

CONTACT INFORMATION

4480 School of Communication, Illinois State University, Normal, IL 61761, USA

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EDUCATION

Ph.D. in Mass Communication 2022

University of Wisconsin-Madison, USA

- Research Directions: *Strategic Health Communication, Health Disparities, Media Technology, Message Framing Effects, Computational Methods*
- Dissertation Title: *mHealth Support for Substance Use Disorder Recovery – System, Expression, and Networked Community*
- Dissertation Committee: Dhavan V. Shah (Advisor), Douglas M. McLeod, Chris Cascio, Jon C. Pevehouse, William A. Sethares

MPhil in Communication 2015

Hong Kong Baptist University, Hong Kong

- Thesis Title: *The Impact of Imagery Ability on Vividness Hypothesis – The Case of HPV Vaccine Advertising in China*
- Thesis Committee: Steve Zhongshi Guo, Mike Zhengyu Yao, Kineta Hung

B.A. in Communication 2013

School of Journalism, Fudan University, China

ACADEMIC EMPLOYMENT

Assistant Professor August 2024 – present

School of Communication

Illinois State University, USA

Research Associate December 2022 – present

Mass Communication Research Center (MCRC)

University of Wisconsin-Madison, USA

Assistant Professor August 2022 – May 2024

School of Communication and Mass Media

Northwest Missouri State University, USA

INDUSTRY EMPLOYMENT

Online Media Editor for the “Night Talk” Show 2013 – 2016

Tencent Video Ltd., Hong Kong

RESEARCH EXPERTISE

Health Disparities, Media Technology, Message Framing Effects, Computational Methods, Computer-Mediated Social Support

TEACHING EXPERTISE

Strategic Health Communication, Media Analytics and Effects, AI in Health Communication, Computational Methods

PUBLICATIONS

Journal Articles *indicates student co-author at the time of submission

14. **Yang, F. E.**, Pham, B., Zhang, S. F.*, & Kriss, L*. (2024) Talking about pain plainly: authentic expression of pain management on Reddit. *Health & New Media Research*, 8(1), 73-81.

13. **Yang, F. E.**, Kriss, L*, & Sun, Y. B*. (2023). Fun with frustration? TikTok influencers' emotional expression predicts user engagement with COVID-19 vaccination messages. *Health Communication*, 1-16. (Impact Factor 2023: 3.501)

12. **Yang, F. E.**, Kornfield, R., Liu, Y., Chih, M. Y., Sarma, P., Gustafson, D. H., Curtin J., & Shah, D. V. (2023). Using machine learning of online expression to explain recovery trajectories: Content analytic approach to studying a substance use disorder forum. *Journal of Medical Internet Research*, 25, e45589. (Impact Factor 2022: 7.077)

11. **Yang, F. E.**, Shah, D. V., Tahk, A., Cody, O., Dietz, S., Pe-Romashko, K., Bailey, E., Gicquelais, R., Hwang, J., Gustafson, D., & Westergaard, R. (2023). mHealth and social mediation: Mobile support among stigmatized people living with HIV and substance use disorders. *New Media & Society*, 25(4), 702-731. (Impact Factor 2022: 5.310).

10. **Yang, F. E.** & Yang, S. (2023). Effects of moral frames within vaping prevention messages on current smokers' support for electronic cigarette regulations. *Journal of Health Communication*. (Impact Factor 2022: 4.40).

9. Wang, S. Q., Ning, H., Huang, X., Xiao, Y., Zhang, M., **Yang, F. E.**, Sadahiro, Y., Liu, Y., Ling, Z. L., Hu, T., Fu, X. K., Li, Z., & Zeng, Y. (2023). Public surveillance of social media for suicide using advanced deep learning models in Japan: Time series study from 2012 to 2022. *Journal of Medical Internet Research*, 25, e47225. (Impact Factor 2022: 7.077).

