Curriculum Vitae
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Youzhen Su

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University Park, PA 16803

EDUCATION

Doctor of Philosophy, Communication Sciences   Anticipated 2026
> Department of Communication Arts and Sciences,
> The Pennsylvania State University, University Park, PA

Master of Philosophy, Communication   2017-2019
> School of Communication, Hong Kong Baptist University, Hong Kong
> Thesis: *Social representation of nuclear power on Chinese social media: A topic modeling analysis*

Bachelor of Arts, Public Relations   2013-2017
> School of Communication and Design, Sun Yat-sen University, China
> Thesis: *The effects of social psychological and cultural factors on risk perception and acceptance of nuclear power*

RESEARCH INTERESTS

Persuasion and Social Influence
Health, Risk, and Environmental Communication

PEER-REVIEWED JOURNAL ARTICLES

Chu, T. H., Yeo, T. E. D., & **Su, Y.** (2022). Effects of exposure to COVID-19 news and information: A meta-analysis of media use and uncertainty-related responses during the pandemic. *Journalism & Mass Communication Quarterly*. doi:10776990211068857

Zhang, J., Wu, H. C., Chen, L., & **Su, Y.** (2022). Effect of social media use on food safety risk perception through risk characteristics: Exploring a moderated mediation model among people with different levels of science literacy. *Frontiers in Psychology.* doi: 10.3389/fpsyg.2022.963863

Wang, X., Song, Y., & **Su, Y.** (2022). Less fragmented but highly centralized: A Bibliometric analysis of research in computational social science. *Social Science Computer Review*. doi: 10.1177/08944393211058112

Su, Y., & Shi, J. (2021). Extending the risk perception attitude framework to predict individuals' engagement in collective actions against cancer. *Health Communication*. doi:10.1080/10410236.2021.1935540

Shi, J., Kim H., **Su, Y.**, & Kong, H. (2020). Mental health conditions in young Asian adults and motivation to seek counseling: A cross-country study. *Asia Pacific Journal of Public Health*. doi:10.1177/1010539520937091

Chu, T., **Su, Y.**, Kong, H., Wang, X., & Shi, J. (2020). Online social support for intimate partner violence victims in China: Quantitative and automatic content analysis. *Violence Against Women.* doi: 10.1177/1077801220911452

Shi, J., Chen, L., **Su, Y.**, & Chen, M. (2019). Offspring caregivers of Chinese women with

breast cancer: Their social support requests and provision on social media. *Telemedicine and E-Health*. doi:10.1089/tmj.2018.0176

CONFERENCE PRESENTATIONS

Su, Y, Smith R., Yan, K., & Shea., K. (2023, November). *Vivifying Data and Consequence: Investigating the Influence of Forecast Visuals on Risk Perceptions, Time-urgency, and Behavioral Intentions* [Paper presentation]. NCA 109th Annual Convention, National Harbor, MD, United States.

Li, S.S., Dillard J.P., & **Su, Y**. (2023, November). *Campaign-Induced Interpersonal Communication Following Exposure to Strong and Weak Persuasive Messages* [Paper presentation]. NCA 109th Annual Convention, National Harbor, MD, United States.

Su, Y (2022, November). *Perceived Threat to Self or Sexual Partner: College Male's Intention to Get the Human Papillomavirus Vaccines* [Paper presentation]. NCA 108th Annual Convention, New Orleans, LA, United States.

Su, Y. & Wang, X. (2020, July). *Discovering the interdisciplinary scientific landscape of computational social science: A bibliometric analysis*. [Virtual Paper presentation]. The 2020 Sunbelt Virtual Conference, Paris, France.

Su, Y. (2020, May). *Social representations of nuclear power on Chinese social media: A topic modeling analysis* [Virtual paper presentation]. The 70th Annual ICA Conference.

Su, Y. & Shi, J. (2020, May). *Employing the risk perception attitude framework to predict collective actions for cancer prevention among Hong Kong citizens* [Virtual paper presentation]. The 70th Annual ICA Conference.

Shi, J. & **Su, Y.** (2020, May). *(Un)Intended effects of fear appeals in anti-smoking messages on nonsmokers: Threat, efficacy, and health locus of control* [Virtual paper presentation]. The 70th Annual ICA Conference.

Chu, T. H., **Su, Y.**, Fan, F., Wang, S., & Yeo, T. E. (2019, July). *Give boys a shot: Examining Reddit discussions on male HPV vaccination using machine learning* [Poster presentation]. The 2019 International Conference on Social Media and Society (SMSociety), Toronto, Canada.

