FAN YANG
Associate Professor
School of Journalism and Mass Communications
Coordinator, The Emergent Technologies Lab
YANG259@mailbox.sc.edu

EDUCATION

08/2013 – 08/2017
The Pennsylvania State University, Pennsylvania, USA
Ph.D. in Mass Communications (with a Graduate Minor in Statistics)

09/2008 – 07/2011
Graduate School of Chinese Academy of Social Sciences, Beijing, China
M.A. in Communication

09/2004 – 07/2008
Sichuan International Studies University, Chongqing, China
B.A. in Journalism

ACADEMIC APPOINTMENTS

University of South Carolina (present)

Associate Professor
School of Journalism and Mass Communications

University of South Florida (2023 – 2025)

Assistant Professor (*Tenure and promotion approved*)
Inaugural Director, The Zimmerman School Media Research Center
Founding Director, Human and AI Research (HARI) Lab
Co-Director, USF Human Centered AI and Robotics Consortium
Zimmerman School of Advertising and Mass Communications

University at Albany, State University of New York (2017 – 2023)

Assistant Professor (*Tenure and promotion approved*)
Department of Communication

Affiliated faculty, Information Science
College of Emergency Preparedness, Homeland Security, and Cybersecurity

Pennsylvania State University (2013 – 2017)

Graduate & Teaching Assistant
Donald P. Bellisario College of Communications at Penn State

Bowling Green State University (2012 – 2013)

Graduate Assistant
School of Media and Communication

The State Administration of Radio Film and Television, China (2010 – 2011)

Research Assistant
Development Research Center

Chinese Academy of Social Sciences, China (2009 – 2011)

Research Assistant
Institute of Journalism and Communication

Communication University of China (summer 2010)

Teaching Assistant
2010 Joint Summer School

RESEARCH INTERESTS

Human AI/Machine/Robot Interaction
Data Analytics
Biometrics
Media Effects

TEACHING AREAS

Data Analytics
Digital Literacy
Research Methods
Health Communication

PUBLICATIONS

Peer-Reviewed Journal Papers and Proceedings

Yang, F., Yan, Q. & Liu, Y. (accepted/forthcoming). Domestication, sociality, self, and meaning: A dual-process engagement model of companion webcasting. *Journal of Broadcasting & Electronic Media.*

Li, M. **Yang, F.**, Luo, Z. & Chang, C. (accepted/forthcoming). Multi-dimensional news diversity during social unrest: U.S. vs. Canada's coverage of COVID-19 protests. *Canadian Journal of Communication*.

Luo, Z., Li, M. & **Yang, F**. (2025). Confiscating progressiveness: the Chinese state's hegemonic strategies in shaping domestic violence frames on social media. *Information, Communication & Society* (advanced online publication). doi: 10.1080/1369118X.2025.2500492

Overton, H. & **Yang, F.** (In press). Do information disputes work? The Effect of perceived risk, news disputes, and credibility on consumer attitudes and trust toward biotechnology companies. *Journal of Communication Management*. Advanced online publication. doi: 10.1108/JCOM-04-2023-0043

Jo, H.[◇], **Yang, F**[†]. & Yan, Q. (2024). Spreaders vs. victims: The nuanced relationship between age and misinformation via FoMO and digital literacy in different cultures. *New Media and Society, 26*(9), 5169-5194. doi: 10.1177/14614448221130476
[◇] Graduate student
[†] Shared first authorship

Yan, Q., Hou, H., Du, M., & **Yang, F**. (2024). Producing green users: Environmental protection practice in a platform society. *Information, Communication & Society*, *27*(8), 1568-1585. doi: 10.1080/1369118X.2023.2257294

Park, S.[◇], **Yang, F.**, Hayden, M.[◇], & Morel, A[◇]. (2022). Testing the disclosure decision-making model: Disclosing birth control status among college women. *Communication Quarterly*, *71*(1), 86-106. doi: 10.1080/01463373.2022.2112724
[◇] Graduate student

Liu, Q., & **Yang, F**. (2022). Health as battlefield: News and misinformation in the early stage of COVID-19 outbreak. *International Journal of Environmental Research and Public Health*, *19*(16), 9800. doi: 10.3390/ijerph19169800

Krishnan, A., Khurana, P.[◇], & **Yang, F.** (2022). Individual differences in a multi-dimensional measure of compulsive mobile phone use. *Cyberpsychology, Behavior, and Social Networking*, *25*(7), 471-475. doi:10.1089/cyber.2021.0354
[◇] Graduate student

Qin, X., **Yang, F**[†]., Jiang, Z., & Zhong, B. (2022). Empathy not quarantined: Social support via social media helps maintain empathy during the COVID-19 pandemic. *Social Media + Society*, *8*(1), 20563051221086234. doi:10.1177/20563051221086234
[†] Shared first authorship

Yang, F., & Overton, H. (2022). What if unmotivated is more dangerous? The motivation-contingent effectiveness of misinformation correction on social media. *International Journal of Communication*, *16*, 740-766.