8. Liu, Y., Kornfield, R., **Yang, F. E.**, Burnside, E., Keevil, J., & Shah, D. V. (2022). Patient-provider communication while using a clinical decision support tool: explaining satisfaction with shared decision making for mammography screening. *BMC Medical Informatics and Decision Making*, 22(1), 323. (Impact Factor 2022: 3.95).

7. Rao, J., Chen, K., **Yang, F. E.**, Kruse, J., Hudson, K., & Gao, S. (2021). A multi-perspective narrative-based geovisualization dashboard for the 2020 US presidential election. *Journal of Geovisualization and Spatial Analysis*, 5(2), 1-15. (Impact Factor 2022: 4.00).

6. Gustafson, D. H., Kornfield, R., Mares, M. L., Johnston, D. C., Cody, O. J., **Yang, F. E.**, ... & Shah, D. V. (2021). Effect of an eHealth intervention on older adults' quality of life and health-related outcomes: a randomized clinical trial. *Journal of General Internal Medicine*, 1-10. (Impact Factor 2022: 5.70).

5. **Yang, F. E.**, Shah, D. V., Burnside, E. S., Little, T. A., Garino, N., & Campbell, C. E. (2020). Framing the clinical encounter: Shared decision-making, mammography screening, and decision satisfaction. *Journal of Health Communication*, 25, 681-691. (Impact Factor 2022: 4.40).

4. Du, Y. R., Zhu, L., & **Yang, F. E.** (2018). A movement of varying faces: How "Occupy Central" was framed in the news in Hong Kong, Taiwan, mainland China, the UK, and the US. *International Journal of Communication*, 12, 2556-2577. (Impact Factor 2022: 2.04).

3. **Yang, F. E.** & Du, Y. R. (2016). Storytelling in the age of big data: Hong Kong students' readiness and attitude towards data journalism. *Asia Pacific Media Educator*, 26(2), 148-162.
2. **Yang, F. E.** (2015). The persuasion effect of vivid message: a psychological perspective in communication studies. *Journalism Bimonthly*, 4, 7-11. (in Chinese)
1. **Yang, F. E.** & Guo, S. (2015). The moderating effect of imagery ability on perceived vividness: The case of HPV vaccine advertising in China. *Chinese Journal of Communication*, 8 (2), 177 -195. (Impact Factor 2022: 2.82).

Book Chapters

2. Friedland, L.A., Shah, D.V., Wagner, M.W., Wells, C., Cramer, K. J., Pevehouse, J., Dempsey, S., Suk, J., Lukito, J., **Yang, F. E.**, (2022). Healthcare: A national issue with lifeworld implications. In L.A. Friedland, D.V. Shah, M.W. Wagner, C. Wells, K. J. Cramer, & J. Pevehouse (Eds.), *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin*. Cambridge University Press.
1. **Yang, F. E.** & Lv, N. (2016). Chapter 15: A brief introduction of communication studies in Hong Kong. In *2015 Yearbook of Communication Academia in China* (pp.532-560). Beijing, China: China Social Science Press. (in Chinese)

Articles Under Review

2. Tarfa, A., Tarfa, V., **Yang, F. E.**, Shiyabola, O., Liebert, C., Dietz, S., Miller, R., & Westergaard, R. Associations of HIV stigma, loneliness, and treatment self-regulation with HIV medication adherence among individuals with substance use disorder using a mobile health application.
1. Mi, R., **Yang, F. E.**, Tahk, A., Cotter, L., Tarfa, A., Lu, L.Q., Li, M., Yang, S., Gustafson, D., Westergaard, R., & Shah, D. Connecting to support: How use of an mHealth app explains antiretroviral medication adherence among people living with HIV and substance use disorders.

