2015 Research Methods in Communication, 70 students.

ADVISING RECORD

Ph.D. Dissertation Advising: University of North Carolina at Chapel Hill

- 2024 *Committee Member*, Jessica Shaw, “Generative AI perceptions and communication: Mixed-method approach to emerging technologies, risks, and benefits”
 2021 *Committee Member*, Jacob Rohde, “TEXT4IBD: Development, feasibility, and acceptability of an eHealth intervention to reduce distress among people with inflammatory bowel disease”

Master Thesis Advising: University of North Carolina at Chapel Hill

- 2024 *Thesis Committee Member*, Kexin Li, “Video Games and Players’ Empathy, Compassion, and Sympathy: A Systematic Review and Meta-analysis”
- 2023 *Thesis Committee Chair*, Wenxin Chen, “Cross-cultural Examination of Samsung’s Marketing Strategies on Douyin and TikTok”
- 2023 *Thesis Committee Member*, Jiye Kim, “Do users reveal the needs that motivate them to watch gaming videos?: A computational analysis of gaming video user comments on YouTube”
- 2020 *Thesis Committee Member*, Mengyu Qian, “Framing political issues: A content analysis of Chinese Weibo posts about Hong Kong demonstrations”

MADC Project (Non-thesis) Advising: University of North Carolina at Chapel Hill

- 2024 *Committee Chair*, Alison Crisci, “Business-To-Business Brand Authenticity in the Age of Artificial Intelligence: Best Practices For Discussing Emotionally Charged Issues on Social Media From Top Technology Companies”
- 2022 *Committee Chair*, Victoria von Dohlen, “Becoming a streamer: Using qualitative outcomes and quantitative outputs to impact streaming success.”
- 2022 *Committee Member*, Allison Kuenzi, “#MoreThanStress: Work-related mental health impacts on higher education social media professionals.”

Ph.D. Dissertation Advising: Hong Kong Baptist University

- 2018 *Committee Member*, Liping Liu, “Different media use and multimodal connectedness: The role of personal networks in Chinese migrant workers’ mental health”

Undergraduate Honors Thesis: Hong Kong Baptist University

- 2019 *Chair*, Minghua Xie, “Examining consumers’ responses to negative electronic word-of-mouth on social media: The effect of perceived credibility on brand attitude and purchase intention (Top Honors Thesis Award)”

GRANTS & CONTRACTS

External Grants Awarded

- 2022-2024 *Role*: Co-PI
Source: Government of Canada, SSHRC Insight Development Grant
Project Title: “Best practices for disaster evacuation in Canada: A mixed-method approach to governmental evacuation communication in the Abbotsford flood emergency” (PI: Fang, S. Co-PIs: **Zhao, X.**, & You, L.)
Total Amount: \$75,000, *Effort*: 25%

- 2021-2023 *Role:* Leading PI
Source: AEJMC, Mass Communication and Society Division
Project Title: “An ecological approach to ICT-enabled disaster support network in multiethnic communities” (PI: **Zhao, X.** Co-PI: Wenlin Liu)
Total Amount: \$10,000, *Effort:* 70%
- 2020 *Role:* Single PI
Source: Early Career Scheme of General Research Fund (GRF), Hong Kong Research Grant Council.
Project Title: “Social media convergence during emergencies: Hong Kong people’s information choices, perceptions, and actions given multi-platform emergency communication” (PI: **Zhao, X.** Grant Number: 22610120)
Total Amount: \$50,207 (HK\$389,124), *Effort:* 100%

Internal Grants Awarded

- 2024-2025 *Role:* Single PI
Source: Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
Project Title: “Leveraging AI-based Computational Methods for Inclusive Climate Disaster Communication” (PI: **Zhao, X.**)
Total Amount: \$5,000, *Effort:* 100%
- 2023-2024 *Role:* Leading PI
Source: Junior Faculty Development Award, University of North Carolina at Chapel Hill
Project Title: “Developing Deep-Learning-Based Prediction Models for E-Cigarette Use Among Minority Youth” (PI: **Zhao, X.**)
Total Amount: \$10,000, *Effort:* 80%
- 2021-2022 *Role:* Single PI
Source: Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
Project Title: “Digital media convergence during emergencies: How people react to multiplatform pandemic communication from organizations” (PI: **Zhao, X.**)
Total Amount: \$5,000, *Effort:* 100%
- 2019-2020 *Role:* Leading PI
Source: Faculty Research Grant, School of Communication, Hong Kong Baptist University
Project Title: “Toward a valid and reliable system of automated content analysis using crowdsourcing data” (PI: **Zhao, X.** Co-PI: Wong, C.-W.)
Total Amount: \$7,640 (HK\$ 60,000)
Effort: 60%