Yang, F. & Hanasono, L. K. (2021). Coping racial discrimination with collective power: How bonding and bridging social capital help online and offline? *The Howard Journal of*

Communications. *23*(3), 274-293. doi: 10.1080/10646175.2021.1910882

Yamamoto, M., & **Yang, F.** (2021). Does news help us become knowledgeable or think we are knowledgeable? Examining a linkage of traditional and social media use with political knowledge. *Journal of Information Technology & Politics*, 1-15. doi: 10.1080/19331681.2021.1969611

Overton, H. & **Yang, F.**, (2021). Examining the impact of information processing on CSR communication response. *Communication Quarterly*, *69*(4), 454-477. doi:10.1080/01463373.2021.1954678

Yang, F. & Sun, T⬦. (2021). Who has set whose agenda on social media? A dynamic social network analysis of tweets on Paris attack. *Communication Quarterly*, *69*(4), 341-363. doi: 10.1080/01463373.2021.1951789
⬦ Graduate student

Chang, C. H.⬦, & **Yang, F**. (2021). How gender stereotypes impact health information seeking intention: Insights from an implicit association test. *Cogent Social Sciences*, *7*(1), 1999614. doi: 10.1080/23311886.2021.1999614
⬦ Graduate student

Chung, A., Jo, H.⬦, Lee, J.⬦, & **Yang, F**[†] (2021). COVID-19 and the political framing of China, nationalism, and borders in the U.S. and South Korean news media. *Sociological Perspectives*, *64*(5), 747–764. doi: 10.1177/07311214211005484
⬦ Graduate student
[†] Equal authorship

Yang, F., & Horning, M. (2020). Reluctant to share: How third person perceptions of fake news discourage news readers from sharing "real news". *Social Media + Society*, *6*(3), 1-11. doi:10.1177/2056305120955173.

Yan, Q., & **Yang, F***. (2021). From parasocial to parakin: Co-creating idols on social media. *New Media & Society*, *23*(9), 2593-2615. doi: 10.1177/1461444820933313.
* Corresponding author

Luqiu, L. R., & **Yang, F.** (2020). Weibo Diplomacy: An analysis of the international communications of foreign embassies on Chinese social media. *Government Information Quarterly*, *37*(3), no. 101477. doi: 10.1016/j.giq.2020.101477

Yang, F. (2020). Motivating online social support provision to patients with complex chronic diseases: A technological-affordance approach. *Journal of Communication Technology*, *3*(1), 30-52.

Luqiu, L. R., & **Yang, F.** (2020). Anti-muslim sentiment on social media in China and Chinese Muslims' reactions to hatred and misunderstanding. *Chinese Journal of Communication*, *13*(3), 258-274. doi: 10.1080/17544750.2019.1699841

Huang, Y., Bortree, D., **Yang, F.**, & Wang, R. (2020). Encouraging volunteer retention in

the nonprofit organizations: The role of organizational inclusion and volunteer need satisfaction. *Journal of Nonprofit & Public Sector Marketing*, *32*(2), 147-165. doi: 10.1080/10495142.2019.1589624

Zhong, B., Wang, X., & **Yang, F**. (2020). More than an apple: Better lunch enhances bus drivers' work performance and well-being. *International Journal of Occupational Safety and Ergonomics*, 1-10. doi:10.1080/10803548.2019.1662980

Yang, F., & Shen, F. (2019). Involvement without knowledge gain: A meta-analysis of the cognitive effects of website interactivity. *Journal of Broadcasting & Electronic Media, 63*(2), 211-230. doi:10.1080/08838151.2019.1622341

Zhong, B., & **Yang, F.** (2019). How we watch TV tomorrow: Viewers' perception towards interactivity functions on smart TV. *Journal of Asian Business and Information Management. 9*(4), 48-63. doi:10.4018/IJABIM.2018100104

Yang, F., Zhong, B, Kumar, A., Chow, S., & Ouyang, A. (2018). Exchanging social support online: A longitudinal social network analysis of irritable bowel syndrome patients' interactions on a health forum. *Journalism & Mass Communication Quarterly*, *95*(4), 1033-1057. doi: 10.1177/1077699017729815

Yang, F., & Shen, F. (2018). Effects of web interactivity: A meta-analysis. * Lead article. *Communication Research, 45*(5), 635-658. doi:10.1177/0093650217700748

Zheng, Y., Zhong, B., & **Yang, F.** (2018). When algorithms meet journalism: The user response to automated news in a cross-cultural context. *Computers in Human Behavior, 86*, 266-275. doi: 10.1016/j.chb.2018.04.046.

Luqiu, R. L., & **Yang, F.** (2018). Islamophobia in China: News coverage, stereotypes, and Chinese Muslims' perceptions of themselves and Islam. *Asian Journal of Communication*, *28*(6), 598-619. doi: 10.1080/01292986.2018.1457063.