COURSES TAUGHT

(With teaching record)

Undergraduate Level

Social Media Strategies
Introduction to Web Publishing
Introduction to Advertising

COURSES TO BE TAUGHT

(Syllabuses are available upon request)

Undergraduate Level

Strategic Analysis in Digital Era
Introduction to Health Communication
Introduction to AI in Health Communication

Graduate Level

Mass Communication Effects
Seminar in Computer-Mediated Communication
Research Methods in Communication

CONFERENCE PRESENTATIONS

**indicates student co-author at the time of submission*

21. **Yang, F. E.**, Mi, R., Tahk, A., Cotter, L., Tarfa, A., Lu, L.Q., Li, M., Yang, S., Gustafson, D., Westergaard, R., & Shah, D. (2024). “Connecting to Support: How Use of an mHealth App Explains Antiretroviral Medication Adherence among People Living with HIV and Substance Use Disorders,” paper presented at *the Mobile Communication Division of the 74th Annual ICA Conference*, Gold Coast, Australia, 20-24 June.

20. **Yang, F. E.** (2024) “Expression Deviation as a Signal for Just-in-Time Intervention: A Case Study of Reducing Mental Stress for At-Risk College Students,” poster presented at *the Communication Science Futures Conference*, Michigan State University, 30 May-01 June.

19. **Yang, E. F.**, Pham B., Zhang, S. F.* & Kriss, L.* (2023). “Talking about Pain Plainly: Authentic Expression of Pain Management on Reddit,” paper accepted at *the Health Communication Division of the 73rd Annual ICA Conference*, Toronto, Canada, 25-29 May.

18. **Yang, E. F.**, Kriss, L.*, Sun, Y. B.*, & Shah, D. V (2022). “Fun with Frustration? TikTok Influencers’ Emotional Appeals Predict User Engagement with COVID Vaccination Messages”, paper presented at *the Communication and Technology Division of the 72nd Annual ICA Conference*, Paris, France, 26-30 May.

17. (**Top Paper**) Li, J. N., Lukito, J., **Yang, E. F.**, Suk, J., Shah, D.V., & Wagner, M.W. (2022). “Framing Black Lives Matter: The Persistence of Language Cues over Identity, Context, and Media Use,” paper presented at *the Political Communication Division of the 72nd Annual ICA Conference*, Paris, France, 26-30 May.

16. (**Top Paper**) **Yang, E. F.**, Kornfield, R., Liu, Y., Chih, M. Y., Sarma, P., Shah, D. V., & Gustafson, D. H. (2021). “Expression in an Online Support Forum: Machine Learning, Communication Style, and Recovery Trajectories”, presented at *the Mass Communication Division Top Paper Panel of 107th Annual Convention of NCA*, Seattle, USA, 18-21 November.

15. **Yang, E. F.**, Zhang, Y., & Zhang, S. F. (2021). “Who am I Connected with? Community Detection and Effects in an Online Peer-to-Peer Support Forum”, presented at *the Communicating Science, Health, Environment, and Risk Division of Annual Conference of AEJMC (virtual)*, August 4-7.

14. **Yang, E. F.**, Mi, E. R., Shah, D. V., Borah, P., & Gustafson, D. (2021). “The Communication Dynamics of mHealth Affordances: Initiation, Intensity, Duration, and Mutual Influence in Online Social Support,” presented at *the Communication and Technology Division of the 71st Annual ICA Virtual Conference*, 27-31 May

13. **Yang, E. F.**, & Yang, S. J. (2021). “Care or Purity: The power of Moral values and Frames on Policy Support for Vaping Regulation,” presented at *the Health Division of the 71st Annual ICA Virtual Conference*, 27-31 May.

12. **Yang, E. F.**, Mi, R. E., Shah, D. V., Loya, G., Campbell, Claire Elise, Tahk, A. & Gustafson, D. H. (2020). “How Do We Engage with Communication Functions on an mHealth System for Social Support? The Time Dynamics of Modality Interactivity”, presented at *the Health Division of 106th Annual Convention of NCA*, Indianapolis, USA, 19-22 November.

11. **Yang, E. F.**, McLeod, D., & Shah, D. V. (2020). “The Promises and Perils of Message Framing Effects in Health Communication,” presented at *the Health Division of 106th Annual Convention of NCA*, Indianapolis, USA, 19-22 November.

