

CURRICULUM VITAE

Xinyan (Eva) ZHAO

Assistant Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
356 Carroll Hall, Chapel Hill, NC 27514
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EDUCATION

- 2017 Ph.D. in Communication
University of Maryland, College Park
Advisor: Edward L. Fink
- 2011 M.Phil. in Journalism
Hong Kong Baptist University
Advisor: Yu Huang
- 2009 B.A. in Journalism
Fudan University, China
Graduation with the highest distinction

RESEARCH INTERESTS

Social Media, Crisis Communication, Health Communication
Computational Methods, Social Networks

ACADEMIC APPOINTMENTS

- 2020 – Assistant Professor (Tenure Track, Research Track)
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- 2018 – 2020 Assistant Professor (Tenure Track)
Department of Communication Studies
Hong Kong Baptist University

HONORS & AWARDS

Faculty Research Award, Mass Communication and Society Division, Association for Education
Journalism and Mass Communication (AEJMC), 2021-2022

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 & Second Prizes of People's Scholarship, Fudan University, 2006 & 2007.

GRANTS & CONTRACTS

External Grants

- 2021 *Role:* Leading PI
Source: National Science Foundation (NSF), Decision, Risk and Management Sciences (DRMS).
Project Title: “Collaborative proposal: Convergence in a complex emergency information environment” (PI: Xinyan Zhao, Co-PIs: Sifan Xu & Lucinda Austin)
Total Amount: \$581,587 (UNC-CH Amount: \$420,000)
Status: Declined
- 2021-23 *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: Xinyan Zhao, Co-PI: Wenlin Liu)
Total Amount: \$10,000
Status: Funded
- 2020 *Role:* Single PI
Source: Early Career Scheme of General Research Grant (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” (No.: 22610120)

Total Amount: \$50,207 (HK\$389,124)
Status: Funded and returned due to change of institution.

Internal Grants

- 2021-22 *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”
Total Amount: \$5,000
Status: Funded
- 2019-20 *Role:* Single PI
Source: Faculty Research Grant, HKBU School of Communication.
Project Title: “Toward a valid and reliable system of automated content analysis using crowdsourcing data”
Total Amount: \$7,640 (HK\$ 60,000)
Status: Completed

SCHOLARLY PUBLICATIONS

Refereed Journal Articles (* corresponding author; † equal authorship)

- [1] **Zhao, X.***, Xu, S. & Austin, L. (accepted). Medium and source convergence in crisis information acquisition: Patterns, antecedents, and outcomes. *New Media & Society*. [Impact Factor: 8.061]
- [2] **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*. <https://doi.org/10.1177/10776990211072508> [Impact Factor: 4.128]
- [3] **Zhao, X.** * (2022). A multilevel perspective to social media influentials’ frame building across crises. *Social Science Computer Review*. <https://doi.org/10.1177/08944393211073746> [Impact Factor: 4.587]
- [4] **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*. <https://doi.org/10.1016/j.chb.2022.107208> [Impact Factor: 6.829]
- [5] 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). <https://doi.org/10.3390/ijerph182413298> [Impact Factor: 3.390]
- [6] **Zhao, X.** * & Tsang, S. J. (2021). Self-protection by fact-checking: How pandemic information seeking and verifying affect preventive behaviors. *Journal of Contingency and*

- Crisis Management*. <https://doi.org/10.1111/1468-5973.12372> [Impact Factor: 4.391]
- [7] **Zhao, X.***, & Oh, H. J. (2021). What fosters interorganizational frame convergence: Examining a semantic network during the opioid crisis. *Public Relations Review*, 47(3). <https://doi.org/10.1016/j.pubrev.2021.102042> [Impact Factor: 3.488]
- [8] Zhan, M.* , & **Zhao, X.** (2021). How publics react to issues with risk implications: Extending a relational perspective of issues management. *Journal of Contingency and Crisis Management*. <https://doi.org/10.1111/1468-5973.12359> [Impact Factor: 4.391]
- [9] 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, <https://doi.org/10.1016/j.tele.2020.101507> [Impact Factor: 6.182]
- [10] **Zhao, X.***, & Fink, E. L. (2020). Proattitudinal versus counterattitudinal messages: Message discrepancy, reactance, and the boomerang effect. *Communication Monographs*. <https://doi.org/10.1080/03637751.2020.1813317> [Impact Factor: 8.667]
- [11] **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> [Impact Factor: 3.488]
- [12] **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. <https://doi.org/10.1111/1468-5973.12279>
- [13] **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>
- [14] **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. <https://doi.org/10.1016/j.pubrev.2018.08.002>
- [15] **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. <https://doi.org/10.1016/j.pubrev.2018.07.004>
- [16] **Zhao, X.***, Yang, B., & Wong, C.-W. (2018). Analyzing trend for immigrants' e-health engagement from 2008 to 2013. *Health Communication*, 16, 1-11. <https://doi.org/10.1080/10410236.2018.1475999>
- [17] Yang, B.* , & **Zhao, X.** (2018). TV, social media, and college students' binge drinking intentions: Moderated mediation models. *Journal of Health Communication*, 1, 61-71. <https://doi.org/10.1080/10810730.2017.1411995>