Lewis, N. P., Zhong, B., **Yang, F.**, & Zhou, Y. (2018). How US and Chinese journalists think about plagiarism. *Asian Journal of Communication*, *28*(5), 490-507. doi: 10.1080/01292986.2017.1416644

Wang, R., **Yang, F.**, & Haigh, M. M. (2017). Let me take a selfie: Exploring the psychological effects of posting and viewing selfies and groupies on social media. *Telematics and Informatics*, *34*(4), 274 -283. doi:10.1016/j.tele.2016.07.004

Wang, R., **Yang, F.**, Zheng, S., & Sundar, S. S. (2016). Why do we pin? New gratifications explain unique activities in Pinterest. *Social Media & Society*, *2*(3), 1-9. doi: 10.1177/2056305116662173

Yang, F., & Ott, H. (2016). What motivates the public? The power of social norms in driving public participation with organizations. *Public Relations Review*, *42*(5), 832–842. doi: 10.1016/j.pubrev.2016.09.004

Mu, W., Huang, Y., Li, R., Bortree, D., **Yang, F.**, Xiao, A., & Wang, R. (2016). A tale of

two sources in native advertising: Evaluating the effects of source credibility and priming on trust and perceived deception. *American Behavioral Scientist*, *60*(12), 1492-1509. doi: 10.1177/0002764216660139

Yang, F. (2016). From innovators to power users: The role of power usage in driving adoption of the Internet of Things (IoT) * **PTC Young Scholar Award**. *Proceedings of the Pacific Telecommunications Council (PTC'16)*. Paper can be accessed at https://online.ptc.org/ptc16/program-and-attendees/proceeding.html?pid=138

Hanasono, L. K., & **Yang, F**. (2016). Computer-mediated coping: Exploring the quality of supportive communication in an online discussion forum for individuals who are coping with racial discrimination. *Communication Quarterly, 64*(4), 369-389. doi:10.1080/01463373.2015.1103292

Zhong, B., **Yang, F.**, & Chen, Y.-L. (2015). Information empowers vegetable supply chain: A study of information needs and sharing strategies among farmers and vendors. *Computers and Electronics in Agriculture, 117*, 81-90. doi:10.1016/j.compag.2015.07.009

Ha, L., Wang, F., Fang, L., Yang, C., Hu, X., Yang, L., **Yang, F.**, Xu, Y., Morin, D. (2013).Political efficacy and the use of local and national news media among undecided voters in a swing state: A study of general population voters and first-time college student voters. *Electronic News, 7*(4), 204-222. doi: 10.1177/1931243113515678.

Book Review

Yang, F. (in press). Book review of *Computational analysis of storylines: Making sense of events*. *Journal of Broadcasting & Electronic Media.* doi: 10.1080/08838151.2023.2264433

Yang, F. (accepted/forthcoming). Book review of *Computational analysis of storylines: Making sense of events*. *Journalism & Mass Communication Quarterly*.

Book Chapters

Zhong, B., & **Yang, F**. (2020). From entertainment device to IoT terminal, smart TV helps define the future living in smart home. In P. O. d. Pablos (Ed.), *Managerial practices and disruptive innovation in Asia* (pp. 128-146). IGI Global.
       * Enhanced paper of my previous publication on *Journal of Asian Business and Information Management* as requested by the book editor

Jiang, F., & **Yang, F.** (2010). The reviews of Chinese communication studies in 2009. *China Journalism Yearbook,* 103-107. [published in Chinese]

REFEREED CONFERENCE PAPERS

Yang, F., Du, M., Li, N. & Yan, Q. (2025). Context, script, cue: Extending the CASA paradigm to understand human-AI intimate relationships. Paper to be presented at the 2025 ASSIS&T 2025 Annual Conference, Crystal City, VA.

Bell, T. & **Yang, F.** (2025). A network analysis of frame alignment and the political activation of #shero Riley Gaines. *** 3rd Place Top Research Paper (Open/Faculty Category)**. Paper to be presented at the 2025 annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Yang, F., Noland, C. Applequist, J. & Ramirez, A. (2025). How health campaign videos persuade: Extending media richness theory with a Message-Face-Voice Persuasion (MFVP) model. Paper to be presented at the 2025 annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Yang, F. & Yuan, X. (2024). AI-assisted Zen: Investigating the mental health implications of meditation with social robots. Study presented at the 2024 ASSIS&T 2024 SIG-USE Symposium. Virtual Conference.

Wang, W. & **Yang, F**. (2024). A network analysis of Hashtags in Twitter discussion of the Fukushima water release. Paper presented at the 2024 Annual Conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.

Bell, T. & **Yang, F**. (2024). #savewomenssports: A network analysis of its origin, influencers, and anti-trans discourse. Paper presented at the International Conference on Social Media and Society, London, UK.

Yang, F. & Applequist, J. (2024). A decade of "dataveillance" and digital data-driven advertising: A systematic scoping and meta-analytic review. Paper to be presented at the 2024 Annual Conference of the International Communication Association, Gold Coast, Australia.