10. **Yang, E. F.**, Mi, R. E., & Shah, D. V. (2020). “What is the Precursor in mHealth System Use? The Time Dynamics of Communicative Use on an mHealth Application”, presented at *the New Media, Technology, and mHealth Division of Kentucky Conference on Health Communication*, Lexington, USA, 2-4 April.

9. **Yang, E. F.**, Shah, D. V., Burnside, E. & Terry, L. (2019). “The Leverage Power of Risk Framing in Physician and Patient Communication: A Study of Shared Decision-Making Perception,” *the Communicating Science, Health, Environment, and Risk Division of 102nd Annual Conference of AEJMC*, Toronto, Canada, 7-10 Aug.
8. **Yang, E. F.**, Shah, D. V., McLeod, D. M., Sethares, W. A., Sun, Z. K., Guo, S., & Wang, X. Y. (2019). “Classification Algorithms for Modeling Categorical Dependent Variables: A Study of Online Health Information Seeking,” *the 5th International Conference on Computational Social Science*, University of Amsterdam, The Netherlands, 17-20 July
7. **Yang, E. F.**, Wang, X. Y. & Pollak, N. B. (2019). “The Revival of Media Equation Theory on Mobile Health System Use: A Study of Gratitude Expression Effect on Alcohol-Dependent Individuals,” *the Mobile Communication Interest Group of the 69th Annual ICA Conference*, Washington, USA, 24-28 May.
6. Liu, Y., Kornfield, R., **Yang, E. F.**, Burnside, B., Keevil, J., Shah, D.V. (2019). “Patient-Clinician Interaction and Electronic Decision Tools for Screening Mammography: Using Digital Trace Data to Predict Satisfaction with Shared Decision Making,” *the Health Communication Division of the 69th ICA Annual Conference*, Washington, D. C., USA, 24-28 May.
5. Ghosh, S., & **Yang, E. F.** (2018). “The Boomerang Effect for Online Social Movement: A case Study of #metoo Event,” *the 2018 Annual Conference of the Midwest Association for Public Opinion Research*, Chicago, USA, 16-17 Nov.
4. Du, Y. R., **Yang, E. F.**, & Zhu, L. (2017). “One ‘Occupy Central,’ three stories: Media Portrayals of the “Hong Kong Umbrella Movement” in Mainland China, Hong Kong, and Taiwan,” *the Political Communication Research Section of the Association for Education in Journalism and Mass Communication Annual Conference*, Cartagena, Colombia, 16-20 July.
3. **Yang, E. F.**, Guo, S., & Shen, F. (2017). “Who is to Blame: Locality-based Reporting of Conflicts in Hong Kong press,” *the International Communication Association Preconference - Digital Asia: Recent Research and Practice*, San Diego, USA, 25-29 May.
2. **(Student Top Paper Award) Yang, E. F.**, Guo, S., Huang, Y., & Shen, F. (2015). “Community Conflict as News value: The case of Hong Kong press,” *the Pearl River Delta Urban Creativity and Cultural Communication Conference*, Shenzhen, China, 13-14 Nov.
1. **Yang, E. F.** & Guo, S. (2014). “The Impact of Imagery Ability on Image Vividness: The case of HPV Vaccine Advertising in China,” *the Health Communication Division of the 64th Annual ICA Conference*, Seattle, USA, 22-26 May.

AWARDS, GRANTS & FELLOWSHIPS

Improvement of Teaching and Learning Grant (\$2, 067) Northwest Missouri State University	2023
Top paper at the <i>Political Communication Division of the 72nd Annual ICA Conference</i> , Paris, France, 26-30 May.	2022
Scholarship from the CASOS Summer Institute (\$2, 500) Carnegie Mellon University	2022
Top paper at the <i>Mass Communication Division of the 107th Annual NCA Conference</i> , Seattle, USA, 18-21 November.	2021

