

**BRIEF BIOGRAPHY**

I am now a Ph.D. Candidate in Information Studies at Wee Kim Wee School of Communication and Information (WKWSCI) of Nanyang Technological University, Singapore. My research areas mainly cover three aspects, namely, user information behavior (action), user-generated content (outcome), and user cyber-psychology (underlying mechanism), particularly in the context of social media. Currently, My Ph.D. project focuses on a particular group of online influencers who create and share knowledge-intensive content on online platforms (viz., *Knowledge Wanghong* in China). My Ph.D. thesis is being jointly supervised by Dr. Alton Y.K. Chua and Dr. L.G. Pee.

Before joining WKWSCI, I obtained a Master's degree in Information Science from Wuhan University as well as a Bachelor's degree in Information Management & Information Systems from Huazhong Agricultural University, both of which are based in Wuhan, China. I also had worked at Xinhua News Agency (Hubei Branch) before I chose to pursue my Ph.D. degree. I was born in Jinzhai County, Anhui Province, P.R. China.

**AFFILIATION**

Wee Kim Wee School of Communication and Information  
Nanyang Technological University, Singapore  
05-16, 31 Nanyang Link, Singapore 637718

**CONTACT INFORMATION**

Email: xiaoyu001@e.ntu.edu.sg (work); xiaoyu.chen0928@gmail.com (others)  
Mobile phone: 65-94667736  
Office phone: 65-67906670

**EDUCATION**

- **Ph.D.** in Information Studies, Nanyang Technological University, Singapore (Expected in 2021)  
**Supervisors:** Dr. Alton Y. K. Chua and Dr. L.G. Pee  
**Thesis Advisory Committee:** Dr. Joanna Sin and Dr. Ben Choi  
**Thesis Title:** *The Impact of Perceived Attractiveness of Knowledge Wanghong on Users' Willingness to Pay*  
**博士论文课题：**知识网红感知吸引力对用户知识付费意愿的影响作用研究
- **M.S.** in Information Science, Wuhan University, China, 2016  
**Thesis Title:** *Study of User Information Behavior Characteristics and Transferring Mechanism in Social Q&A Communities*  
**硕士论文课题：**社会化问答社区用户信息行为特征及其转化机理研究
- **B.S.** in Information Management & Information Systems, Huazhong Agricultural University, China, 2013

**CURRENT RESEARCH INTERESTS**

- Cyber-psychology
- Human Information Behaviors
- Social and Economic Impacts of Social Media
- User-generated Content

**PUBLICATION****Selected Refereed Journal Articles: (\* means the corresponding author)**

- Fu, S., **Chen, X\***, & Zheng, H. (2020). Exploring an adverse impact of smartphone overuse on academic performance via health issues: A stimulus-organism-response perspective. *Behaviour & Information Technology*. doi:10.1080/0144929X.2020.1716848
- Lou, C., Tan, S. S., & **Chen, X.** (2019). Investigating consumer engagement with influencer-vs. brand-promoted ads: The roles of source and disclosure. *Journal of Interactive Advertising*, 19(3):169-186. doi:10.1080/15252019.2019.1667928
- **Chen, X\***, Chua, A. Y., & Deng, S. (2018). Comparing the web and mobile platforms of a social Q&A service from the user's perspective. *Aslib Journal of Information Management*, 70(2):176-191. doi:10.1108/AJIM-06-2017-0149
- Deng, S., Lin, Y., Liu, Y., **Chen, X.** & Li, H. (2017). How do personality traits shape information-sharing behaviour in social media? Exploring the mediating effect of generalized trust. *Information Research*, 22(3). <http://www.informationr.net/ir/22-3/paper763.html>