Yang, F. & Dai, Y. (2024). Velocity vs. persistence: How wish and dread misinformation of varying impact spread differently on social media. Paper presented at the International Communication Association, Gold Coast, Australia.

Yang, F. & Yan Q. (2023). Non-use and gratifications: Why people flee social media like TikTok. Paper presented at the 2023 annual conference of the Association for Education in Journalism and Mass Communication, Washington D.C.

Yang, F. & Yan Q. (2023). From Mundane to Significant: Searching for Meanings in Companionship Livestreams. Paper presented at the 2923 annual conference of the Association for Education in Journalism and Mass Communication, Washington D.C.

Li, M., **Yang, F**., Liu, Q., & Luo, Z. (2022). Source of divergence: A comparative study of news on COVID-19 origin in the U.S. and Canada. Paper presented at the 2022 Media Sociology Symposium. (Virtual conference)

Jo, H., **Yang, F**. & Yan, Q. (2022). Spreaders vs. victims: The nuanced relationship between age and misinformation via FoMO and digital literacy in different cultures. Paper presented at the 2022 Annual Conference of the International Communication Association, Paris, France.

Krishnan, A., Khurana, P. & **Yang, F**. (2022). Compulsive mobile phone use and perceived

threat: Test of the third-person perceptual and behavioral dimensions. Paper to be presented at the 2022 Annual Conference of the International Communication Association, Paris, France.

Yang, F., & Overton, H. (2021). What if unmotivated is more dangerous? The motivation-contingent effectiveness of misinformation correction on social media. *** 1ˢᵗ Place Research Paper (Debut Category).** Paper presented at the 2021 Annual Conference of the Broadcast Education Association (virtual).

Krishnan, A., Khurana, P., & **Yang, F.** (2021). Glued to the screen: Individual differences in compulsive mobile phone use and mobile phone self-efficacy. *** 1st Place Research Paper (Open Category)** Paper presented at the 2021 Annual Conference of the Broadcast Education Association (virtual).

Chang, C., & **Yang, F**. (2020). How gender stereotypes impact health information seeking: Insights from an implicit association test. Paper to be presented at the annual conference of the National Communication Association, Indianapolis, IN.

Yamamoto, M., & **Yang, F.** (2020). A linkage of traditional and social media use with political knowledge and participation. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Overton, H., & **Yang, F.** (2020). In the media we trust? Exploring the effects of perceived risk, news disputes, and credibility on consumer attitudes toward biotechnology companies. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Yan, Q., & **Yang, F.** (2020). *From parasocial to parakin: A grounded theory approach to parakin relationships in fan culture*. Paper to be presented at the 2020 Annual Conference of the International Communication Association, Gold Coast, Australia.

Yang, F., & Overton, H. (2020). *Information as self-construction: Motivations in (mis)information sharing on social media*. Paper presented at the 2020 Annual Conference of the International Communication Association, Gold Coast, Australia.

Yang, F., & Huang, X. (2019). *Hollow in my tree: Social media use between LGBTQs in China and the US*. Paper presented at the International Communication Association, Washington, DC.

Yang, F., & Huang, X. (2019). *The V-shape model of the persuasiveness of interactivity: A meta-analysis*. Paper presented at the International Communication Association, Washington, DC.

Yang, F., & Huang, X. (2019). *Motivating social support provision to patients with complex chronic diseases: A technological approach*. Paper presented at the International Communication Association, Washington, DC.

Zheng, Y., **Yang, F.**, & Zhong, B. (2018). Analysis of the factors affecting the credibility of robot news: An empirical study on Chinese audience. *** Top Research Paper.** Paper presented at the 2018 Chinese New Media Communication Annual Convention, Shenzhen,

China.

Yang, F., & Horning, M. (2018). *Undesirable issue indeed, but no censorship please! The third person effect in fake news on social media.* * **Nominated for the AEJMC Research Prize for Professional Relevance.** Paper presented at the Association for Education in Journalism and Mass Communication, Washington DC.

Yang, F., & Wang, R. (2018). *Beyond the "good or bad" typology: A meta-analytic review of the association between social media use and psychological well-being.* Paper presented at the Association for Education in Journalism and Mass Communication, Washington DC.

Yang, F. (2018). *Who has set whose agenda on social media? A dynamic social network analysis of Tweets on Paris attack.* Paper presented at the Association for Education in Journalism and Mass Communication, Washington DC.

Yang, F., & Shen, F. (2018). *Involvement without learning: A Meta-analysis on the cognitive effects of interactivity.* Paper presented at the International Communication Association, Prague, Czech Republic.

Yang, F., & Luqiu, R. L. (2018). *Digital diplomacy on social media: A social network analysis of information flow on Weibo.* Paper presented at the International Communication Association, Prague, Czech Republic.

Zheng, Y., Zhong, B., & **Yang, F.** (2018). *When algorithms meet journalism: The user response to automated news in a cross-cultural context.* Paper presented at the International Communication Association, Prague, Czech Republic.