<i>Scientists in Computational Social Science Grant (\$ 1,034)</i> Summer Institute in Computational Social Science-Chicago	2021
<i>Graduate Student Award (\$ 200)</i> CommSHER Division, AEJMC	2021
<i>Student Research Grant (\$ 1,200)</i> Graduate School, University of Wisconsin-Madison	2021
<i>Kopenhaver Fellow</i> Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication AEJMC Commission on the Status of Women	2020
<i>Research Fund for Dissertation (\$ 1,500)</i> School of Journalism and Mass Communication University of Wisconsin-Madison	2020
<i>Fellowship</i> AEJMC Presidential Diversity & Inclusion Career Development Workshop	2020
<i>Student Research Travel Grants (\$ 1,200)</i> Wisconsin Scholarship Hub UW- Wisconsin-Madison	2019
<i>Conference Travel Grant (\$ 300)</i> The Communication Science and Biology Interest Group, ICA	2019
<i>Conference Travel Grant (\$ 300)</i> Digital Asia Division, ICA	2017
<i>Research Fund for PhD Student (\$ 1,500)</i> School of Journalism and Mass Communication University of Wisconsin-Madison	2017
<i>University Fellowship (\$ 20,000)</i> School of Journalism and Mass Communication University of Wisconsin-Madison	2016
<i>Academic Excellence for Undergraduates</i> Fudan University	2011
<i>Municipal Excellent Volunteer Award</i> 2010 World Expo, Shanghai, China	2010
<i>Campus Excellent Social Practice National Scholarship (Top 10%)</i> Fudan University	2009

GRANT EXPERIENCES

Division of Infectious Disease School of Medicine and Public Health University of Wisconsin-Madison Supervisors: Dhavan Shah, Ryan Westergaard NIH Grant Number DP2DA042424	2020-2021
Department of Radiology School of Medicine and Public Health University of Wisconsin-Madison Supervisors: Elizabeth Burnside, Dhavan Shah NIH Grant Number K24 CA194251	2018-2020
Center for Health Enhancement System Studies (CHESS) University of Wisconsin-Madison Supervisors: Dave Gustafson, Dhavan Shah NIH Grant Number DP2DA042424	2018-2019

RESEARCH COLLOQUIA AND INVITED TALKS

“Optimizing Digital Trace Data for Strategic Communication”, School of Communication, Illinois State University, 12/08, Normal, IL.	2024
“When to Place a Digital Advertisement”, School of Communication, DePaul University, 11/05, Chicago, IL.	2024
“Just-in-Time Health Interventions”, Department of Communication, Clemson University, 10/25, Clemson, SC.	2024
“Media Technologies in Strategic Health Communication”, Newhouse School of Public Communications, Syracuse University, 03/02, Syracuse, NY.	2022
“Media Technologies in Strategic Health Communication”, School of Communication, Film, and Media Studies, 02/01, University of Cincinnati, OH.	2022

PUBLICATION SERVICE

Reviewer of the <i>American Journal of Preventive Medicine</i> (Verified review number: 2)	2024-present
Reviewer of the <i>Health Communication</i> (Verified review number: 3)	2022-present
Reviewer of the <i>Journalism & Mass Communication Quarterly</i> (Verified review number: 7)	2020-present
Reviewer of the <i>Social Media & Society</i> (Verified review number: 1)	2023
Reviewer of the <i>New Media & Society</i> (Verified review number: 2)	2021-2023

Reviewer of the *Journal of Children and Media* 2021
(Verified review number: 1)

Reviewer of the *Communication Methods and Measures* 2019
(Verified review number: 1)

RESEARCH SERVICE

Panel Host for the *21st Annual ICA Mobile Preconference 2023: Mobilizing Communication Rights for Humans, More-than Humans, and Beyond* 2024
Mobile Communication Division of the 74th Annual ICA Conference
Gold Coast, Australia, 19 June.

Invited Speaker for the MCRC Health Communication Symposium 2024
University of Wisconsin-Madison

Panel Chair for *Mobile Devices and Health Session* 2023
Mobile Communication Division of the 73rd Annual ICA Conference
Toronto, Canada, 25-29 May.