Shi, J. & **Su, Y.** (2019, May). *Cancer prevention intentions among Hong Kong Chinese* [Paper presentation]. The 69th Annual ICA Conference, Washington DC, United States.

Mak, A. & **Su, Y.** (2019, May). *Check yourself: Investigating Hong Kong young women's breast self-examination intention within an extended protection motivation theory model* [Paper presentation]. The 69th Annual ICA Conference, Washington, D.C, United States.

Chu, T., **Su, Y.**, Kong, H., Wang, X., & Shi, J. (2019, May). *Online social support for Chinese domestic violence victims: Manual and automatic content analyses* [Paper presentation]. The 69th Annual ICA Conference, Washington, D.C, United States.

Zhang, J., **Su, Y.**, Jia, H., & Chen, L. (2018, December). *Examining collectivism-oriented risk characteristics: Analyzing data from China's first national survey of public risk perception* [Paper presentation]. The 2018 Society for Risk Analysis (SRA) Annual Meeting, New Orleans, LA, United States.

Su, Y. (2018, June). *Motivation, perceived efficacy, and pro-environmental behavioral intentions: a case of Ant Forest use* [Paper presentation]. The 2018 Annual Conference of International Association for Media and Communication Research (IAMCR), Eugene, OR, United States.

Zhang, J. & **Su, Y.** (2016, December). *Public outrage factors, government response, and risk communication efficacy: A case study on fake milk powder in Shanghai* [Paper presentation]. The 1st Annual Conference of the Public Relations Society of China (PRSC) and the 9th International Forum on Public Relations & Advertising (PRAD), Hong Kong.

RESEARCH AND TEACHING EXPERIENCE

Graduate Teaching Assistant

The Pennsylvania State University, University Park, PA   2021- Present
Course taught:
> as instructor of record:
> CAS 100A: Effective Communication (Public Speaking), SP 2022, FA2022, SU 2023
> as teaching assistant:
> CAS 100A: Effective Communication (Public Speaking), FA 2021
> CAS 175N: Persuasion and Propaganda, SP 2023
> CAS 283: Computer-mediated Communication, FA 2023

Hong Kong Baptist University, Hong Kong   2017-2018
Courses taught (as teaching assistant):
> Intercultural Communication, FA 2018
> Organizational Communication, SP 2018
> Research Practices in Public Relations and Advertising, FA 2017

Full-time Research Assistant

Centre for Media & Communication Research, Hong Kong Baptist   2020-2021
University, Hong Kong

Hong Kong Baptist University (PI: Dr. Xiaohui Wang), Hong Kong   2019-2020
> Projects involved:
> *Fragmentation of Computational Social Science Research*
> *Rumor Diffusion of Genetically Modified Organisms on Weibo*
> *Dynamics of Covid-19 Discussions on Weibo*

Graduate Research Assistant

Hong Kong Baptist University, Hong Kong   2017-2018
> Projects involved:
> *Cancer Prevention Beliefs and Behaviors among Hong Kong Citizens*
> *Mental Well-being Among Hong Kong Baptist University Students 2018*
> *Designing Effective Anti-Smoking Messages: The (Un)Intended Effects on Nonsmokers*

Undergraduate Research Assistant   2016-2017
Sun Yat-sen University, Guangzhou, China
> Projects involved:
> *Food Safety and Risk Communication*

AWARDS AND HONORS

Lynn M. Sebulsky Memorial Award ($1,000)   2023
> The Penn State University, University Park, PA, USA
Start-up Graduate Research Award ($1,000)
> The Penn State University, University Park, PA, USA
Research Graduate Fellowships   2017- 2019

Hong Kong Baptist University, Hong Kong
Summer School Program in Social Science Research   2018 & 2019
        City University of Hong Kong, Hong Kong
Tsinghua Big Data Social Science Research Project ($500)   2018
        Tsinghua University, Beijing, China
Top Bachelor's Thesis Award   2017
        Sun Yat-sen University, Guangzhou, China
Honored Graduate Award   2017
        Sun Yat-sen University, Guangzhou, China
Li Xuerou Foundation Scholarship ($3,000)   2016
        Sun Yat-sen University, Guangzhou, China
National Scholarship for Academic Excellence ($9,000 for 3 years)   2013-2016
        Ministry of Education of China, China
First-Class Scholarship for Academic Excellence ($1,500 for 3 years)   2013-2016
        Sun Yat-sen University, Guangzhou, China

AFFILIATIONS AND SERVICE

Member, International Communication Association
Member, National Communication Association
Reviewer, the 71st, 72nd & 73rd Annual ICA Conference
Reviewer, Frontier in Psychology