Luqiu, R. L., & **Yang, F.** (2017). *Digital public diplomacy in China: an analysis of foreign embassies' international communications on Weibo.* CPD-OXFORD Doctoral Conference on Digital & Public Diplomacy 2017, Oxford, UK.

Huang, Y., Bortree, D., **Yang, F.**, & Wang, R. (2017). *Encouraging volunteer retention in the nonprofit organizations: The role of organizational inclusion and volunteer need satisfaction.* Paper presented at the International Communication Association, San Diego.

Yang, F., & Zhong, B. (2016). Interacting with TV: Interactivity functions transform the viewing experience on smart TV. Paper presented at the National Communication Association, Philadelphia, PA.

Bortree, D., Xiao, A., **Yang, F.**, Wang, R., Wu, M., Huang, Y., & Li, R. (2016). *Examining awareness, persuasion, and source credibility in sponsored content.* * **4th Place Top Faculty Paper.** Paper presented at the Association for Education in Journalism and Mass Communication, Minneapolis, MI.

Yang, F., & Zhong, B. (2016). *Exchanging social support online: A big-data analysis of IBS patients' interactions on an online health forum from 2008 to 2012.* Paper presented at the Association for Education in Journalism and Mass Communication, Minneapolis, MI.

Yang, F., & Sun, T. (2016). *Who has (not) set whose agenda on social media? A big-data analysis of Tweets on Paris attack.* Paper presented at the Association for Education in

Journalism and Mass Communication, Minneapolis, MI.

Yang, F., & Kim, J. (2016). *To entertain or to scare? A meta-analytic review on the persuasiveness of emotional appeals in health messages*. Paper presented at the Association for Education in Journalism and Mass Communication, Minneapolis, MI.

Luqiu, R. L., & **Yang, F.** (2016). *Media and anti-Muslim sentiment in China: A study of Chinese news media and social media*. Paper presented at the Association for Education in Journalism and Mass Communication, Minneapolis, MI.

Yang, F., & Hanasono, L. (2016). *Coping with racial discrimination with collective power: Differentiating the benefits of social capital in online and offline communication contexts*. Paper presented at the International Communication Association, Fukuoka, Japan.

Yang, F., Zhong, B., Lewis, N. P., & Zhou, Y. (2016). *Contextualizing journalism ethics: A cross-cultural study of plagiarism and attribution between U.S. and Chinese journalists*. Paper presented at the International Communication Association, Fukuoka, Japan.

Wang, R., **Yang, F.**, & Haigh, M. M. (2016). *Let me take a selfie: Exploring the psychological effects of posting and viewing selfies and groupies on social media*. Paper presented at the International Communication Association, Fukuoka, Japan.

Oliver, M. B., Ferchaud, A., Kim, K., Wang, R., **Yang, F.**, Waddell, T. F., & Chen, T.-W. (2016). *When we are the creators: Implications of user generation of inspiring media messages*. Paper presented at the International Communication Association, Fukuoka, Japan.

Ott, H., & **Yang, F.** (2016). *How do publics process information?: A multi-theoretical approach to improving CSR communication effectiveness*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Mu, W., Huang, Y., Li, R., Bortree, D., **Yang, F.**, Xiao, A., & Wang, R. (2016). *A tale of two sources in native advertising: Evaluating the effects of source credibility and priming on trust and perceived deception*. * **Brigham Young University Top Ethics Paper Award**. Paper presented at the International Public Relations Research Conference, Miami, FL.

Yang, F., & Ott, H. (2015). *What motivates the public? The power of social norms in driving public participation with organizations*. * **Betsy Plank Top Graduate Student Paper Award**. Paper presented at the Public Relations Society of America Educators Academy, Atlanta, GA.

Hanasono, L. K., & **Yang, F.** (2015). *What would you say? Providing support to targets of racial discrimination*. Paper presented at the National Communication Association, Las Vegas, NV.

Yang, F., & Shen, F. (2015). *Persuasion effects of web interactivity: A meta-analysis*. Paper presented at the International Communication Association, San Juan, Peurto Rico.

Bien-Aime, S., & **Yang, F.** (2015). *Channel surfing: The ties between Twitter, traditional media, parasocial relationships and self-perceived knowledge on current events*. Paper

presented at the International Communication Association, San Juan, Peurto Rico.

Wang, R., **Yang, F.**, Zheng, S., & Sundar, S. S. (2014). *Why do we pin? New gratifications explain unique activities in Pinterest*. Paper presented in the Graduate Exhibition at Pennsylvania State University & the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Hanasono, L. K., & **Yang, F.** (2014). *Contextualized coping: Examining supportive communication to targets of racial discrimination in face-to-face and computer-mediated contexts*. Paper presented at the International Communication Association, Seattle, WA.

Yang, F. (2014). *A multidisciplinary approach to revisiting "opinion leader" in communication study*. Paper presented in the Graduate Exhibition at Pennsylvania State University in University Park, PA.

