

EMILY SHUO ZHAN

PhD Candidate in Information and Media
College of Communication Arts and Sciences
Michigan State University
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RESEARCH INTERESTS

Focus Areas: Persuasion, strategic communication, artificial intelligence (AI), media psychology, gender, scale development, social media

Methodology: Experiment, Survey, Interview, Computational, Content Analysis, Focus Group

Software & Programming: SPSS, Python, R, JavaScript, HTML, CSS.

EDUCATION

Ph.D. student in Information and Media | 2021 – 2025

College of Communication Arts and Sciences; School of Journalism

Michigan State University, United States

Committee: Dr. Esther Thorson (Chair), Dr. María Molina, Dr. Nancy Rhodes, Dr. David Ewoldsen

M.A. in Creative Media, minor in Game Studies | 2019 – 2020

City University of Hong Kong, Hong Kong S. A. R.

B.A. in English Linguistics | 2014 – 2018

Beihang University, Beijing, CN

PEER-REVIEWED PUBLICATIONS

- [1] **Zhan, E. S.**, Molina, M. D., Rheu, M., Peng, W. (2023). What is There to Fear? Understanding Multi-Dimensional Fear of AI from a Technological Affordance Perspective. *International Journal of Human Computer Interaction*. DOI: [10.1080/10447318.2023.2261731](https://doi.org/10.1080/10447318.2023.2261731)
- [2] Hu, J. M., **Zhan, E. S.** (2024). Algorithm awareness in online dating: associations with mate-searching difficulty and future expectancies among US online daters. *Behaviour & Information Technology*. Doi: [10.1080/0144929X.2023.2299297](https://doi.org/10.1080/0144929X.2023.2299297)
- [3] Molina, M. D., **Zhan, E. S.**, Agnihotri, D., Abdullah, S., & Deka, P. (2023). Motivation to use fitness application for improving physical activity among Hispanic users: The pivotal role of interactivity and relatedness. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*, Paper 321, <https://doi.org/10.1145/3544548.3581200>
- [4] Kim, T., Molina, M. D., Rheu, M., **Zhan, E. S.**, Peng, W. (2023). One AI Does Not Fit All: A Cluster Analysis of the Laypeople's Perception of AI Roles. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*, Paper 29, <https://doi.org/10.1145/3544548.3581340>.

* For confidentiality and blind review purposes, certain details are omitted from the CV on my website. To view a list of papers currently under review, please request the job market version of my CV via email.

WORK IN PROGRESS

Anti-Anthromorphism!? User Perception of Friendlier AI Doctors.

- This study explores why people sometimes would rather communicate with an AI than a human agent. The goal is to identify what social perceptions of AI agents are preferred over real humans and to

challenge the traditional industry belief that the more AI resembles human traits, the more this AI elicits user trust.

- This study adopts the focus group method and is at the questionnaire design stage.

Young Women's Perceptions of Mixed Cues of Women's Body Representations in Advertisements and the Moderating Role of Algorithm Recommendation.

- This study examines young women media users' cognitive processing and emotional arousal when they consume media content that contains women's bodies.
- A few rounds of pretests were conducted, and formal data collection is now in process.
- This study deploys both self-reported measures and in-lab psychophysiological measures.

REFEREED CONFERENCE PRESENTATIONS

- [1] **Zhan, E. S.**, Kim, T., Molina, M. (Under review). Title blinded for conference review. *International Communication Association Annual Conference (ICA)*.
- [2] **Zhan, E. S.**, Zheng, Q., Dong, C., Thorson, E. (2024, August 8-11). Does AI-Generated Caring Message Increase Trust in Government? The Pivotal Role of AI Knowledge in Government Crisis Responses. *The 107th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Philadelphia, PA.
- [3] Zheng, Q., **Zhan, E. S.**, Dong, C., Thorson, E. (2024, August 8-11). Can AI Chatbots Support Me? Exploring the Roles of Governmental Agent Type and (Non)Verbal Person-centered Communication Strategies During Natural Disasters. *The 107th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Philadelphia, PA.
- [4] Peng, Z., **Zhan, E. S.**, Liang, Z. (2024, August 8-11). A Systematic Review of Current Research on the Privacy Calculus Model. *The 107th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Philadelphia, PA.
- [5] **Zhan, E. S.**, Hu, J. M., Song, H., Ewoldsen, D. (2024, June 20-24). Seeing both sides of the moon: Making sense of online disinhibition and inhibition through motivation lens. *International Communication Association Annual Conference*, Gold Coast, Australia.
- [6] **Zhan, E. S.** (2024, May 11-16). I don't feel safe talking to AI: Probing User Well-being with a New Human-AI Interaction (HAI) Research Paradigm. *Workshop on Designing AI for Wellbeing at ACM Conference on Human Factors in Computing Systems (CHI 2024)*. Honolulu, HI.
- [7] **Zhan, E. S.**, Thorson, E., Chen, W. (2023, August 7 -10). Exploring the role of personal values in civic news use and community participation. *The 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Washington, DC.
- [8] Hiaeshutter-Rice, D., Hawkins, I., **Zhan, E. S.** (2023, August 31- September 3). Outside Source and Linking Behavior on Reddit. *American Political Science Association Annual Meeting & Exhibition (APSA)*, Los Angeles, CA.
- [9] **Zhan, E. S.**, Molina, M.D., Rheu, M., Peng, W. (2023, May 25-29). What is there to fear? Understanding fear of AI from the technological affordance framework. *International Communication Association Annual Conference (ICA)*, Toronto, Canada.
- [10] Chen, W., Thorson, E., **Zhan, E.S.** (2022, August 3-6). Examination of Civic Values and Their Impact on News Use and Community Participation. *Paper presented at the 105th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Detroit, MI.