**Selected Refereed Conference/Workshop Article:**

- Zheng, H., **Chen, X.** & Duan, X. (2019). An overview of altmetrics research: A typology approach. In *International Conference on Asian Digital Libraries* (pp. 33-39). Springer, Cham.
- **Chen, X\***, Fu, S. (2019). Who sells knowledge to you? Understanding online identities of knowledge influencers on a pay-for-knowledge platform. Paper presented at the *13th China Summer Workshop on Information Management (CSWIM 2019)*: June 29-30, 2019: Shenzhen, China.
- **Chen, X\***, Zheng, H. (2019). Who sells knowledge online? Understanding online identities of knowledge influencers on a pay-for-knowledge platform. Paper presented at the *17th Chinese Internet Research Conference (CIRC 2019)*: June 28, 2019: National University of Singapore, Singapore.
- **Chen, X\***, Lou, C., & Fu, S. (2018). Analyzing high-quality social media discussion content: an information-seeking and sense-making approach. Paper presented at the *68th Annual Conference of the International Communication Association (2018 ICA Annual Conference)*, Prague, Czech Republic.
- Lou, C., Tan, S.S., & **Chen, X.** (2018). Mining influencer marketing messages: investigating consumer responses to brand- vs. influencer-generated ads. In *Proceedings of the Conference of the American Academy of Advertising (2018 AAA Annual Conference)*: New York, USA.
- Kong, W. Y., **Chen, X.** Bañas Alvarez, K., Ho, S. S., & Cummings, C. L.

(2017). Exploring the impacts of food technology beliefs, evaluations, and media consumption on attitudes toward nanofood in Singapore. Paper to be presented at *6th Annual International Conference on Journalism & Mass Communications (JMComm 2017)*, Singapore.

#### **Selected Working-in-progress Papers:**

- “Monetizing online knowledge sharing efforts: A study of Knowledge Wanghong,” collaboration with A.Y. K. Chua and L.G. Pee
- “Promoting users’ intention to share health information on social media: The role of confirmation bias,” collaboration with H. Zhao and S. Fu
- “Exploring the effect of knowledge-exchange activities on online deliberation: An information-seeking and sense-making perspective,” collaboration with C. Lou, S. Fu
- “Tracking altmetrics research through published papers,” collaboration with H. Zheng and X. Duan
- “Earning more or less? A study of the variance of economic gains among Knowledge Wanghong,” collaboration with A.Y. K. Chua and L.G. Pee
- “Social informatics study of online pay-for-knowledge practices in China,” collaboration with A.Y. K. Chua and L.G. Pee

#### **PROFESSIONAL ACTIVITIES**

- Teaching and research assistant of Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (2017-now)
- Residential mentor of undergraduates in Hall 13 at Nanyang Technological University (August 2019—August 2020)
- Teaching assistant of the Department of Information Management Science, Wuhan University (2014-2016)
- Research assistant of Wuhan University Academic Development Plan for Scholars after 1970s (“Research on Internet User Behaviors”) (2014-2016)
- Anonymous reviewer for the following peer-review journals:
  - *Aslib Journal of Information Management*
  - *Computers in Human Behavior*
  - *Cyberpsychology, Behavior, and Social Networking*
  - *Internet Research*
  - *Knowledge Management Research & Practice*
  - *Online Information Review*
  - *The Electronic Library*

#### **HONORS & AWARDS**

- Outstanding Reviewer, *Aslib Journal of Information Management*, 2018
- Award for Outstanding Graduates (top 5%), Wuhan University, 2016
- National Scholarship for Postgraduate (top 10%), Ministry of Education of China, 2015
- Award for Outstanding Graduates (top 10%), Huazhong Agricultural University, 2013

- Scholarship for Excellent Undergraduates (top 15%), Huazhong Agricultural University: 2010, 2011, 2012, and 2013

### **COMPUTER SKILLS**

- Statistical data analysis: Excel, SPSS, R
- Structure equation modeling (SEM): PLS, AMOS, LISREL, R
- Qualitative comparative analysis (QCA): R
- Qualitative and quantitative text analysis: R
- LDA topic modeling: R

### **LANGUAGES**

- English (professional working proficiency)
- Mandarin Chinese (native)
- Cantonese (elementary)
- Singlish (daily communication)

### **OTHERS**

- **Hobbies**
  - Books & movies & music (100% passion)
  - Jogging (80%)
  - Story writing (70%)
  - Photography (50%)
  - Traveling (50%)
- **Expertise**
  - Debates (I had 7-year debating experience in competitions and coaching)
    - Debating styles (TV shows, Oregon, and British Parliamentary)
    - Language for debates: Mandarin