Yang, F. (2013). *Online and offline: Social capital in coping with racial discrimination among Asian Americans*. Paper presented at the National Communication Association, Washington, DC.

Hanasono, L. K., & **Yang, F.** (2013). *Computer-mediated coping: Exploring the quality of supportive communication in an online discussion forum for individuals who are coping with racial discrimination*. Paper presented at the National Communication Association, Washington, DC.

Ha, L., Wang, F., Fang, L., Yang, C., Hu, X., Yang, L., **Yang, F.**, Xu, Y., Morin, D. (2013). *Political efficacy and the use of local and national news media among undecided voters in a swing state: A study of general population voters and first-time college student voters*. Paper presented at the Association for Education in Journalism and Mass Communication, Washington, DC.

Yang, F. (2010). *Searching as social protest: The study of "human flesh search" in China*. Paper presented at the International Association for Media and Communication Research, Braga, Portugal.

Yang, F., & Yang, J. (2010). *Traditional Chinese medical science in Chinese cultural renaissance: An analysis of the Television program "Yang Shengtang"*. Paper presented at the 11th National Conference of Communication, Beijing, China.

INVITED REFEREED PANELS

Chatting ChatGPT: Ethical Use of AI in Research and Pedagogy. Panel held at the 2024 Annual Conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.

GRANTS

Funded

The USF Multi-User Capital Investment Award

Title: The USF Human Centered AI and Robotics Consortium
Role: Principal investigator
Period: 2025
Funding amount: $150,000

The Florida High Tech Corridor and USF Research & Innovation Early-Stage Innovation Fund
Title: AI for All: Co-designing a Roadmap to Community-Centered AI Literacy Education
Role: Principal investigator
Period: 2024-2025
Funding amount: $25,000

The Social Sciences and Humanities Research Council Insight Development Grant
Title: Cross-ideology news consumption and public trust in the Covid-19 vaccine: A Canada versus the U.S. comparative study
Role: Co-investigator
Period: 2021-2023
Funding amount: CAD$56,967

The Arthur W. Page Center for Integrity in Public Communications
Title: Moment of truth: Understanding corporate rumors and the psychology of rumor spread on environmental issues via social media
Role: Principal investigator
Period: 2018-2020
Funding amount: $5,000

International Communication Association Travel Grant
Title: Persuasion effects of web interactivity: A meta-analysis
Role: Principal investigator
Period: 2015
Funding amount: $400

CAS Faculty Research Award Program - Category B (FRAP-B)
Title: Cognition, emotion, and motivation in the spread of misinformation and its intervention on social media
Role: Principal investigator
Period: 2022-2023
Funding amount: $4,000

HONORS

2025
> 3rd Place Top Research Paper (Open/Faculty Category)
> LGBTQ Interest Group, Association for Education in Journalism and Mass Communication

2024
> High Impact Practices of Excellence in Undergraduate Research

University of South Florida

2023

CAS-ORS Fall 2023 Conference Presenter Support Award
University of South Florida

2021

1st Place Research Paper (Debut Category), Interactive Media and Emerging Technologies Division, Broadcast Education Association

1st Place Research Paper (Open Category), Interactive Media and Emerging Technologies Division, Broadcast Education Association

Winter Institute in Computational Social Science Participant, University at Arizona, The Summer Institutes in Computational Social Science (SICSS)

2018

Top Research Paper, 2018 Chinese New Media Communication Annual Convention
Nomination for the AEJMC Research Prize for Professional Relevance

2016

Top Faculty Paper (4th place)
Public Relations Division, Association for Education in Journalism and Mass Communication

Brigham Young University Top Ethics Paper International Public Relations Research Conference

Outstanding Graduate Student Teaching Award
Chinese Communication Association, International Communication Association

Djung Yune Tchoi Graduate Teaching Award
Donald P. Bellisario College of Communications, The Pennsylvania State University

Excellence in Communications Doctoral Award
Donald P. Bellisario College of Communications, The Pennsylvania State University

PTC Young Scholar Award
Pacific Telecommunications Council

2015

Certificate for Online Teaching
The Pennsylvania State University

Betsy Plank Top Student Paper
Public Relations Society of America Educators Academy

2014
>   Workshop Grant Recipient
>   2014 Summer Doctoral Seminar at Wayne State University, Michigan

NEWS COVERAGE OF MY RESEARCH

"We're like family! The science of parakin relationships". *Canvas8*. September 16, 2021.