- [11] **Zhan, E. S.**, Thorson, E., Chen, W. (2022, May 26-30). Let's talk about the news! Online disinhibition as a critical component of the news consumption to participation path. *International Communication Association Annual Conference (ICA)*, Paris, France.
- [12] Chen, W., Thorson, E., **Zhan, E. S.** (2022, May 26-30). Challenges to the News Democracy Narrative: Reexamining the Effects of Knowledge and Civic Competence. *International Communication Association Annual Conference (ICA)*, Paris, France.

TEACHING EXPERIENCE

JRN 429: Social Media News and Information, forthcoming Summer 2025

Instructor of Record, School of Journalism, Michigan State University

JRN 203: Visual Storytelling, Fall 2024, January 2023

Instructor of Record, School of Journalism, Michigan State University

JRN 325: Journalism History, Summer 2024

Instructor of Record, School of Journalism, Michigan State University

ADV 492 Human-AI Interaction, Spring 2024

Guest speaker, Department of Advertising + Public Relations, Michigan State University

JRN 325: Journalism History, Fall 2022, Fall 2023, Spring 2024

Guest speaker for **Modern Advertising, Development of Public Relations, History of Media Law and Freedom of Speech**

School of Journalism, Michigan State University

JRN 430 News Media Law and Ethics, Summer 2022, 2023

Teaching Assistant, School of Journalism, Michigan State University

DS 103 Media History, Fall 2021

Teaching Assistant, School of Journalism (Digital Storytelling minor), Michigan State University

JRN 108 World of Media, Spring 2022

Teaching Assistant, School of Journalism, Michigan State University

Public Speaking, Summer 2015, Summer 2016, Spring 2018

Instructor, New Oriental Education & Technology Group Inc., China.

AWARDS & HONORS

Ellen L. and Clyde L. Burton Endowed Scholarship in Journalism | 2023

College of Communication Arts and Sciences, Michigan State University (\$2,500)

Ellen L. and Clyde L. Burton Endowed Scholarship in Journalism | 2022

College of Communication Arts and Sciences, Michigan State University (\$2,270)

Ellen L. and Clyde L. Burton Endowed Scholarship in Journalism | 2021

College of Communication Arts and Sciences, Michigan State University (\$1,500)

GRANTS & FELLOWSHIPS

School of Journalism Summer Research Fellowship | 2024 | \$2,000

Principle Investigator

“Toward a Construct of Online Disinhibition: A Panel Study”

Information and Media Program Summer Research Fellowship | 2023 | \$4,630

Principle Investigator

“Insincere ChatGPT: investigating people’s perception of AI involvement in empathetic message generation in organizational communication”

Information and Media Program Summer Research Fellowship | 2022 | \$5,202

Principle Investigator

“Scale Development of Online Disinhibition Effect through the Lens of Self-Determination Theory”

Sandi Smith Research Fellowship | 2021 – 2022 | \$1,000

Principle Investigator

“A Qualitative and Quantitative Study of Positive Online Disinhibition Effects in Online Women Health Communities”

Information and Media Program Summer Research Fellowship | 2021 | \$4,201

Principle Investigator

“Online Disinhibition as a Critical Component of the News Consumption to Participation Path”

SERVICE TO DEPARTMENT & COLLEGE

International Studies & Programs | 2023

Conversations on Global Gender & Sexuality webinar panelist

Michigan State University

Peer Mentoring Program | 2021-Present

Information & Media Ph.D. Program

Michigan State University

Peer Mentor

Incoming Student Welcome Event | 2021 – 2024

Information & Media Ph.D. Program

Michigan State University

Event Planner, Participant

Graduate Studies Association | 2021-2022

Information & Media Ph.D. Program

Michigan State University

Voting member, Student Representative of School of Journalism

Information and Media Program Executive Committee | 2021 – 2022

Information & Media Ph.D. Program

Michigan State University

Ph.D. Student Representative

PEER REVIEWING

- Computers in Human Behavior
 - Health Communication
 - Information, Communication, and Society
 - ACM Conference on Human Factors in Computing Systems (CHI)
 - ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)
 - International Communications Association (ICA)
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Updated 10/5/2024