External Grants Declined

- 2024 *Role:* Leading PI
Source: National Science Foundation (DRMS)
Project Title: “Toward Climate Justice: Leveraging AI-based Computational Methods, Surveys, and Social Network Theory for Inclusive Climate Disaster Communication” (PI: **Zhao, X.** Co-PI: Brooke F. Liu)
Total Amount: \$400,131, *Effort:* 85%
- 2021 *Role:* Leading PI
Source: National Science Foundation (DRMS)
Project Title: “Collaborative proposal: Convergence in a complex emergency information environment” (PI: **Zhao, X.** Co-PI: Sifan Xu, Lucinda Austin)
Total Amount: \$581,587 (UNC Amount: \$420,000), *Effort:* 70%

PROFESSIONAL SERVICE

Discipline Specific: Grant Proposal

- 2023- *Ad-hoc Reviewer,* National Science Foundation (NSF), Decision, Risk, and Management Sciences (DRMS) program

Discipline Specific: Journal

- 2020- *Reviewer,* Health Communication
- 2016- *Reviewer,* Journal of Health Communication
- 2023- *Associate Editor,* Frontiers in Communication (Disaster Communications Section)
- 2024 *Reviewer,* Social Science Computer Review
- 2020-2023 *Reviewer,* Communication Monographs
- 2018-2022 *Reviewer,* Public Relations Review
- 2023 *Reviewer,* Computers in Human Behaviors
- 2023 *Reviewer,* Mass Communication and Society
- 2022 *Reviewer,* Journal of Public Relations Research
- 2022 *Reviewer,* Journal of Computational Social Science
- 2018-2020 *Reviewer,* Journal of International Crisis and Risk Communication Research
- 2021 *Reviewer,* New Media & Society
- 2021 *Reviewer,* Journalism & Mass Communication Quarterly

2019-2020 *Reviewer, Journal of Computer-mediated Communication*

2020 *Reviewer, Journal of Consumer Affairs*

2018 *Reviewer, Asian Journal of Communication*

Discipline Specific: Conference

2019- *Reviewer, Computational Methods Interest Group, ICA*

2018-2020 *Reviewer, Public Relations Division, ICA*

2021 *Reviewer, Mass Communication Division, ICA*

2020 *Reviewer, Communication & Technology Division, ICA*

2019-2021 *Reviewer, ComSHER (Communicating Science, Health, Environment and Risk Division), AEJMC*

2015-2017 *Reviewer, Health Communication Division, ICA*

2015,2016 *Reviewer, Health Communication Division, NCA*

2014 *Reviewer, Social Cognition Division, NCA*

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

School Service: University of North Carolina at Chapel Hill

2024- *Committee member, Strategic Communications Search Committee*

2024- *Committee member, MADC Admission Committee*

2022- *Committee member, Salary Committee*

2021- *Committee member, Postgraduate Admission Committee*

School Service: Hong Kong Baptist University

2019-20 *Associate Director, Artificial Intelligence and Communication Lab*

2018-20 *Committee member, Postgraduate Admission Committee*

2018-20 *Committee member, Undergraduate Admission Committee*

2018-20 *Team Member, Research Development Team*

Industry Experience

- 2014-2015 PR Freelancer (Part-time), *Yexi Strategic Communication*, China
Yexi is a Shanghai-based PR startup serving multinational e-commerce companies. I was responsible for B2B marketing reports, press releases, and features for international clients.
- Summer 2010 Communications Intern, *Voice of America*, Washington D.C.
I wrote, translated, and broadcasted international news mainly on politics and education from Washington D.C. for Chinese audience.
- 2008-2009 Journalist, *Investors Weekly*, Southern Media Group, China
I created a series of influential in-depth reports regarding the business of multinational corporations in China.
- 2007-2008 Intern journalist, *China Business News*, Shanghai Media Group, China
I was responsible for reporting daily business and real estate news in China. My report on NGO psychological interventions during the 2008 Sichuan earthquake won third prize in the Student News Award at Fudan University.