"Both US and Chinese journalists embrace attribution", *Journalism Research News*, December 20, 2017

"Link Between Selfies, Self-Esteem More Complicated Than You Might Think". *International Business Times*, September 23, 2017

"Anti-Muslim sentiment is on the rise in China. We found that the Internet fuels - and fights - this." *Washington Post*. May 12, 2017

"Surfing through selfies tied to low self-esteem?" *RFDTV*, October 26, 2016

"What selfie viewing could mean for your self-esteem." *CBS News*. October 24, 2016

"Selfies hurt self-esteem. No, they help. Scientists can't make up their minds", *CNN*, October 24, 2016

"Study finds viewing selfies on social media can make you miserable or jolly – depending on how you see yourself", *ZME Science*, October 24, 2016

"Staring at everyone's selfies can hurt your self-esteem", *Charlotte Observer*, October 21, 2016

"Your selfie may affect the self-esteem of others." *Pittsburg Post Gazette*, October 21, 2016

COURSES TAUGHT

Instructor of Record

<u>University of South Florida</u>

SUMMER 4936: Audience Engagement & Analytics (Summer 2024)
MMC 6556: Media Storytelling with Data (Spring 2024)
MMC 4936: Media Analytics (Spring 2024)
MMC 6475: Audience Analysis (Fall 2023)

<u>University at Albany, SUNY</u>

TCOM 285: Understanding Media Audiences through Data Analytics (Fall 2020, Fall 2021,

Spring 2022)
ACOM 659: Understanding Data in Strategic Communication (Fall 2019, Fall 2021, Spring 2023)
ACOM 378: World Media System *online version* (Summer 2018, Fall 2018, Summer 2020, Spring 2023)
COM 560: Health Communication (Spring 2018, Spring 2019, Spring 2020, Spring 2022, Fall 2022)
ACOM 378/361: Public Relations Research Methods (Fall 2017, Fall 2019, Spring 2019, Fall 2022)

Pennsylvania State University

COMM 410: International Mass Communication *in-person and online versions* (Spring 2016, Fall 2016, Spring 2017)
COMM 420: Research Methods in Ad and PR (Fall 2014, Spring 2015, Fall 2015)

Bowling Green State University

COMM 1020 Public Speaking (Fall 2012, Spring 2013)

SERVICE ACTIVITIES

University Service

University at Albany, State University of New York

College of Emergency Preparedness, Homeland Security, and Cybersecurity Information Science Ph.D. Program Admission Committee (2022)

CAS Faculty Council Faculty Development Committee (2021 – 2023)

CAS Dean's and Keyser Teaching Awards Committee (2020)

Asian Coalition of Professionals (UAACP) Executive Committee (2021 - 2023)

Pennsylvania State University

Academic Integrity Committee Member (2015 – 2016) Donald P. Bellisario College of Communications

President of Graduate Students in Communication (2015 – 2016) Donald P. Bellisario College of Communications

Departmental Service

University of South Florida

Executive Committee of the Zimmerman School of Advertising and Mass Communications (present)

Faculty Search Committee of the Zimmerman School of Advertising and Mass Communications (present)

<u>University at Albany, State University of New York</u>

Graduate Student Proseminar Coordinator (2017 – 2021)
Graduate Student Communication Research Award Committee (2018)

Professional Service

<u>Professional Organizations Leadership Roles</u>

Mass Communication & Society Division, Association for Education in Journalism, and Mass Communication
  Head (2022)
  Vice Head (2021)
  Vice Head Elect (2020)
  Research Committee Chair (2018 – 2019)
  Award Committee Associate Chair (2017 – 2018)
  Teaching Committee Chair (2015 – 2016)
  Graduate Student Committee Chair (2014 – 2015)

Chinese Communication Association, Association for Education in Journalism, and Mass Communication and International Communication Association
  CCA Newsletter Editor (2014 – 2015)

Mass Communication & Society Division, Association for Education in Journalism, and Mass Communication
  Moderator of the Refereed Research Top Paper Session (2023)

<u>Conference Paper Reviewer</u>

  Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2024 (4 manuscripts)
  Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication, 2024 (3 manuscripts)
  Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2023 (4 manuscripts)
  Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2022 (9 manuscripts)
  Mid-Winter Conference, Association for Education in Journalism and Mass Communication, 2021 (4 abstracts)
  Activism, Communication and Social Justice Interest Group, International Communication Association, 2021 (1 manuscript)
  Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2019 (4 manuscripts)
  Mid-Winter Conference, Association for Education in Journalism and Mass Communication, 2018 (5 abstracts)
  Philosophy, Theory and Critique Division, International Communication

Association, 2018 (1 manuscript)
Communication Science and Biology Interest Group, International Communication Association, 2018 (1 manuscript)
Communication & Technology Division, International Communication Association, 2018 (3 manuscripts)
Applied Communication Division, National Communication Association, 2018 (4 manuscripts)
Mass Communication & Society Division, Association for Education in Journalism and Mass Communication, 2018 (2 manuscripts)
Mid-Winter Conference, Association for Education in Journalism and Mass Communication, 2017 (6 abstracts)
Computational Methods Division, International Communication Association, 2017 (2 manuscripts)
The 51st Hawaii International Conference on System Sciences (HICSS-51), 2017 (1 manuscript)
Advertising Division, Association for Education in Journalism and Mass Communication, 2017 (4 manuscripts)
Mass Communication & Society Division, Association for Education in Journalism and Mass Communication, 2016 (5 manuscripts)
Communication and Technology Division, International Communication Association, 2015 (4 manuscripts)
Mass Communication Division, International Communication Association, 2015 (4 manuscripts)

