Youzhen Su

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316 Sparks Building
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