- [18] **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. <https://doi.org/10.1080/1553118X.2017.1379013>
- [19] Yang, B. *, Nan, X., & **Zhao, X.** (2017). Persuasiveness of anti-smoking messages: Self-construal and message framing. *Health Education*, 117, 398-413. <https://doi.org/10.1108/HE-12-2016-0064>
- [20] **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. <https://doi.org/10.1080/10810730.2015.1033114>
- [21] **Zhao, X.** * (2016). Effects of perceived media diversity and media reliance on public opinion expression. *International Journal of Public Opinion Research*, 28, 355-375. <https://doi.org/10.1093/ijpor/edv015>

Book Chapters

- [1] **Zhao, X.** (2022). Toward more valid and transparent research: A methodological review of social media and crisis communication. *Social Media and Crisis Communication* (2nd Ed.). Taylor & Francis.

Refereed Conference Papers & Posters

- [1] **Zhao, X.**, Ma, Z., Xu, S., & Austin, L. (2022). How information repertoire affects vaccine hesitancy: Processes of information verification and cognitive elaboration. Paper to be presented at the 72nd Annual Conference of International Communication Association (Information Systems Division).
- [2] **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 to be presented at the 72nd Annual Conference of International Communication Association (Health Communication Division).
- [3] **Zhao, X.**, Xu, S., & Austin, L. (2022). Medium and source convergence in crisis information acquisition: Patterns, antecedents, and outcomes. Paper to be presented at the 72nd Annual Conference of International Communication Association (Mass Communication Division).
- [4] Xu, S. & **Zhao, X.** (2021). An ecological and dynamic convergence framework for disaster and emergency communication. Paper to be presented at the 107th Annual Conference of National Communication Association (Mass Communication Division), Seattle, WA.
- [5] **Zhao, X.**, & Chen, Y. R. (2021). Mechanisms of digital dialogue in driving online brand community engagement. Paper to be presented at the 107th Annual Conference of National Communication Association (Public Relations Division), Seattle, WA.
- [6] 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://arxiv.org/abs/2101.04615>
- [7] **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).
- [8] **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).
- [9] **Zhao, X.** (2021). Examining social media influentials' 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).
- [10] **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).
- [11] **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**)
- [12] 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).
- [13] **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).
- [14] **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.
- [15] **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.
- [16] 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.

- [17] **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.
- [18] **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.
- [19] **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.
- [20] 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.
- [21] 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.
- [22] **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.
- [23] **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.
- [24] **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.
- [25] 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.
- [26] 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.
- [27] 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.
- [28] **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.
- [29] **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.
- [30] 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.
- [31] **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.
- [32] **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.
- [33] 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.
- [34] **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.** (2021). Social media crisis communication model: A public centric perspective. School of Communication Studies. James Madison University.
- 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 University of North Carolina at Chapel Hill

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, 14 students.

Fall 2020

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

UNC Training on Teaching

UNC Center for Faculty Excellence. (Oct 21, 2021). Teaching with higher-order prompts.

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.

ADVISING RECORD

Dissertations and Theses the University of North Carolina at Chapel Hill

Advisor of

Wenxin Chen, M.A. student in strategic communication

Committee Member for

Jacob Rohde, Ph.D. student

Dissertation Proposal Title: Leveraging social media for intervention design and recruitment: Reducing distress among those with inflammatory bowel disease.

Mengyu Qian, M.A. student

Graduation: 2020

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

Dissertations and Theses at the Hong Kong Baptist University

Co-supervisor of

Qiongyao Huang, Ph.D. student

Haoyang Chen, M.Phil. student (Graduation: August 2020)

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 at the Hong Kong Baptist University

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

PROFESSIONAL SERVICE

Discipline Specific

Ad-hoc Reviewer

Communication Monographs;

New Media & Society;

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, Mass Communication Division, Communication & Technology Division, Annual Conference of International Communication Association (ICA).

Reviewer, Social Cognition Division, Health Communication Division, Annual Conference of National Communication Association (NCA).

Reviewer, ComSHER Division, Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC).

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 UNC-Chapel Hill

Committee member, Postgraduate Admission Committee, 2021-

Committee member, Salary Committee, 2022.

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.