Grant Proposal Reviewer

National Science Foundation (NSF) Review Panelist, 2020, 2021, 2023
The Arthur W. Page Center for Integrity in Public Communications, 2020, 2022, 2023, 2024

Editorial Board

Mass Communication and Society (2023-present)

Peer-reviewed Journal Ad-hoc Reviewer

JASIST, 2025 (1 manuscript)
Journal of Current Issues & Research in Advertising, 2025 (1 manuscript)
Journal of Information Technology and Politics, 2024 (1 manuscript)
Journal of Advertising, 2024 (1 manuscript)
Human Communication Research, 2024 (1 manuscript)
Sociological Perspectives, 2023 (1 manuscript)
Human-Computer Interaction (HCI), 2023 (1 manuscript)
Chinese Journal of Communication, 2022 (1 manuscript)
Review of Communication Research, 2022 (1 manuscript)
Journal of Behavioral Medicine, 2022 (1 manuscript)
Information Development, 2022 (1 manuscript)
Behaviour & Information Technology, 2022 (1 manuscript)
Communication Monographs, 2022 (1 manuscript)

Mass Communication and Society, 2022 (2 manuscripts)
Frontiers in Psychology, 2022 – present (2 manuscripts)
Information, Communication and Society, 2022 – present (2 manuscripts)
Health Communication, 2021 – present (3 manuscripts)
Journal of Asian and African Studies, 2021 (1 manuscript)
International Affairs, 2021 (1 manuscript)
Communication and the Public, 2021 (1 manuscript)
Communication Quarterly, 2021 (1 manuscript)
Communication Studies, 2021 (1 manuscript)
Journalism, 2020 (1 manuscript)
International Journal of Communication, 2020 (1 manuscript)
Media Psychology, 2020 (1 manuscript)
International Journal of Human-Computer Interaction, 2020 – present (3 manuscripts)
Journal of Communication Technology, 2020 (2 manuscripts)
Fudan Journal of the Humanities and Social Sciences (1 manuscript)
Political Communication, 2020 (1 manuscript)
Journal of Health Communication, 2019 – present (2 manuscripts)
Technology in Society, 2019 (1 manuscript)
PLOS ONE, 2019 (1 manuscript)
Journal of Computer-Mediated Communication, 2018 (1 manuscript)
Asian Journal of Communication, 2018 – present (4 manuscripts)
Telematics and Informatics, 2018 (2 manuscripts)
Journal of Broadcasting & Electronic Media, 2018 – present (3 manuscripts)
Journalism & Mass Communication Quarterly, 2018 – present (4 manuscripts)
Communication Research, 2017 – present (2 manuscripts)
Computers in Human Behaviors, 2017 – present (11 manuscripts)
Public Relations Journal on International Communication and Corporate Social Responsibility, 2017 (1 manuscript)
Heliyon, 2017 (1 manuscript)
Internet Research, 2017 – present (3 manuscripts)
Journal of Agricultural Science and Technology, 2017 (1 manuscript)
New Media & Society, 2016 – present (3 manuscripts)
Data in Brief, 2019 (3 manuscripts)
Social Science Computer Review, 2021 (1 manuscript)

Community Service

Social Science Curriculum Committee Member (2021 – 2023) The Osher Lifelong Learning Institute at Berkshire Community College

Instructor of Record for "Digital Literacy for Seniors" (2021) The Osher Lifelong Learning Institute at Berkshire Community College

ADVISING AND MENTORING

<u>University of South Florida</u>

Master Thesis Committee Chair/Co-Chair

Janice Yates, Fall 2023-present
Pedro Lyra, Spring 2024-present
Jin Young Hwang, Fall 2024-present

Master Thesis Committee Member
Tierra Matthews-Greenleaf, Fall 2023-present
Elyse DiPisa, Spring 2024-present
Chiara Puglisi, Fall 2024-present

University at Albany, SUNY

Doctoral Advisee
Yunmi Lee, Fall 2017-2023*

Doctoral Committee Member
Yumeng Luo (Ph.D. dissertation committee member)*
Chia Chang (Ph.D. dissertation committee member)
Pallavi Khurana (Ph.D. dissertation committee member)
Alexandra Stankus (Ph.D. dissertation committee member)
Nim Dvir (Ph.D. dissertation committee member)*

* Graduated

Master's Advisees 10

Undergraduate Advisees 48

Professional Development Activities

Team-Based Learning Academy, 2019
Teaching, Learning and Academic Leadership (ITLAL)
University at Albany

"Opening Communication Science" Pre-Conference Hackathon, 2022
The 72nd Annual Conference of the International Communication Association
Paris, France

Partnering with Professionals in Academia Workshop, 2022
The 105th Association for Education in Journalism and Mass Communication (AEJMC)
Detroit, MI

SPJ-AEJMC Google Media Storytelling Workshop, 2022
The 105th Association for Education in Journalism and Mass Communication (AEJMC)
Detroit, MI