Invited Participant for the *Interpersonal Communication Research Escalator Session* 2023
Interpersonal Communication Division of the 73rd Annual ICA Conference,
Toronto, Canada, 25-29 May

Panel Chair for *Portrayals of Health Issues in News and Social Media Session* 2023
Health Communication Division of the 73rd Annual ICA Conference
Toronto, Canada, 25-29 May.

Invited Participant for the *20th Annual ICA Mobile Preconference 2023: Keeping it Real After 20 Years* 2023
Mobile Communication Division of the 73rd Annual ICA Conference
Toronto, Canada, 24 May.

Member of the Nominating Committee 2022-2023
Health Communication Division of the 72nd Annual ICA Conference Paris,
France, 26-30 May.

Elected Sectary for *the Mass Communication Division* at NCA 2022

Invited Participant for the *Summer Institutes Computational Social Science-Chicago* 2021

Panelist for *Misinformation, Racism, and the Magnification of Health Inequities: Research Informing Publics and the Practices* 2021
Public Relations, ComSHER, & Minorities and Communication Divisions at
the AEJMC virtual conference, 6-9 August.

Invited Participant for the *AAA/AEF Future Visiting Professor Program* 2021

Panel Moderator for <i>Persuasive Messaging to Curb the COVID-19 Pandemic and Infodemic: Questions and Lessons from Around the Globe</i> Health Communication Division of the 71st ICA annual virtual conference, 27-31 May.	2021
Panel Host for <i>Mobile Communication Interest Group Social Event</i> <i>Mobile Communication Division</i> of the 71 st ICA annual virtual conference, 27-31 May.	2021
Officer in the Graduate Student Committee in the Communicating Science, Health, Environment and Risk (COMMSHER) division of AEJMC	2020-2022
Member of the <i>Global Badger Experience Grant Review Committee</i> University of Wisconsin-Madison	2020-2021
Panel Chair for <i>I Think, I Feel: Attribution and Emotion in Interpersonal Exchanges Session</i> Interpersonal Communication Division of the 69th ICA annual conference, Washington, USA, 24 - 28 May.	2019
Reviewer Trainee, <i>Journalism & Mass Communication Quarterly</i>	2018-2019
The <i>3rd Overseas Visit Program for Young Scholars in Communication</i> School of Communication and Design, Sun Yat-sen University	2018

TEACHING ASSISTANT EXPERIENCES

Teaching Assistant (Undergraduate Level) Course Name: Introduction to Mass Communication University of Wisconsin-Madison	2017-2022
Teaching Assistant (Graduate Level) Course Name: Special Topics in Public Relations and Advertising Principles and Methods of Advertising Hong Kong Baptist University	2011-2013

COMPUTER SKILLS

For research: Stata (Sophisticated), R, Python, SPSS, Mplus
For teaching: Photoshop (Sophisticated), Illustrator, iMovie, Premiere Pro

SELECTED NEWS PUBLICATIONS (in Chinese)

6. Apr. 26, 2011. The present situation of Chinese intellectual property judicial cases, *Oriental Morning Post*, with Han, X., A10.
5. Apr. 23, 2011. Shanghai civil workers' official Weibo presses, *Oriental Morning Post*, with Han, X., p.8.
4. Apr. 19, 2011. Are postgraduate students in China really in poverty? *Oriental Morning Post*, with Han, X., A5.
3. Apr. 15, 2011. The 90's benevolence: 83 support letters for an unfortunate girl to recover, *Oriental Morning Post*, with Han, X., A4.

2. March 29, 2011. The foundation of Shanghai-New York University in Lujiazui, Oriental Morning Post, with Han, X., & Shi, J., A10.

1. March 27, 2011. New rules for the entrance examination of “alliance-colleges” in Shanghai, Oriental Morning Post, with Han, X., p.8.

CERTIFICATES

Grade 10 on the Violin test	2006
Conferred by the Music Examination Committee of the Chinese Musicians' Association	
Level 2 technical abacus skills	1997-2002
Confirmed by the Chinese Abacus Association	